



# AI that works: The Google Cloud Next playbook.

**/thoughtworks**  
Design. Engineering. AI.



# For AI to work next Tuesday...

**You don't need more AI experiments.  
You need an enterprise that is AI-ready.**

Today, the gap between a bold idea and a market-ready product isn't just "tech"- it's your foundation. For AI to deliver on its promise, your systems must grow up, instead of growing old.

At Thoughtworks, we pair decades of engineering excellence with AI/works™, our agentic development platform, to move you from legacy constraints to agentic architectures in 90 days.

Product design in 3 days, prototype in 3 weeks and MVP in 3 months. **All with fixed price outcomes.**



# Your **3 step** journey from idea to impact.



## **Real-world results: Moving from ambition to production.**

Innovation is only as strong as the foundation it sits on. Here is how we move beyond the pilot phase to deliver systems that grow up, instead of growing old.

# The proof: Stories of systems that grow up.

## 1. Rebuild: Etsy.

### Scaling a global marketplace through cloud-native agility.

**The Problem:** Trapped by the high costs and long lead times of physical data centers, Etsy faced scaling bottlenecks that hindered their ability to onboard developers and launch features quickly.

**The AI/works™ Approach:** We partnered with Etsy to execute a seamless migration to Google Cloud, implementing industry-standard tooling like Kubernetes and Terraform. We simultaneously optimized their product delivery blueprint to focus on “Time to Learning.”

**The Impact:** “Time to Learning” plummeted from 50 days to just 5. The new GCP foundation provides total observability and a managed ML platform, allowing Etsy to keep human connection at the heart of commerce at a global scale.

[Click to read the Etsy story.](#)



## 2. Rewire: Clevergy.

### Optimizing the digital nervous system for carbon-neutral growth.

**The Problem:** An energy startup committed to sustainability lacked visibility into its own cloud carbon footprint and was using high-emission data pipelines to move event traffic.

**The AI/works™ Approach:** We rewired their Google Cloud architecture using the Cloud Carbon Footprint (CCF) tool to identify hotspots. We then refactored their data ingestion, replacing complex streaming services with direct GCP push subscriptions to BigQuery.

**The Impact:** A 92% reduction in CO2 emissions and a significantly lower cloud bill. By optimizing the “under-the-hood” data flow, Clevergy now scales its user base without scaling its environmental impact.

[Click to read the Clevergy story.](#)



### 3. Reimagine: Abraham Lincoln Presidential Library and Museum.

#### Revitalizing the customer experience through augmented reality.

**The Problem:** Traditional museum exhibits often struggle to engage younger, tech-savvy audiences or provide deep accessibility for visitors with diverse language and sensory needs.

**The AI/works™ Approach:** We reimagined the museum floor as a digital canvas. Using a custom Google Cloud-based CMS and Unity integration, we launched “Lincoln Unlocked”—an AR app that lets visitors “touch” 3D artifacts and hear first-hand accounts of history in six languages.

**The Impact:** A new benchmark for cultural institutions. Visitors now engage with history through immersive XR, while the museum can update virtual exhibits remotely without writing a single line of code.

[Click to read the Lincoln story.](#)



### The 80% problem

80% of enterprise AI initiatives stall before scaling.

We solve this by focusing on Industrial-Grade Engineering. We don't just build the model; we build the system that makes the model useful.

# Our offerings: The Agentic toolkit.

How we deliver impact on Google Cloud.

## Rebuild the Core

### **Mainframe & Legacy Renewal:**

Through our strategic partnership with Mechanical Orchard, we've created a well-orchestrated path for mainframe modernization on Google Cloud. Use AI to decode legacy logic and regenerate it into modern, modular Google Cloud microservices. Eliminate technical debt for good.

## Rewire for Agents

### **Data Modernization:**

Move beyond data lakes to data "products." Build the high-quality, governed foundations that allow Vertex AI and Gemini to work safely.

## Reimagine value

### **AI-First Product Engineering:**

Use our 3-3-3 methodology to move from a new product concept to a live production MVP in exactly three months.

## Evolve always

### **Managed Services (DAMO™):**

Proactive, AI-driven operations that ensure your systems evolve as regulations and market risks change.

# What's your bold idea? Let's make it work.

We are a global technology consultancy that delivers extraordinary impact by blending design, engineering and AI expertise.

For over 30 years, our culture of innovation and technological excellence has helped clients strengthen their enterprise systems, scale with agility and create seamless digital experiences.

We're dedicated to solving our clients' most critical challenges, combining AI and human ingenuity to turn their ambitious ideas into reality.

Visit [thoughtworks.com](https://www.thoughtworks.com) or talk to us at Google Cloud Next.