



Google and Edebé become allies in order to improve the education with artificial intelligence and Big Data

Google and **grupo Edebé** have reached a collaboration agreement for the production and distribution of digital educational products intended for adaptive learning, through the use of **artificial intelligence**, and data analysis, **Big Data**.

The changes at breakneck speed and the paradigm transformation of education have caused all the agents involved in teaching to consider how to approach attention to diversity.

The use of artificial intelligence will offer students a personalized learning, adapted to their needs, with the contents and materials that they need at any time. Reaching their maximum potential, according to their abilities, will be the objective. On the part of teachers, the technology will provide a virtual assistant that will facilitate an individualized follow-up of the student and will be able to detect and solve the challenges of the learning process.

Marc Sanz López, Head of Google for Education South of Europe, said that "with this strategic alliance we want to accompany managers and teachers in the process of education's transformation and evolution, with technology being a key ally to achieve it and to support their projects."

According to **Antonio Garrido**, CEO of grupo Edebé, "this collaboration agreement allows us to advocate for the digital transformation of schools and give more time to teachers to personalize education and get each student to achieve their challenges."

As a result of the partnership, the first products for its implementation will be available in the academic year 2019/2020.

The aim of the collaboration between both companies is to promote digital transformation with the combination of Google's digital tools and Edebé's digital educational content and products. These new products are integrated with the **Google for Education ecosystem** compound with the collaboration and communication platform **G Suite for Education** and **Chromebook** devices.

Through this agreement, the latest advances in artificial intelligence and adaptive learning based on Big Data will be available to the educational community and will respond to its great challenges.

Edebé, an editorial group specialized in educational contents with an extensive experience, was a pioneer in the creation of digital materials. In the past few years it has consolidated as one of the largest publishing groups dedicated to Education in Spain. Edebé is present in all Latin-American countries and especially in the Spanish-speaking countries of Mexico, Colombia, Peru, Ecuador, Argentina, Chile, as well as in Brazil in Portuguese language.

About **Alphabet Inc**, Larry Page and Sergey Brin founded Google in September 1998. Since then, the company has grown to have more than 80,000 employees worldwide and a wide variety of products and platforms such as search engine, Google Maps, Ads, Gmail, Android, Chrome and YouTube. In October 2015, Alphabet became the parent company of Google. You can learn more about Alphabet's mission [here](#).

Further information:

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