Making Science Chooses Google Agentspace

● *Over 800 users from Making Science, a pioneer in business AI applications, are already participating in the progressive adoption of the technology*
● *Making Science validating real-world use cases, developing adoption methodologies, and building technical accelerators to share their experience with clients*
● *This implementation strengthens Making Sciences' position as a Google Cloud Premier Partner with six specializations, including Generative AI*

Chicago, April 9th, 2025 - Making Science, a technology and marketing consultancy specializing in digital business acceleration and a pioneer in business-applied artificial intelligence, has deployed Google Agentspace, Google Cloud's innovative platform based on generative AI and intelligent agents.

More than 800 Making Science users are already participating in the progressive adoption of Agentspace, which enables conversational interaction from a single interface with corporate applications such as Salesforce, SAP, Jira, BigQuery, and Atlassian, among many others, facilitating decision-making, data access, and execution of complex tasks. Upcoming milestones include the automation of key processes, such as sending SAP invoices directly from the platform.

Making Science has deployed this system as part of a broader approach to AI adoption that includes various gen AI solutions, with a structured department-by-department training model, an internal "AI Champions" program to support adoption and the integration of impact and return metrics.

"Choosing Google Agentspace reaffirms our commitment to technological innovation and our ability to lead real digital transformation from within. This initiative allows us not only to gain efficiency but also to learn from experience to better support our clients in their own generative artificial intelligence adoption processes," explains **José Antonio Martínez Aguilar, Founder and CEO of Making Science.**

This implementation reinforces Making Science's leadership as a pioneering company in the adoption of disruptive technologies and is part of its strategic plan, "AI Transformation Quarter". This is a global program that promotes the integration of generative AI tools, process automation, and continuous training of the company's teams.

Prepared to Lead Implementation for Clients

In addition to making its own processes more efficient, the adoption of Agentspace throughout its structure, from technical teams to business areas, positions Making Science as a strategic ally for companies interested in integrating this technology into their operations. Leveraging this hands-on experience, the company is validating use cases, developing adoption methodologies, and creating technical accelerators and integration templates. In

parallel, knowledge and expertise are being generated to connect Agentspace with complex business environments and measure its impact with clear metrics of return and business value.

"With Agentspace, we advance in our collaboration with Google Cloud to enhance artificial intelligence in business environments. This technology represents the future of interaction with corporate data and applications. By implementing Agentspace at Making Science, we can transfer real learnings to our clients, accelerating adoption and maximizing impact," comments **Álvaro Verdeja, COO - Cloud, AI, Cyber and Software at Making Science.**

As a Google Cloud Premier Partner, Making Science strengthens its ability to accompany organizations in the implementation of solutions based on generative artificial intelligence, with an approach that combines technical knowledge, operational experience, and business vision. This implementation aligns with Google Cloud's strategy to drive AI technology adoption through its network of certified partners.

About Making Science

Making Science is a global company specializing in digital acceleration that currently has more than 1,200 employees with presence and technological development in 15 markets: Spain, Portugal, Mexico, Colombia, France, Italy, United Kingdom, Ireland, Sweden, Denmark, Norway, Finland, Germany, Georgia, and the USA. As a consulting partner of Local Planet, the largest global network of independent media agencies, Making Science develops technological solutions and offers digital marketing, Adtech and Martech services, cloud technologies and software, and cybersecurity globally through delivery hubs that drive job creation and the availability of highly qualified technological talent.

Making Science consists of 4 business lines: the **Global Digital Agency with Technology**, with 360 digital advertising services that integrate strategic planning, creativity, data, and technology; **RAISING**, the Technology Division, which combines business experience with data science to offer advanced solutions based on AI applied to marketing; the **Cloud, Software and Cybersecurity Division**, with a team of more than 400 engineers and data scientists for the development of cloud-based solutions and a specialized cybersecurity team; and the **Investment Area** of Making Science, with Ventis and TMQ, as a line of business diversification and implementation of the capabilities of all Making Science areas.

With **RAISING**, the technology division, the company positions itself as a global leader in digital transformation and, thanks to its technological solutions ad-machina, Trust Generative AI, and Gauss AI, brands maximize their business results with Artificial Intelligence.

Additionally, the company participates in various ESG initiatives, notably the Climate Pledge, the United Nations Global Compact, and the Pledge1% initiative, supporting non-profit organizations in its community with a strong commitment to creating a positive impact on society.