

Globant ▶
Enterprise AI



Public Tools: Example of use

Google Drive Tools

Since April 2025 release



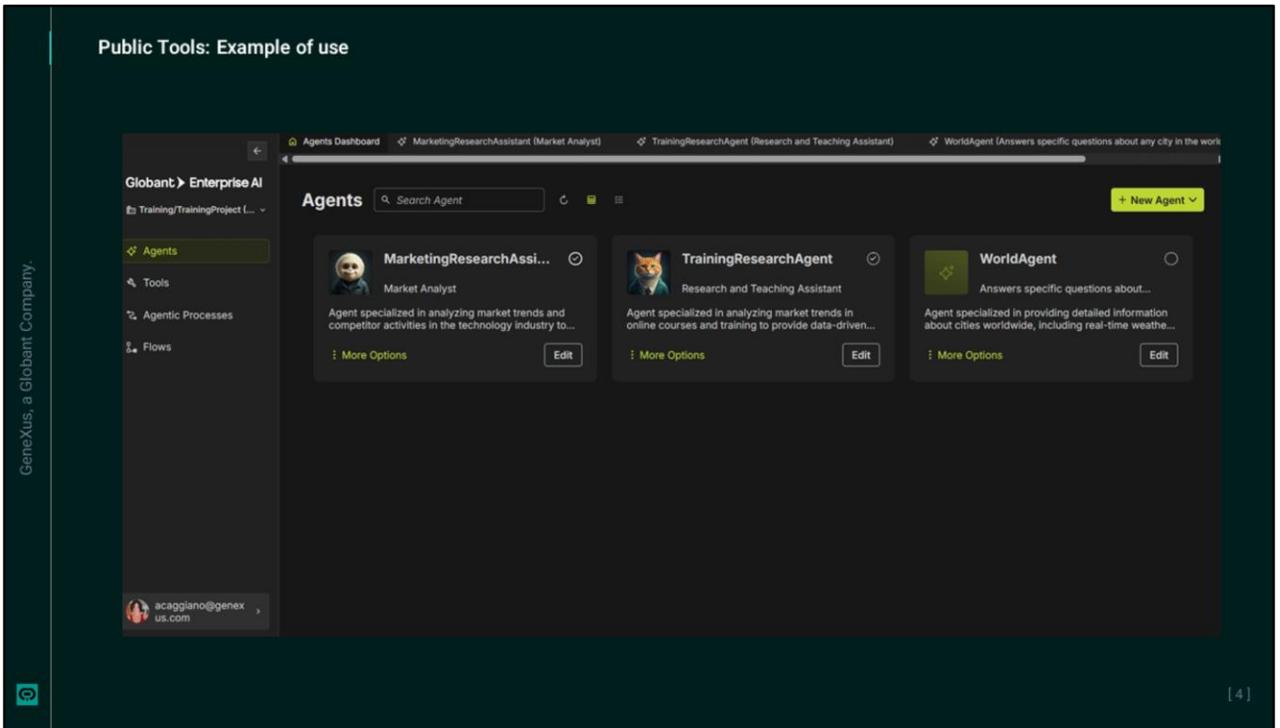
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Google Drive Tools

- `com.globant.geai.gdrive_create_docs`
- `com.globant.geai.gdrive_fill_blanks_google_docs`
- `com.globant.geai.gdrive_read_google_docs`
- `com.globant.geai.gdrive_upload_image`

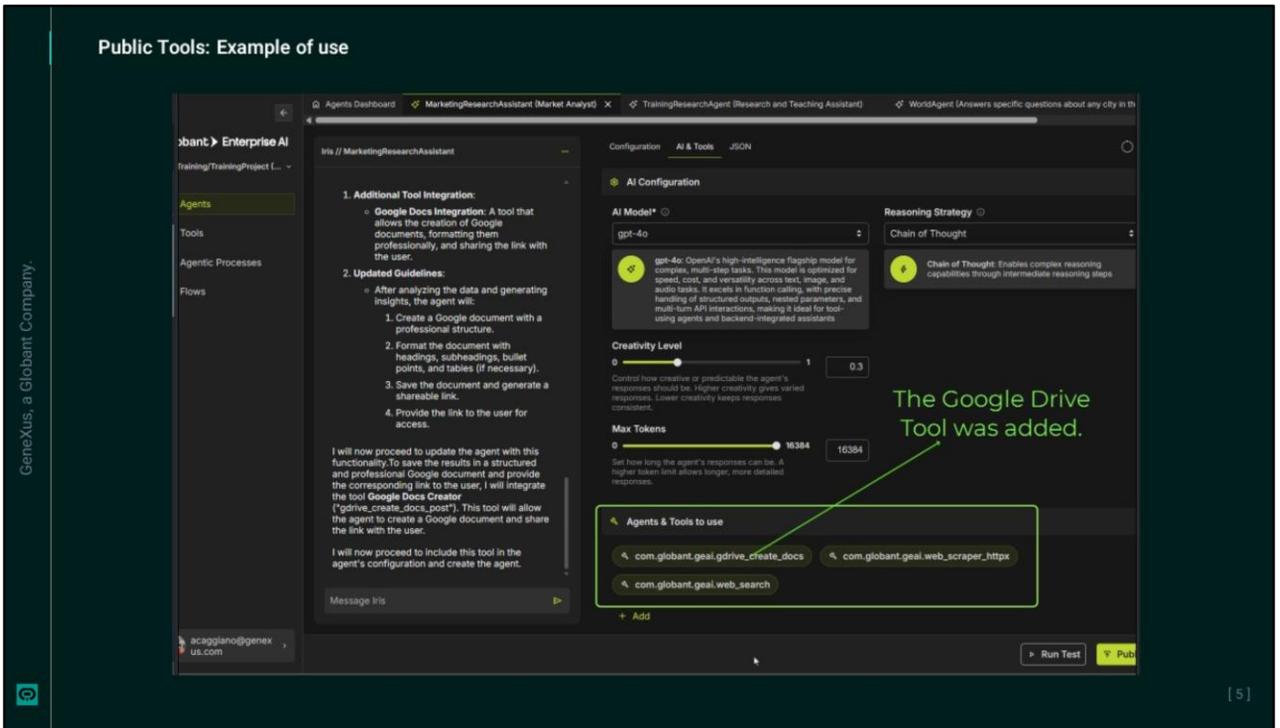
Access [Google Cloud Platform](#) to obtain credentials.

Previously we have seen how to configure public tools that require configuration, in particular Google Drive tools that allow you to work with documents. Let's see now an example of use.



We have in our project an agent named MarketingResearchAssistant who is in charge of analyzing market trends in marketing issues.

If we run it and ask for example what is the trend in notebook sales in Uruguay, we see your response on the panel itself.



Good. But now we also need the answers to be saved in a Google document, so let's add the necessary instructions.

We then indicate that the result of the query should be saved in a Google document. Its format must be structured and of a professional standard, and the user must be provided with the corresponding access link.

Public Tools: Example of use

The screenshot displays the Genexus AI interface. On the left, a sidebar shows the 'Agents' section with 'MarketingResearchAssistant' selected. The main workspace is divided into several panels:

- Configuration:** Shows 'Agent Name' as 'MarketingResearchAssistant' and 'Agent Role' as 'Market Trends and Competitor Analyst'.
- Agent Purpose:** Describes the agent as 'specialized in analyzing market trends and competitor activities in the technology industry to provide data-driven insights for marketing strategies.'
- Agent Details:** Includes a 'Generate your avatar image' button and a 'Regenerate image' button.
- Knowledge:** Lists 'Guidelines' such as 'Receive the user's query regarding market trends or competitor analysis' and 'Identify the key aspects of the query, such as specific competitors, market segments, or trends.'
- Chat/Output:** Shows a conversation where the agent has generated a document titled 'Smartphone Market Trends in 2025'. The document content is visible in a separate window.

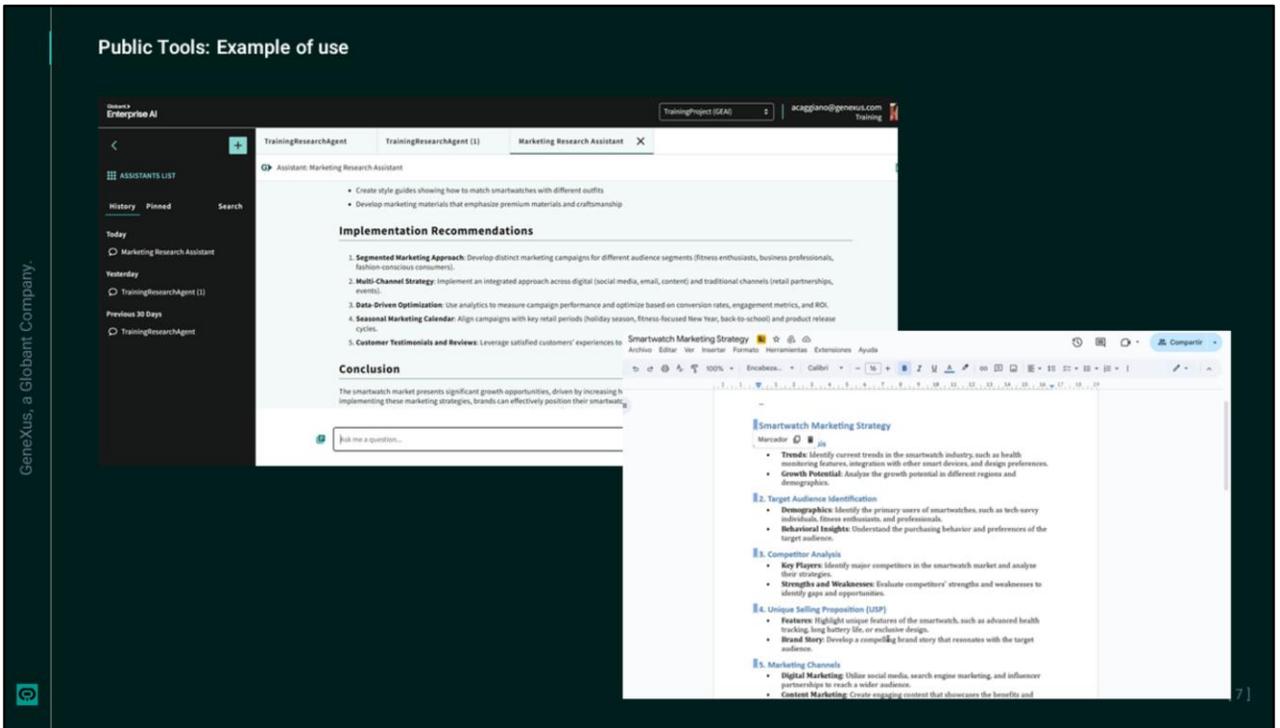
The document content, titled 'Smartphone Market Trends in 2025', includes the following sections:

- 1. Growth and Market Dynamics:**
 - The global smartphone market is experiencing modest growth. According to IDC, global smartphone shipments increased by 0.8% year-over-year in Q1 2025, reaching 351.4 million units. This growth is influenced by strategic production increases to mitigate potential tariff impacts from the US-China trade tensions.
 - Canalys reports that the global smartphone market grew by 7% in 2024, marking a rebound after previous declines. However, 2025 presents challenges with potential market saturation in emerging markets and economic uncertainties.
- 2. Regional Performance:**
 - Asia-Pacific remains a significant contributor to global shipments, with Japan showing a 2.9% year-over-year growth driven by demand for Apple and Samsung devices.
 - North America recorded an 8% growth in Q1 2025, supported by increased OEM shipments to counter tariff impacts.
 - Emerging markets have been a growth engine, but some are reaching saturation, which may slow down growth.
- 3. Brand Performance:**
 - Samsung and Apple continue to lead the market, with Samsung holding a 20% market share and Apple at 19% in Q1 2025. Both brands have seen strong performances with new product launches.
 - Xiaomi, vivo, and OPPO are also significant players, with Xiaomi maintaining momentum in China and other markets.
 - Apple's shipments grew by 12% year-over-year in Q1 2025, the highest

Let's test the behavior again.

We now ask for an analysis of the current market trends in cell phone sales. We see the answer, and if you do not see the link to access the document, we request it.

OK, we consider the agent's behavior valid so we press Publish to publish it, and when it becomes available, we can also access it from the Playground. Let's try it.



From the Globant Enterprise AI backoffice, we access the Playground option.

We select the corresponding project, and look for our MarketingResearchAssistant agent. As a test, this time we consulted on what would be a good marketing strategy to promote Smart watches.

We see the answer and also access the generated document.

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