# Google integrates AI tools into Workspace subscription plans



Google has recently announced that its advanced AI tools, known as Gemini, will now be available to all users subscribed to its Google Workspace Business and Enterprise plans. Previously an add-on that could cost between $20 and $30 per user per month, the integration of Gemini tools represents a significant shift in Google's approach to its cloud-based productivity software. However, this move comes with a modest increase in subscription fees, with users now set to pay slightly higher rates across all tiers of Google Workspace.

In a blog post detailing the new changes, Jerry Dischler, President of Cloud Applications at Google, expressed that, "We believe AI is foundational to the future of work and its transformative power should be accessible to every business and every employee, at an affordable price." By including Gemini capabilities directly within the Google Workspace offerings, which encompass commonly used services such as Docs, Sheets, and Slides, Google aims to streamline work processes and enhance user productivity without imposing significant additional costs.

The new pricing structure means that while all Workspace tiers will see a slight increase, the inclusion of Gemini AI supports a more comprehensive experience for users. For instance, using the Workspace Business Standard plan with Gemini will now cost users $14 per month, which is just $2 more than what they paid previously without the AI features. This contrasts sharply with the earlier model that required an extra fee for Gemini access, making it more financially feasible for businesses of various sizes to tap into AI capabilities.

Currently, over 100,000 customers have already adopted Gemini within their organisations. The AI's functionalities include summarisation, drafting, and capabilities for conducting complex information searches across the Google Workspace suite, as well as advanced chat features for intricate tasks.

This announcement comes at a time of heightened competition in the AI space, particularly with Microsoft introducing a free version of its own AI assistant, Copilot, for Microsoft 365 customers. Jerry Dischler pointed out that "When we talk to businesses about AI, the main obstacle they face is cost." He underscored that Google's integrated products are designed to provide maximum value, encouraging businesses to fully utilise these advanced tools. Features in the new Workspace AI include automated designs for documents and videos, AI-powered note-taking for meetings, and efficient email summarisation in Gmail—all of which aim to enhance productivity and simplify tasks for users.

The simultaneous announcements from Google and Microsoft signal a strategic shift toward increased accessibility of AI solutions within commercial offerings. Both companies are moving to eliminate paywalls that have traditionally governed access to advanced AI capabilities. While Microsoft has opted for a dual approach, combining a free AI chat feature with an existing premium solution, Google’s strategy seems focused on fostering broader user adoption by easing financial barriers.

As the market for AI continues to evolve, experts observe that the move to democratise access to AI tools may provide both Google and Microsoft with a competitive edge, potentially attracting a wider array of users across small to large businesses. However, this transformation raises broader questions about resource management, user dynamics, and the long-term implications of providing advanced AI features within standard subscription models.

The new pricing structure for Google Workspace will take effect immediately for new customers, while existing users can expect the updated fees to be applied starting from March 17, 2025—or at their subscription renewal date, whichever comes later. Google has specified that very small business customers will be exempt from these changes, and users can begin a "no-cost" trial to experience the new features.

Source: [Noah Wire Services](https://www.noahwire.com)

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