

Build and Scale: Launching Gemini AI Agents on Google Cloud Marketplace

Unlocking enterprise agility with Promevo and Google Cloud



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Your Guide to the Google Cloud Ecosystem

- ⚡ **100% Google-Focused Premier Partner** Founded in 2001, providing dedicated expertise exclusively within the Google ecosystem.
- ⚡ **End-to-End Services** Specializing in Workspace, Cloud Infrastructure, and comprehensive App Modernization.
- ⚡ **Proprietary Tools Creators of gPanel®** for advanced organizational management and robust security.
- ⚡ **AI Enablement** Delivering guided pilots, customized agent development, and change management.



The ROI of Building for the Marketplace



8M+

Paid Gemini Seats

Build for the default workspace. Natively access a highly concentrated pool of premium, AI-ready buyers.

- ✓ 120k+ Enterprise Orgs
- ✓ 6M+ Workspace Customers



416%

Proven Enterprise ROI

Buyers actively seek agents to extend their existing AI success directly into your proprietary SaaS workflows.

- ✓ 3 Hrs/Wk Time Saved Per User
- ✓ 85B+ Monthly API Requests



\$74B+

Committed Cloud Spend

Remove IT friction. Enterprises use pre-committed "use-it-or-lose-it" budgets to instantly buy your software.

- ✓ 200%+ YoY Co-Sell Growth
- ✓ \$71B GCP Annual Run Rate

The Front Door for AI in the Workplace



Formerly Agentspace

A unified, centralized platform tailored for securely deploying agentic AI across the modern enterprise organization.



Data Grounding

Consolidates rich context from 100+ applications including Google Workspace, Microsoft 365, Salesforce, and Jira.



Ready-to-Use & Custom

Out-of-the-box agents (like Deep Research, Coding) plus intuitive builders for specialized workflow deployment.



Enterprise Security

SOC 2 aligned infrastructure that strictly respects existing enterprise permissions and integrates directly with Identity Providers like Entra ID.

A Curated Ecosystem of AI Capabilities

- ⚡ **Dedicated AI Category** Exclusive "AI Agents" hub natively integrated on the Google Cloud Marketplace.
- ⚡ **Easy Discovery** Search intuitively for 3rd-party agents by industry vertical or specific use case.
- ⚡ **Top Tier Partners** Pre-built, validated agents from partners like Box AI, Optimizely, Fullstory, and more.
- ⚡ **Seamless Deployment** One-click provisioning directly into secure, governed Gemini Enterprise environments.



Architecting Your AI Agent

Two Development Paths

No-Code / Low-Code

Gemini Enterprise Agent Designer

Natural language creation for rapid deployment by business users and operational teams.

Pro-Code

Agent Development Kit (ADK)

Resides in Vertex AI. Harness custom models, complex API integrations, and tailored workflows.

The Anatomy of an Agent



Brain: Gemini Foundation Models



Tools: Secure OAuth 2.0 Connectors



Rules: System Instructions & Guardrails

Code Demo: Wrapping the API & Brain

1. The ISV API Wrapper (The Tool)

Define a Python function using the ADK `@tool` decorator. This exposes your SaaS endpoint (e.g., Helpdesk Ticket Status) to the LLM.

```
@tool(
    name="get_ticket_status",
    description="Fetches ticket details."
)
def get_ticket_status(ticket_id: str, token: str):
    # Simulate ISV API Call with OAuth token
    # GET https://api.your-saas.com/v1/tickets/
    mock_db = {
        "TS-1042": {"status": "In Progress"}
    }
    return mock_db.get(ticket_id)
```

2. The LLM Agent (ADK Brain)

Initialize the Gemini model, assign system instructions, and attach the defined tools so the model can reason and execute.

```
from google.adk import LlmAgent

my_isv_llm_agent = LlmAgent(
    model_name="gemini-1.5-pro",
    system_instruction=(
        "You are an IT Helpdesk assistant. "
        "Use tools to fetch ticket info."
    ),
    tools=[get_ticket_status] # Attach wrapper
)
```

Code Demo: A2A Discovery & Execution

3. The Agent Card (Discovery)

The AgentCard is the "business card" used by the Gemini Enterprise orchestrator to discover what your ISV agent can do.

```
isv_ticket_skill = AgentSkill(
    id="helpdesk_ticketing_skill",
    name="Helpdesk Management",
    description="Retrieves ticket status."
)

agent_card = AgentCard(
    id="isv-helpdesk-agent-v1",
    name="Helpdesk Concierge Agent",
    skills=[isv_ticket_skill]
)
```

4. The A2A Executor

The Executor bridges A2A requests to your LlmAgent. Crucially, it manages zero-trust by passing user identity to the backend.

```
class ISVExecutor(AgentExecutor):
    async def execute_task(self, req, task_id, msg):
        # 1. Extract OAuth token for Zero Trust
        auth_token = req.headers.get("Authorization")

        # 2. Pass message to ADK LlmAgent
        resp = await self.agent.generate_response(msg)

        # 3. Format back to A2A standard
        return new_agent_text_message(resp.text)
```


Key Architectural Takeaways for ISVs



The AgentCard is Your Storefront

This JSON-serializable object is hosted at an endpoint so the central Gemini Enterprise system automatically discovers your capabilities without hardcoding.



Zero-Trust by Design

The A2A executor extracts the end-user's identity (OAuth) and passes it to your tool. This ensures APIs only return data authorized for that specific user.



Deployment Flexibility

The A2aAgent object abstracts HTTP boilerplate. You can deploy this entire script natively as an intelligent microservice on Google Cloud Run.

Bringing Your ISV Agent to Market

The API-to-Agent Journey

Wrap Your API: Connect your proprietary SaaS backend securely using the Vertex AI ADK and standard OAuth 2.0.

Train the Logic: Embed your unique business rules, defined persona, and enterprise guardrails.

List on Marketplace: Publish directly to the dedicated "AI Agents" hub on Google Cloud.

Scale & Monetize: Unlock net-new revenue streams by reaching millions of active enterprise buyers.

Next Steps for ISVs

- ▶ Access the Vertex AI ADK developer portal
- ▶ Review Cloud Marketplace listing requirements
- ▶ Partner with Promevo for technical & GTM validation

[Partner with Promevo](#)

