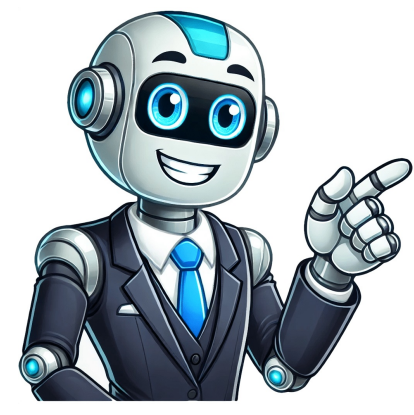


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United States \$2,600,000,000 Google Cloud Platform [302] 230 July 29, 2019 Elasticfile File storage United States — Google Cloud Platform [303] 231 October 16, 2019 Soracric Learning apps United States — Google Classroom [304] 232 November 18, 2019 CloudSimple Cloud hosting United States — Google Cloud Platform [305] 233 December 19, 2019 OpenCloud Open cloud computing United States — Google Cloud Platform [306] 234 January 1, 2020 PostgreSQL PostgreSQL database United States — Google Cloud Platform [307] 235 January 1, 2020 PostgreSQL PostgreSQL database United States — Google Cloud Platform [308] 236 January 1, 2020 PostgreSQL PostgreSQL database United States — Google Cloud Platform [309] 237 January 30, 2020 Oracle Small Business Edition Java SE United States — Google Cloud Platform [310] 238 January 30, 2020 Stratozone Cloud assets United States — Google Cloud Platform [311] 239 February 2, 2020 Dataform Big Data analytics United Kingdom — Google Cloud Platform [313] 314 March 14, 2020 Neverware ChromiumOS distribution United States — ChromeOS Flex [315][316][317] 240 October Acifio Backup, disaster recovery United States [318] 241 February 14, 2021 Fitbit Wearables United States \$2,100,000,000 Wear OS [319][320] 242 February 2021 Provino Cloud hardware United States — Tensor processing unit [321] 244 April 5, 2021 Dynosics Audio hardware United States — Pixel Buds [322] 245 September 3, 2021 Playstage Collaboration tool United States — Google Workspace [324] 246 October 18, 2021 MuJoCo Robotics simulator United States — Google DeepMind [325] 247 January 4, 2022 Simplify Cybersecurity Israel \$500,000,000 Google Cloud Platform [326][327] 248 March 8, 2022 Mandiant Cybersecurity United States \$5,400,000,000 Google Cloud Platform [328] 249 March 16, 2022 Raxium AR hardware United States \$1,000,000,000 [329][330] 250 April 22, 2022 Vicarious Artificial intelligence, robotics software United States — Intrinsiq [331] 251 April 29, 2022 MoblidexX mobile device computing United States — Google Cloud Platform [332] 252 May 13, 2022 Foresetti cybersecurity software Sweden — Google Cloud Platform [333] 253 August 2022 Alter Artificial Intelligence United States Czech Republic \$100,000,000 [334] 254 September 20, 2022 BrezeeMeter Air quality monitoring Israel — Google Maps [335] 255 October 11, 2022 BrightBytes Data and analytics United States — Google for Education [336] 256 October 26, 2022 Sound Life Sciences Health monitoring United States — [337][338] 257 December 15, 2022 Open Source Security Monitor Open source security United States — Intel Inside [339] 258 December 15, 2022 Intel Inside Intel processor United States — Intel Inside [340] 259 December 15, 2022 Wiz Cybersecurity Israel \$32,000,000,000 Google Cloud Platform [344][345] On December 10, 2012, Google sold the manufacturing operations of Motorola Mobility to Flextronics for \$75 million [346] As a part of the agreement, Flextronics will manufacture undisclosed Android and other mobile devices. [347] On December 19, 2012, Google sold the Motorola Home business division of Motorola Mobility to Arris Group for \$2.35 billion in a cash-and-stock transaction. As a part of this deal, Google acquired a 15.7% stake in Arris group valued at \$300 million. [348][349] On January 29, 2014, Google announced that it would divest Motorola Mobility to Lenovo for \$2.91 billion, a fraction of the original \$12.5 billion price paid by Google to acquire the company. Google retained all but 2000 of Motorola's patents and entered into cross-licensing deals. [350] In 2017, Google sold off its satellite business, Terra Bella, to Planet Labs for an undisclosed price and entered into a multi-year agreement to license Earth imagery from the company. [351] CapitalG, Alphabet's growth capital investment fund GV, Alphabet's venture capital firm List of largest mergers and acquisitions Lists of corporate acquisitions and mergers ~ Rusli, Evelyn M. (October 27, 2011). 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design and manufacturing of smartphones. HTC had a history of producing high-quality Android devices, which aligned with Google's ambitions and Pixel Smartphone DevelopmentThe acquisition was instrumental in the development of its Pixel smartphones. By bringing in HTC's talent and resources, Google sought to create more competitive and innovative devices.Vertical IntegrationGoogle aimed to strengthen its position in the smartphone market through vertical integration, allowing for tighter control over hardware and software integration. This approach aimed to offer a more seamless and optimized user experience.Competitive AdvantageAcquiring portions of HTC's smartphone division allowed Google to compete more effectively with smartphone industry leaders like Apple and Samsung. It bolstered Google's hardware portfolio and positioned it as a serious player in the premium smartphone market.Talent AcquisitionBeyond technology and IP, Google also acquired skilled engineers and designers from HTC, enhancing its in-house talent pool for hardware development.It was a significant Google acquisition that played a crucial role in shaping Google's hardware ambitions and its position in the smartphone industry.Google's acquisition of Waze in 2013 was a pivotal move in the tech industry, driven by several strategic objectives. Initially, Google approached Waze, a popular GPS navigation software known for its crowd-sourced real-time traffic data, amidst competition from other tech giants like Facebook and Apple. Negotiations ensued, encompassing discussions on the purchase price, integration plans, and the future status of Waze as an independent entity. Regulatory approval was also sought, as antitrust concerns loomed over the acquisition in various countries.Finally, Google acquired Waze in 2013. And this deal was worth \$966 million.Enhanced Mapping and Navigation Services: Waze's real-time traffic data and community-driven updates complement Google Maps, making it even more accurate and reliable. Google aimed to strengthen its navigation offerings by incorporating Waze's features.Competitive Advantage: Acquiring Waze prevented competitors like Facebook and Apple from gaining a foothold in the navigation and mapping space. Google aimed to maintain its dominance in this sector.User Engagement and Data: Waze had a highly engaged user base that actively contributed data. Google could leverage this data to improve its advertising and location-based services.Monetization Opportunities: Google saw opportunities to monetize Waze's user base through location-based advertising and promotions.Strategic Expansion: The acquisition allowed Google to expand its presence in Israel, where Waze was headquartered, and tap into the local tech talent pool.Thus, Google acquired Waze to enhance its mapping and navigation services. Also, it gained a competitive advantage, leveraged user data for monetization, and strategically expanded its operations while preventing rivals from doing the same. This acquisition has since played a significant role in shaping Google's mapping and location-based services.Google's acquisition of DeepMind Technologies in 2014 marked a significant step in its foray into artificial intelligence (AI) and machine learning. DeepMind was a British AI company known for its cutting-edge research and development in various AI domains. Let's look at the episodes of this Google acquisition-Initial Contact and NegotiationsGoogle initiated contact with DeepMind for a potential acquisition. Negotiations involved discussions on the purchase terms, integration strategies, and the future of DeepMind's research.Integration PlanningGoogle had to devise a plan for integrating DeepMind's AI expertise and technologies into its existing products and services. Preserving DeepMind's research culture and independence within Google was a crucial consideration.Ethical and Regulatory ConsiderationsThe acquisition raised ethical concerns related to AI development and its potential misuse. Google committed to establishing an ethics board to oversee DeepMind's projects and ensure responsible AI development.After going through all these hurdles, Google finally acquired DeepMind Technologies in 2014 for \$625 million.AI Expertise and ResearchGoogle aimed to tap into DeepMind's deep pool of AI talent and cutting-edge research, positioning itself at the forefront of AI innovation. DeepMind had made significant advancements in areas like deep reinforcement learning, which had broad applications in AI and beyond.Enhanced Products and ServicesThe integration of DeepMind's AI capabilities could enhance various Google products and services, including search, advertising, and cloud computing. Google saw opportunities to improve user experience and develop new AI-driven features.Strategic Competitive AdvantageAcquiring DeepMind prevented competitors from gaining access to its innovative AI technologies. Google sought to maintain its leadership in the tech industry by staying ahead in AI research and development.Healthcare and Medical ResearchDeepMind's expertise extended into healthcare and medical research, with projects focused on using AI for disease diagnosis and treatment optimization. Google recognized the potential to revolutionize healthcare with AI-driven solutions.Long Term GrowthThe acquisition aligned with Google's long-term growth strategy, diversifying its portfolio and positioning it for AI-driven opportunities in various industries.Thus, Google acquisition of DeepMind Technologies was motivated by its desire to leverage DeepMind's AI expertise and research. Also, it looked to enhance its products and services, maintain a competitive edge, advance healthcare solutions, and ensure long-term growth prospects. This strategic move has since played a pivotal role in Google's AI initiatives and research endeavors, shaping the future of AI applications across multiple domains.Google's acquisition of Apigee in 2016 marked a strategic move into the realm of application programming interfaces (APIs) and cloud-based services. Apigee was a leading provider of API management and analytics solutions.Google initiated discussions with Apigee recognizing the growing importance of APIs in modern software development. The due diligence involved the assessment of Apigee's technology, customer base, and market position.The negotiations included the determination of the purchase price, integration plans, and Apigee's post-acquisition role. Google was willing to invest significantly in acquiring Apigee.And it successfully acquired Apigee in the year 2016 for \$625 million.API Management ExpertiseGoogle sought to tap into Apigee's deep expertise in API management and analytics. Apigee's tools were widely used by businesses to build, secure, and scale APIs, making it a valuable addition to Google's cloud portfolio.Enhanced Cloud OfferingsThe acquisition aimed to bolster Google Cloud's capabilities, particularly in catering to enterprises and developers. Apigee's technology-enabled businesses can create and manage APIs effectively. Thus, it aligns better with Google's cloud strategy.Developer EcosystemGoogle recognized the importance of supporting a thriving developer ecosystem. Apigee's API management tools empowered developers to create and deploy APIs more efficiently, fostering innovation.Monetization OpportunitiesGoogle saw the potential to monetize Apigee's services by offering them as a part of its broader cloud and developer solutions. API management was a growing market and Google aimed to capture a significant share.Competitive PositioningAcquiring Apigee allowed Google to compete more effectively with other cloud providers like AWS and Microsoft Azure. Thus, this Google acquisition offered a competitive advantage.Thus, this strategic move has since played a pivotal role in shaping Google's cloud and developer services. It catered to a broad range of businesses and developers looking to harness the power of APIs and cloud computing.In 2023, Google acquisition history has seen 11 significant additions to its portfolio, out of a total of 256. These acquisitions reflect Google's commitment to innovation and expansion across various sectors. From AI-driven startups to groundbreaking hardware companies, each acquisition represents a strategic move to strengthen Google's position in the ever-evolving tech landscape. These 11 acquisitions, while diverse in nature, collectively showcase Google's relentless pursuit of excellence and its determination to shape the future. They serve as a testament to Google's adaptability, as it continues to diversify and invest in companies. All these Google acquisitions will likely play pivotal roles in shaping the digital world of tomorrow. Google was founded in 1996 as a research project by Larry Page and Sergey Brin. It was incorporated on September 4, 1998, but it celebrates its official birthday on September 27, to mark the day it indexed a record number of searched pages. Since its inception, Google has grown to become one of the five biggest tech giants in the world. While its search engine remains its flagship product, Google has expanded its presence to smartphones, navigation, home products, mobile operating systems, and more recently, artificial intelligence. It has done this by craftily acquiring small businesses and startups and nurturing them into becoming colossal projects in their fields. In this article, we bring you the top 7 companies acquired by Google over the years. Read Also: How to pin Bookmarks and Reading Mode to the Google Chrome toolbar? Fitbit Fitbit was one of the first fitness bands to break into the mainstream and immediately became synonymous with smart wearables. Google acquired the company in January 2021 for \$2.1 billion. Google still releases Fitbit products but also uses its technology to power Pixel wearables. The two brands coexist under the Google banner for now. It'll be interesting to see whether Google uses Fitbit to exclusively release fitness trackers and wristbands, leaving the smartwatch catalogue for the more premium Pixel monicker. We wouldn't be surprised if the tech giant discontinues all Fitbit products entirely. Nest Google's home tech hub, Nest, started out as 'Nest Labs', a project established in 2010 by ex-Apple employees. Nest Labs was a new take on the home thermostat, integrating smart home controls and expanding connectivity via WiFi. Google acquired the company in January 2014 for \$3.2 billion. Now, Google Nest consists of a line of smart home products including smart speakers, smart displays, thermostats, routers, doorbells, smoke detectors, and more. Android The most popular mobile operating system in the world is owned by Google. But what many people don't know is that it wasn't developed by Google. Android Inc. was formed in 2003 by Andy Rubin, Rich Miner, Nick Sears, and Chris White. The initial goal of the company was to create an operating system for digital cameras. This soon changed to creating an operating system for touchscreen phones as it catered to a wider audience. Google acquired the company in 2005 for \$50 million - an amount that would prove to be meagre in the following decades. As of 2024, Android commands a 71.65% market share of mobile operating systems worldwide. Waze Waze emerged as a rival to Google Maps in 2008 and was acquired by the tech giant in 2013 for \$966 million. Waze focuses on real-time traffic, providing drivers with faster routes to their destinations. After its acquisition, Waze's traffic update tech was incorporated into Google Maps. Waze still exists as a standalone app and is often a testing ground for features that later make it to Google's flagship navigation app. Currently, it has over 140 million monthly active users compared to Google Maps' 1 billion. YouTube The biggest video-sharing platform in the world, YouTube, was not developed by Google but was rather acquired by the company in 2006 for \$1.6 billion. For a platform that had been active only for a year, this was a hefty price. However, it was one of the fastest-growing platforms in the world, boasting around 20 million monthly active users at the time - dwarfing the competition in Google Video. YouTube's popularity has increased exponentially over time. The platform now attracts 2.49 billion monthly active users. DeepMind Before Gemini there was DeepMind. The artificial intelligence company was acquired by Google in January 2014 for a reported \$400 million. DeepMind focused on training neural network models to play board games like Go. The program was termed AlphaGo. In 2016, DeepMind made the headlines by defeating the Go world champion Lee Seedol in a five-game match. Now, Google uses DeepMind in a lot of its smart systems, including Android's adaptive battery feature. The neural engine also finds use in predicting the traffic patterns in Google Maps and curating personalised app recommendations in the Google Play Store. DoubleClick DoubleClick is an online advertising firm that predates Google. The company was founded in 1995 and acquired by Google in 2008 for a whopping \$3.1 billion. At the time of acquisition, DoubleClick already had brands like Coca-Cola, Microsoft, General Motors, Nike, Apple, Carlsberg, and more as a part of its clientele. A decade after acquiring DoubleClick, Google rebranded it to 'AdWords'. It is now used by advertisers to publish their ads on online spaces and optimise their search campaigns. Read Also: iPhone camera blinking or flickering? Try these 6 fixes (2024) Conclusion These are the top acquisitions that Google has made over the years. Most of the companies in this list have either grown exponentially over the years or bolstered an existing Google product or service by integrating into it. Which is your favourite Google product or service? Let us know in the comments!