



By: *Elise Quevedo*

Why We Need More Than Google - The Power of Competition in Tech



Let me raise my hand and start with a confession. My name is Elise, and yes, I'm a 99% Google-first kind of person.

My cellphones? iOS and Android, so there are many Google apps. Laptop? Mac, but Chrome and Google Docs all the way. Voice assistant? You guessed it. Hey, Google Gemini, and that's because I recently added iOS back into my life, and Siri and I are yet to become besties again! She still holds a grudge for making Android my number one for a while. Siri and I are working on it.

Even though I lean heavily into Google's ecosystem, I never forget that nothing is invincible. And that's why competition in tech is good.

I recall attending a Mobile World Congress Media Roundtable for one of the Chinese tech giants in 2018 and asking questions to their CTO regarding competition and staying at the top. The answer was, "We don't need to be number one. Competition pushes us to keep doing better".

When a 100+ billion dollar a year company gives you that answer, you remember and reflect on it.

The Delusion of "The Best"

Way too often, I hear startups, marketers, speakers, and even consumers declare, "This is the best app," or, "We are the best platform." But in technology, that phrase should come with an expiration date. Because in the dynamic world of tech, nothing is permanently "the best." You can be amongst "the best," though.

Because one moment you're leading, the next, you're catching up. Many people overlook the fact that technology is inherent and thrives on change.

Unexpected collapses can occur in even the most resilient infrastructures

Take the recent "apagones," or regional power **outages**, that impacted France and Spain. These incidents serve as a reminder that unexpected collapses can occur in even the most resilient infrastructures.

So when someone says their app is the best, I have learned to ask myself, "According to whom? For how long? And what happens when it stops working?"

Google, In The Titan We Trust

Recently, Google dropped a series of major **announcements** at I/O 2025. There was the introduction of Gemini 2.5 Pro, Google's most advanced AI model to date, featuring enhanced reasoning, coding capabilities, and a new 'Deep Think' mode designed for complex tasks.

Complementing this was the launch of 'AI Mode' in Google Search. The company also expanded "AI Overviews" to over 200 countries and more than 40 languages, providing AI-generated summaries directly within search results.

From the creative AI side, Google introduced Veo 3, a powerful video generation model capable of producing high-resolution, cinematic visuals with synchronised audio, earning praise from industry leaders like Elon Musk.

They also showcased Canvas, an AI-powered coding workspace, and Project Astra, a multimodal AI system integrated into smart glasses.

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But what would happen if Google stopped functioning, just like the electric power outages?

Okay, okay, so it's unlikely, but it's not a far-

fetched doomsday scenario or the plot of a sci-fi movie, either. It's a reality we've already tasted.

Gmail outages, Drive syncing issues, Calendar crashes, and even minor blips can throw an entire day into chaos.

When your whole digital life is wrapped around one provider, you're essentially trusting them with your professional flow, personal memories, and productivity.

A Conversation That Hit Home

A few days ago, I caught up with a friend and her mother. Her mom, not being too tech-savvy, asked about the dangers of AI. What if AI takes over? What if it's too powerful?

My response was similar to what I shared in last week's [article](#): "AI is not the end; it's a continuation. Another step in our evolution. We're not here to fear it. We're here to embrace it."

Most people outside the tech bubble don't think about infrastructure or platform dependency. They trust the logos they see every day. They assume Google will always work, Apple will always update, and Amazon will consistently deliver. It's not naivety, though; it's a lack of digital literacy. And that needs to change.

We teach fire drills and emergency exits. Why not teach digital contingency?

Digital literacy is about understanding how your data is stored, where your backups live, what happens when a system fails, and how to navigate across platforms. It affects families, businesses, students, and retirees. It's about preparedness in a world that's increasingly digital.

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Competition = Resilience + Innovation

When a single player dominates the field, they dictate the rules. They shape the market, set prices, and establish norms. But introduce real competition? Suddenly, innovation accelerates, ethics matter more, and consumers benefit the most.

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With competition, we gain tools that evolve faster, more tailored experiences, a better focus on privacy and security, and alternatives when one system fails.

I keep alternatives installed on all my devices. Firefox alongside Chrome, Gmail next to Outlook, and OneDrive with Drive. Not because I dislike Google, but because I don't want to be dependent on any one platform.

I learned my lesson in 2021 when I lost a few hundred archived emails after the provider switched systems. They were doing upgrades, and during the upgrades, data was lost. Not the most zen time in my life.

The Trigger of Google's AI Push

Let's revisit Google's AI push. It's already a trigger event. It set the bar high and put every competitor on alert. It forces the industry to respond, and that's exactly what innovation needs, a constant challenge.

This AI leap will inspire Microsoft to refine Copilot. It will nudge Apple to make bold moves. Meta will accelerate its AI features in WhatsApp, Instagram, and Facebook. OpenAI and Anthropic are in overdrive.

As I mentioned at the beginning, it is not about being number one. Competition benefits everyone, as it encourages innovation and evolution.

So, if you're reading this, think about your own digital ecosystem:

- Do you rely on one provider too much?
- Do you know your backup options?
- Can you pivot if your primary tool fails?

Start small:

- Install an alternate browser
- Export your data from Gmail and try Outlook
- Try privacy-focused tools like ProtonMail or Signal

Help your friends and family understand the basics. Show them how to update passwords, download offline maps, or save documents in multiple locations. It's not as easy to do outside of the tech bubble.

We need more than one voice

Competition in tech should never be about tearing each other down like in medieval times.

We need more than one voice and more than one system. There is more than one way to work, play, and connect.

The future of tech is already being built by an ecosystem of many who challenge, adapt, and grow, not by a single "best" company.

As I always say, together we are stronger.