Google is about to make Gemini a core part of Workspaces—with price changes

Google has added AI features to its regular Workspace accounts for business while slightly raising the baseline prices of Workspace plans.

Previously, AI tools in the Gemini Business plan were a $20 per seat add-on to existing Workspace accounts, which had a base cost of $12 per seat without. Now, the AI tools are included for all Workspace users, but the per-seat base price is increasing from $12 to $14.

That means that those who were already paying extra for Gemini are going to pay less than half of what they were—effectively $14 per seat instead of $32. But those who never used or wanted Gemini or any other newer features under the AI umbrella from Workspace are going to pay a little bit more than before.

Features covered here include access to Gemini Advanced, the NotebookLM research assistant, email and document summaries in Gmail and Docs, adaptive audio and additional transcription languages for Meet, and “help me write” and Gemini in the side panel across a variety of applications.

Google says that it plans “to roll out even more AI features previously available in Gemini add-ons only.”

https://arstechnica.com/ai/2025/01/google-increases-workspace-plan-base-prices-while-adding-gemini-features/