

Google Gemini 3.5 Pro: What did NOT happen on 17 July – and why vendor diversification is mission-critical

MANAGEMENT SUMMARY & CORE TAKEAWAY

Google Gemini 3.5 Pro did NOT appear on the promised 17 July 2026. The model remains in a full rebuild after Google scrapped the entire 2.5 Pro architecture. While Google rebuilds, GPT-5.6 (launched 9 July) and Claude Fable 5 (restored 1 July) are already available. Mashable reported on 27 July: "The AI model is still MIA." Community speculation: August 2026. For Swiss enterprises, the lesson is clear: waiting for the perfect model erodes operational continuity. Vendor diversification is no longer optional—it's risk management.

CONTEXT & EXECUTIVE RELEVANCE

On 17 July 2026, Google Gemini 3.5 Pro was scheduled for general availability (GA). The date circulated since early July in tech media and developer forums. It did not happen: Mashable reported on 27 July 2026 that the model is "still MIA" (missing in action). The public Gemini API still lists only `gemini-3.5-flash` and `gemini-3.1-pro-preview`. A limited enterprise preview runs on Vertex AI, but no GA. The community has been speculating on Reddit since mid-July: August 2026.

The delay is no accident. Google is discarding the entire Gemini 2.5 Pro architecture in favour of a complete pre-training rebuild. HackerNoon and TechTimes document: the original model failed at SVG generation, recursive tool-calling environments and mathematical reasoning. TechTimes estimates the cost at several hundred million dollars plus months of GPU compute time. What sounds like a technical delay is, in reality, a strategic restart under massive competitive pressure.

CORE ACTION ITEMS

- 01 A production system based on Claude Sonnet 5 delivers value today. A planned system based on Gemini 3.5 Pro delivers delay.
- 02 Architecture decisions that wait for announced features accumulate opportunity cost. These cannot be recovered.
- 03 Make-versus-buy calculations must price in time-to-value. An internal team waiting for the perfect model costs fixed salary without output. External AI outsourcing delivers immediately on the best available model.

SWISS COMPLIANCE & ARCHITECTURE GUIDELINES

- ☑ Full compliance with revised Swiss Data Protection Act (revDSG).
- ☑ Zero vendor lock-in on closed proprietary models.
- ☑ Seamless integration into Abacus, Bexio and M365 ecosystems.

Non-Binding Process Analysis

Let us review in 20 minutes where AI agents create immediate measurable efficiency in your workflows.

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