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Daily brief · 2025-12-12

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3 deep-dives you should really read

Marble enters the race to bring AI to tax work, armed with \$9 million and a free research tool

VentureBeat - AI · Topic: AI/Cloud/Quantum

- **What it is:** Marble is an AI startup that secured \$9 million in seed funding to develop artificial intelligence agents for tax professionals facing industry-wide challenges.
- **Who:** Marble, led by CEO Bhavin Shah, secured funding from Susa Ventures, MXV Capital, and Konrad Capital to innovate within the accounting technology sector.
- **What it does:** Marble launched a free AI-powered tax research tool that converts complex government data into accessible, citation-backed answers, with plans for broader workflow automation.
- **Why it matters:** This matters because the accounting industry faces severe labor shortages and increasing complexity, making AI solutions crucial for efficiency and addressing a significant market gap.
- **Strategic view:** The successful funding for Marble highlights the accelerating strategic shift towards AI in professional services, promising enhanced efficiency and margin improvements in a critical, underserviced market.

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OpenAI's GPT-5.2 is here: what enterprises need to know

VentureBeat - AI · Topic: AI/Cloud/Quantum

- **What it is:** OpenAI has released GPT-5.2, its new flagship large language model series, structured into Instant, Thinking, and Pro tiers for diverse enterprise applications.
- **Who:** OpenAI, a leading AI pioneer, released GPT-5.2 to reclaim performance leadership, targeting enterprises amidst intense competition with Google's Gemini 3.
- **What it does:** GPT-5.2 significantly enhances reasoning, coding, and agentic workflows, offering a 400,000-token context window and leading performance across key professional benchmarks.
- **Why it matters:** This release reasserts OpenAI's leadership in the LLM race, setting new benchmarks and providing advanced capabilities crucial for enterprise digital transformation and AI strategy.
- **Strategic view:** TMT executives should assess GPT-5.2 for accelerating AI innovation, optimizing complex workflows, and gaining competitive advantage through its enhanced reasoning and coding prowess.

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GPT-5.2 first impressions: a powerful update, especially for business tasks and workflows

VentureBeat - AI · Topic: AI/Cloud/Quantum

- **What it is:** OpenAI's GPT-5.2 is their latest large language model, offering monumental advancements in autonomous reasoning and complex coding, primarily benefiting enterprise users and developers.
- **Who:** Developed by OpenAI, GPT-5.2 is being adopted and praised by enterprise leaders, developers, and AI analysts for its advanced reasoning and coding capabilities.
- **What it does:** GPT-5.2 significantly enhances complex reasoning, coding, and autonomous multi-hour task execution, delivering notable speed and accuracy improvements for demanding enterprise workflows.
- **Why it matters:** It matters because GPT-5.2 elevates AI's role from conversational assistant to a serious enterprise analyst and autonomous agent, driving significant operational efficiencies and innovation.
- **Strategic view:** TMT executives should view GPT-5.2 as a critical enabler for deeper AI integration across enterprise operations, driving competitive advantage through enhanced automation, complex problem-solving, and accelerated product development.

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AI / Cloud / Quantum

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