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Daily brief · 2025-12-11

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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 a nascent technology firm that has secured $9 million to develop and deploy AI-powered tools for the complex domain of tax preparation and analysis.
- **Who:** Marble is a newly funded company focusing on leveraging artificial intelligence to transform and streamline tax-related professional tasks.
- **What it does:** Marble aims to automate and enhance various aspects of tax work by developing AI software, offering a free research tool to attract users.
- **Why it matters:** Marble's entry with substantial funding and a free tool intensifies competition in the AI tax sector, potentially accelerating innovation and accessibility for professionals.
- **Strategic view:** This move positions Marble to disrupt the tax industry by making advanced AI technology more accessible and cost-effective, challenging established solutions.

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Creating a glass box: How NetSuite is engineering trust into AI

VentureBeat – AI · Topic: **AI/Cloud/Quantum**

- **What it is:** The article describes NetSuite's strategic initiative to develop AI systems that are transparent and trustworthy for its users by focusing on explainability and responsible design.
- **Who:** NetSuite, a leading provider of cloud-based business management software, is the company actively implementing robust strategies to ensure AI trustworthiness in its platforms.
- **What it does:** NetSuite is actively engineering AI solutions with built-in transparency and explainability features, allowing users to understand and trust the automated decisions and recommendations provided.
- **Why it matters:** Engineering trust into AI matters because it fosters user adoption, ensures responsible decision-making, and maintains confidence in AI's ability to support critical business operations effectively.
- **Strategic view:** NetSuite's "glass box" strategy positions them as a leader in responsible AI development, aiming to differentiate their offerings by prioritizing transparency and user confidence in automated systems.

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The 70% factuality ceiling: why Google's new 'FACTS' benchmark is a wake-up call for enterprise AI

VentureBeat – AI · Topic: **AI/Cloud/Quantum**

- **What it is:** This news concerns a development related to The 70% factuality ceiling: why Google's new 'FACTS' benchmark is a wake-up call for enterprise AI.
- **Who:** The main actors involved include VentureBeat – AI and ecosystem partners.
- **What it does:** It introduces or describes concrete changes in products, services or capabilities in the technology stack.
- **Why it matters:** It may influence strategy, infrastructure, partnerships or competition for Telco, Media and Tech players.
- **Strategic view:** Over the next 6–24 months, this move could reshape positioning, ecosystem relationships and investment priorities.

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No notable articles for this topic today.

Telco / 5G

No notable articles for this topic today.

Media / Platforms

No notable articles for this topic today.

AI / Cloud / Quantum

- [Operation Bluebird Wants to Bring 'Twitter' Back to Life](#) (Wired – Business) ☐ Add to Weekly
- [Oracle shares slide on $15B increase in data center spending](#) (Ars Technica – AI) ☐ Add to Weekly
- [How the Next Big Thing in Carbon Removal Sunk Without a Trace](#) (Wired – Business) ☐ Add to Weekly
- [A new open-weights AI coding model is closing in on proprietary options](#) (Ars Technica – AI) ☐ Add to Weekly

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