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## AI Powered Verusen and Machine Compare Partnership Targets Supply Chain Pain Points

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### RECENT DEVELOPMENT

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In an [announcement](#) made in December, 2021, Verusen, a startup specializing in leveraging AI resources to support global supply chains, detailed a recently formed partnership with Machine Compare, a supplier of one of the world's largest databases for machinery and leading B2B marketplace for buyers and sellers of industrial spare parts. The partnership is aimed at enhancing the customer experience, limiting risk, reducing waste, and helping companies conduct materials management and commerce in a new and efficient way. Verusen founder and CEO Paul Noble explains the partnership is targeted to resolve a painful and wasteful process and will ultimately allow manufacturers to realize a whole new level of sustainability. For his part, Machine Compare CEO Ben Findlay is looking for a reduction in downtime, stockouts, and costs. Furthermore, the burdens lifted by the Verusen AI capabilities are targeted to reduce the amount of manpower committed to time-consuming, reactive tasks, allowing for a more proactive and long-term management of goals.

### ANALYST COMMENT

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As 2022 begins, there is still no end in sight for the now well-discussed issues facing the global technology supply chain. The global supply chain and those who manage it are facing challenges on many fronts: shifting geo-political circumstances resulting in new and different trade environments, the evolving covid19 pandemic and the management of worker health and adherence to safety guidelines, an increased reliance on data, compute, and digital capabilities resulting in a greater risk and cost of potential data breaches, and, in some cases, difficulties involving staff shortages.

Although no solution can deliver organizations from all these pressures outright, leveraging AI technology in this manner can provide invaluable breathing room in a complex and fast-paced industry, introduce greater resilience in systems vulnerable to data breaches, and ultimately allow businesses to face novel challenges more confidently. In a recent projection from Interact Analysis, the market for warehouse automation will reach \$47.4B by 2023, a 6.4% increase from pre-pandemic forecasts. The Verusen/Machine Compare partnership is part of a larger sea-change: the use of intelligent, data driven platforms by businesses not traditionally associated with high performance computing or advanced technology. As artificial intelligence platforms continue to develop more reliable, trustworthy solutions, their integrations into business, regardless of their industry area, will become commonplace.

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