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AI Handles Routine, Humans Stay in Charge: What Filmmaking Teaches Knowledge Work

MANAGEMENT SUMMARY & CORE TAKEAWAY

AI takes over the expensive, repetitive routine work — in filmmaking as in the office. What remains is human judgment: taste, experience, and knowing when to stop. This division of labour determines whether Swiss SMEs benefit from AI agents or merely shift costs.

CONTEXT & EXECUTIVE RELEVANCE

Ben Affleck is not only an Oscar-winning filmmaker but, since 2022, also an entrepreneur: through his company InterPositive, acquired by Netflix in March 2026, he engaged early with the use of AI in film production. In 2024, the company filed a patent aimed at drastically reducing the cost of visual effects. What does that have to do with your business? More than you might think.

In the past, a single elaborate rendering required hundreds, sometimes a thousand, specialists. Today, AI handles much of this structured, repetitive work — and cuts costs long considered unavoidable. The same logic applies to knowledge work in Swiss companies: meeting minutes, data preparation, drafts, translations — all clearly structured tasks that are expensive in human time.

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CORE ACTION ITEMS

01 AI domain: structuring minutes, preparing data, drafting first versions, routine translation, recurring analysis

02 Human domain: strategic decisions, client relationships, quality judgment, ethical weighing, knowing when a result is truly finished

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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