

Mass Adoption Has Tipped: AI Competition Now Focuses on Work Redesign

MANAGEMENT SUMMARY & CORE TAKEAWAY

The AI race has shifted: building better models is no longer the differentiator — changing how people work is. China's 700 million generative AI users prove mass adoption. For Swiss SMEs, this is good news: you never had to build models; you just need to apply them. That capability is available through AI outsourcing.

CONTEXT & EXECUTIVE RELEVANCE

By June 2026, China reported over 700 million generative AI users – an increase of 100 million in six months. 76 percent primarily use AI for questions and answers, and AI assistants plus office productivity apps are growing more than 100 percent year over year. Over 10,740 AI-related companies are working on LLMs, AI agents, and robotics.

The visible race of recent years – who builds the best model – is settled. The next battle is not in model building but in how people actually work. The core message from the source puts it bluntly.

COMPARISON & BENCHMARK MATRIX

In-house build (internal team)	High cost, long time to impact, low success rate; usually unrealistic for SMEs.
Standard AI tools (e.g., ChatGPT, Copilot)	Quick to deploy, but limited integration; requires process adaptation and governance.
AI outsourcing (external partner)	About 3x higher success rate than in-house build; ROI often 200–400% in year one; no internal team needed.
Hybrid (targeted integration + partner)	Combines fast impact with internal capability building; ideal for mid-sized companies.

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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