

Open-Weight AI: Why Big Tech Pushes It — and What SMEs Gain

MANAGEMENT SUMMARY & CORE TAKEAWAY

Microsoft and NVIDIA back open-weight models not out of altruism, but because open weights drive demand for their chips and cloud platforms. For Swiss SMEs, that same self-interest delivers cheaper, more transparent, more adaptable AI—without vendor lock-in.

CONTEXT & EXECUTIVE RELEVANCE

Microsoft and NVIDIA together rank among the most valuable companies on earth, with a combined market capitalisation north of 8 trillion dollars. And these two giants are precisely the ones now championing open, freely usable AI models with full force. The reason is not philanthropy but hard-nosed economics: every open model trained on their hardware and run on their cloud increases demand for exactly those chips and platforms. For Swiss SMEs, this is good news—the very same self-interest delivers cheaper, more transparent, more adaptable AI tools, without forcing you to give up your independence.

The logic is simple once you see it. Microsoft and NVIDIA do not primarily earn from the model itself but from the infrastructure underneath it—data centres, GPUs, cloud contracts. An open model that any company can download and run on its own does not sell as a product. But it generates demand for the compute it runs on and for the tools used to fine-tune it. The trend shows up even outside the major platform vendors: Mira Murati's startup recently released Inkling, a 975-billion-parameter model, under an Apache 2.0 licence—free to use, free to modify, free to commercialise. Openness is no longer a niche pursued by idealists; it is a strategic weapon wielded by the largest and the most ambitious players at the same time.

CORE ACTION ITEMS

- 01 No obligation to send data to a single closed-source provider
- 02 Full control over hosting location—relevant for data protection and sovereignty
- 03 Fine-tuning on your own business data is possible
- 04 Switching infrastructure providers without rebuilding the entire AI application

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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