

When Execution Is Free: Why the Best Question Becomes Your Edge

MANAGEMENT SUMMARY & CORE TAKEAWAY

When the marginal cost of execution approaches zero, competitive advantage shifts from production to the precision of the brief. Swiss mid-market firms must rethink hiring, team composition, and performance measurement now – before competitors learn to ask better questions.

CONTEXT & EXECUTIVE RELEVANCE

Elon Musk put it bluntly: AI and robots will do almost anything instantly. The edge is no longer in doing the work, but in knowing what to ask. For Swiss mid-market companies, this is not a tech forecast – it is a strategic shift that affects your team, your performance metrics, and your competitive position.

When the marginal cost of execution – from inference to agent-based tasks to document generation – trends toward zero, pure production loses its value. What remains is the question that triggers the process in the first place. That is where the new bottleneck appears: whoever asks more precisely gets better results at nearly identical cost.

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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