For several years now, the topic of Big Data has been ubiquitous, since everything we do meanwhile leaves a digital trace of data which can be collected, analyzed, and used. The techniques from mathematics and computer science that are employed for that purpose have accelerated the area of Artificial Intelligence so much that it seems today that automation, machine learning, and robotics can tap into any application area. Computing power is no longer a big investment; indeed, pricing converges towards zero. The cloud enables easy access to vastly unrestricted resources as well as to data as needed. Prominent applications already stem from so diverse fields such as medicine, mobility, or art. So where does that leave an SME? Can they still strive in an economy dominated by platforms and huge players, or are they doomed? The talk will try to give a perspective on these questions.

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