

## CRM software company BSI acquires Snapview, the leading customer engagement platform

- **The merger will facilitate AI-based, seamlessly integrated and automated customer processes – from customer acquisition and proposal all the way to contract execution.**
- **With the merger, BSI's workforce grows to 400 employees, and the company strengthens its position as the leading CRM provider in the DACH market in the insurance, banking and retail sectors.**
- **Following the extraordinarily successful and continuous organic growth since its inception, BSI plans to expand its market position with additional acquisitions while developing the BSI brand strategically.**
- **Snapview founders Erik Boos and Mark Zondler will remain with the company with continued responsibility for Snapview's customers and employees.**

Baden, November 23, 2021 – BSI Business Systems Integration AG (BSI), the Swiss software company for customer relationship management, announced today its acquisition of Snapview, the Munich-based SaaS company and leading customer engagement platform for the financial sector. BSI backed by leading Swiss private equity investor Capvis AG is acquiring 100 percent of Snapview's shares. Snapview will initially retain its legal form as a corporation and will be integrated into BSI in the medium term. Snapview's Munich office will be combined with BSI's German office in Munich.

### Seamless digital customer processes

Snapview GmbH was founded by Erik Boos and Mark Zondler in Mannheim in 2004. The company, with 30 employees, provides a video consulting solution for digital sales closures for banks, insurance companies and financial services companies, which is used by well-known companies such as ING, Swiss Life, LBS and Hanse Merkur. It is one of the most comprehensive and fully regulatory compliant solutions for face-to-face customer consultation and virtual contract conclusion. Snapview's founders, Erik Boos and Mark Zondler, will remain with the company and continue to have responsibility for the Snapview team and its customers and partners.

BSI's and Snapview's managing directors met as part of a mutual customer relationship. They quickly recognized the synergies between BSI's AI-based software for marketing, sales and service automation and Snapview's video consulting solution.

BSI CEO Markus Brunold made the following statement: "For us, the acquisition means more than a significant product expansion in our existing focus sectors of insurance, banking and retail. Beyond

that, it will allow us to continue to expand our position in the DACH home market and close the gap between customer acquisition and contract execution. As a result, we will have a seamlessly integrated digital marketing and sales solution. At the same time, Snapview will also continue to exist as a stand-alone product. We are already thinking ahead and clearly recognize the international marketing potential and other focus industries.”

Erik Boos, Snapview’s co-founder, also sees new opportunities emerging: “We have exceptional, large customers with complex sales processes that are already using our solution. Now, BSI’s size and experience open up entirely new opportunities to apply our joint expertise in customer management. We will be able to offer the entire process from customer acquisition to quoting to closing the sale virtually and beyond.” As Snapview’s co-founder Mark Zondler adds, “We also share common values as companies. We think like entrepreneurs, count on honesty and believe in long-term relationships with our customers, in excellence and customer proximity. It’s a perfect match.”

Jens Thuesen, a member of the BSI Board of Directors, comments as follows: “From now on, BSI no longer wants to only be successful by growing organically. With this acquisition and others, we will implement our ideas for seamless, all-powerful customer processes; to obtain better leads, have more efficient processes, get a comprehensive analysis of customer lifetime value, and to have even more creativity in marketing, sales and service for a holistic customer experience.”

### **Snapview – the leading customer engagement platform**

Snapview’s software is used at the interface between consultant and customer and provides all the tools needed for a seamless remote consulting experience in one platform: audio, video, screen sharing, text chat and recording (MiFID II/FinVermV\*), Whiteboard, e-signature, appointment setting, co-browsing and more.

\*FinVermV = Finanzanlagenvermittlerverordnung; Regulation for financial investment intermediaries

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**About BSI (combined with Snapview)**

BSI, a Swiss software company headquartered in Baden, offers a comprehensive platform for the digital transformation of customer relationships through its BSI Customer Suite. Based on many years of industry expertise, the company develops and sells powerful, specially designed solutions for retail, banking and insurance industries. It was founded in Baden in 1996, has seven additional offices in Germany and Switzerland and employs approximately 400 employees. BSI's customers include market-leading companies in Europe. [www.bsi-software.com](http://www.bsi-software.com)

**About private equity firm Capvis (a BSI shareholder since 2020)**

Capvis, the Swiss investment company, came on board in 2020 to support BSI's corporate development through strategic acquisitions. Capvis focuses on medium-sized companies in the DACH region. Its business is built on many years of experience shaping local and global market leaders in healthcare, industrial technology and advanced services & software. Since 1990, Capvis has concluded more than 60 transactions with an investment volume of more than €3 billion. It has taken ten companies public and has repeatedly been voted the best investment company in Switzerland by the international trade press. [www.capvis.com](http://www.capvis.com)