

Despite the pandemic, a growth surge and continued customer focus at software company BSI

An 11% increase in revenue, 22 new employees and three new BSI Customer Suite products

Baden, March 17, 2021 – **The software company BSI Business Systems Integration AG can look back on its most successful year since its inception 25 years ago: After having a record year in 2019, BSI increased its revenue further in the challenging environment of 2020 from CHF 58.6 million to CHF 65 million, which is an 11% revenue growth. With 22 new employees and 24 new customers, BSI continues its success story, which received additional momentum when Swiss private equity firm Capvis AG came on board in August of last year.**

Despite the difficult circumstances the year 2020 presented, the software specialists at BSI welcomed well-known new customers and appreciated a continued high investment readiness level, along with the solid year-end company earnings. “The COVID pandemic was a catalyst and most certainly uncovered the need for companies to continue to digitize their customer relationships. It increased the demand for our solutions in the market significantly,” explains Markus Brunold, CEO of BSI. “In some ways, the pandemic also created some particular needs. For example, in April of 2020, we worked with the Social Security Institution (SVA) in Zurich as part of the crisis management, and we implemented a portal for self-employed individuals in a weekend so they could apply for income compensation.”

BSI continued to strengthen its business in the three core sectors of retail, insurance and banking while also expanding its cloud business. “Besides our strong growth and the new partnership with Capvis, we were able to maintain our values and culture – and did so with an unwavering 100 percent focus on our customers,” adds Brunold.

Strong demand for the BSI Customer Suite

The growth is primarily based on product innovations, such as the newly launched Customer Data Platform, the analytics tool called BSI Insight and investments in the further development of BSI’s CRM, customer experience and artificial intelligence solutions. With its many components, the BSI Customer Suite solution, using a zero-code approach, has provided comprehensive support to marketing, sales and service and accounted for solid growth.

The BSI team continued to grow – customer proximity even while working from home (WFH)

There is no doubt the software architects and developers at BSI deserve credit for being the drivers of these positive numbers: The team has grown to 344 employees and is now spread over eight locations in Germany and Switzerland. Even while WFH, everyone pulled together: “We are happy to see that our passion for software and our customers spread even in times of working remotely and allowed us to pass our values on to 22 new employees,” says CEO Brunold. “Despite the lack of personal interaction, the collaboration with our customers was always close and worked smoothly. We partner with our customers – an approach that proved to be one of the success factors again in 2020,” summarizes Brunold.

Stronger core industries

Customer orientation and comprehensive industry expertise paid off for BSI: In the banking community alone, BSI welcomed several new customers, including well-known financial institutions in Switzerland and Austria. In the insurance sector, BSI benefited from the unabatedly high demand for CX and CDP digitization solutions and supported the need to consolidate existing data systems and manage customer relationships. And in the retail industry, too, individualized customer contact on the right channel and at the right time supported by automation and artificial intelligence was a trend. BSI supported numerous retail customers in 2020 with advice and solution applications as they reorganized and worked their way out of the crisis.

A focus on growth and innovation

With Capvis AG as a partner, Markus Brunold is optimistic about 2021 being a good year: “Backed by Capvis’ large network and expertise, we are going to continue our investment into the development of the BSI Customer Suite this year. After BSI CDP and BSI Insight launch, our Enterprise Integration Platform (BSI EIP) will be available by the end of 2021. Other plans include expanding our partner network, adding more platforms and ecosystems and continuing the expansion of our core industries. We expect that the pandemic-impacted market situation will be here to stay for some time. At the same time, we are optimistic about this year’s business performance – in no small part because of our motivated team and our many great customers.”

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About BSI

Impress your customer – that’s the promise we make. With its BSI Customer Suite, the software company BSI provides a comprehensive zero-code platform to digitize the customer relationship. With solutions for Customer Relationship Management (CRM), Customer Experience (CX), Data Management (CDP), customer insights and artificial intelligence (AI), BSI helps companies delight their customers in real time along the entire customer journey. Thus, marketing, sales and service teams have everything they need for cross-channel, automated and personalized customer communication. BSI provides powerful solutions to the retail, banking and insurance industries based on its many years of industry expertise. All solutions are component- and cloud-based. Established in 1996, the company now has eight locations in Germany and Switzerland. BSI is organized as a network without hierarchies, an organizational structure for which it has already won several employer awards. BSI customers include market-leading companies in Europe. Visit [bsi-software.com](https://www.bsi-software.com) for more information.