

BSI Software expands presence in Europe with new office in Catania

Baden, April 2, 2025 – Following its expansion into the Italian market last year and the opening of a branch in Milan, Swiss software provider BSI is continuing its growth trajectory in Europe. With a new office in Catania, Sicily, the leading provider of AI-powered CRM and CX solutions is strengthening its proximity to its Italian customers.

Since early March, BSI Software has further expanded its European footprint with a new location in Sicily. In Catania, new employees – known as success factors at BSI – are being strategically made available to support product rollouts. "Our expansion in Italy marks an important milestone. With the new location in Catania, we are reinforcing our local presence and creating the ideal foundation for providing our Italian customers with even better support. At the same time, we are consolidating our position as the only European alternative in the market," explains Markus Brunold, CEO of BSI Software.

BSI Software expands its Italian market presence

A dedicated team of highly qualified professionals has started work in Catania. The new employees support ongoing projects and provide customer service in Italian. BSI's CRM and CX solutions are already attracting considerable interest in Italy: Recently, Athora Italia SpA, Life Insurance Company of the Athora Group, joined the list of companies that will use the holistic platform for the company's customers. Additional product launches are nearing completion. The successful customer acquisition highlights the relevance of BSI's solutions and underscores the potential for further growth.

A European provider ensures better security

In times of increasing data protection requirements, BSI Software offers significant advantages as a European provider. BSI guarantees the highest data protection and security standards that are fully compliant with European regulations. Thus, companies benefit from more transparency, better control over their data, and a sustainable compliance strategy tailored to the specific needs of the European market.

Media Contact

Inken Martens
Senior Marketing Manager PR and Communications
+49 40 180 240-803
inken.martens@bsi-software.com