

2024: Another successful year for BSI Software

BSI Software closed its books for 2024 with significant growth. The software company increased its revenue by an additional 15 percent compared to the previous year and generated an annual revenue of 115 million Swiss francs. With twelve locations in the DACH region and Italy as well as a clear strategic orientation focused on innovation and industry proximity, BSI is ideally positioned to continue its successful growth course in 2025.

Baden, March 6, 2025 – The Swiss software company BSI is maintaining its growth rate of recent years. For 2024, the company reported revenue of about 115 million Swiss francs, an increase of 15 percent over the previous year. This success is built on a clear growth strategy. By opening new office locations in Vienna and Milan, BSI has continued to broaden its European footprint and has enhanced its proximity to the customer. The company's growing presence is also reflected in workforce expansion: Today, BSI Software, the leading provider of AI-powered CRM and CX software in its focus industries, has 569 employees – a clear sign of robust demand and increased productivity.

A successful year with solid customer growth

In 2024, BSI recorded a significant increase in customers in all four of its focus industries – insurance, banking, retail, and energy & utilities. New customers include well-known companies such as Zürcher and Schaffhauser Kantonalbank, Merkur Versicherung, Stadtwerke Lübeck, and REWAG. The company's strong market presence demonstrates that the BSI Customer Suite has made a name for itself as a high-performance CRM and CX customer platform in demanding and highly regulated industries.

Focus on innovations with Artificial Intelligence

BSI is consistently driving innovation. It is continuously developing innovative essentials, including “BSI Elements” with industry-specific solutions for download and the AI-supported BSI Companion, which automates routine tasks and increases efficiency. In addition, the company integrated AI agents deeply into its digital customer platform as early as last year. So-called “strategies” help harmonize individual interactions with essential business goals and manage the AI agents. These developments enable companies to make their customer interactions smarter, more individualized, and more seamless through hyperpersonalization.

A look ahead: The BSI Customer Suite in the future

BSI Software will continue to expand its market-leading, European BSI Customer Suite – with a strong industry focus and the vision to create genuine value for European companies through an agnostic AI strategy. For example, companies with BSI software can select from more than 70 AI models, including a variety of Large Language Models (LLM). Having secured Bregal Unternehmerkapital as a new investor in



2024 means that BSI has gained a partner with exceptional experience in the software sector. “Our innovative strength, solid European roots, and clear strategy for the future will keep BSI Software on track for success and will consistently bring added value to our customers – technology-leading, customer-oriented, and pioneering,” emphasizes Markus Brunold, BSI Software’s CEO.



(Caption)

Markus Brunold, CEO of BSI Software

Credits: BSI Software

About BSI Software

The Swiss software company BSI Software designs, develops, and sells market-leading European CRM and CX software that is not only technologically exceptional but also forward-thinking in its mode of action.

The company’s modular product, the BSI Customer Suite, is a holistic customer platform that encompasses everything needed to provide a first-rate customer experience. This includes, among other features, a CRM solution with a generative 360° customer view, the AI-based BSI Companion, and automation through AI agents.

BSI places great emphasis on long-term, partnership-based relationships. In its focus industries – banking, insurance, retail, and energy & utilities – the company combines in-depth industry knowledge with technological excellence.

In the DACH region, BSI Software is the market leader in its focus industries. Customers include well-known companies such as ADAC, Hornbach, Techem, PostFinance, Raiffeisen Banking Group, and Signal Iduna. Software and people working together – that’s what BSI stands for. www.bsi-software.com

Facts & Figures

as of 01/2025

50 million customer interactions per day with BSI software

320 corporate customers in DACH and Italy

569 employees, with **300** holding shares in BSI Software

12 locations through expansion and acquisitions

1996 – the year BSI was established in Switzerland

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