



# Boilerplate 2025

Deutsch/English/Italiano

## BOILERPLATE DEUTSCH

### Über BSI Software

BSI Software ist ein führender europäischer Anbieter von Softwarelösungen für Customer Relationship Management (CRM) und Customer Experience (CX). Die BSI Customer Suite unterstützt Unternehmen aus regulierten Branchen wie Banking, dem Versicherungssektor, Einzelhandel sowie Energie- und Versorgungswirtschaft bei der ganzheitlichen Gestaltung digitaler Kundenbeziehungen – entlang der gesamten Customer Journey. Dabei ist BSI Software Marktführer in seinen Fokusbranchen in der DACH-Region.

Die modulare, skalierbare und holistische Kundenplattform bietet umfassende Funktionen für Marketingautomatisierung, Vertriebsunterstützung und Serviceprozesse – AI-basiert, Compliance-konform und technologisch souverän. Dazu gehören auch der AI-gestützte BSI Companion, die CRM-Lösung mit generativer 360°-Kundensicht sowie die Automatisierung durch Agentic AI. Dank Multi-Cloud-Strategie und Modell-Agnostik bleiben Unternehmen flexibel in der Wahl ihrer Infrastruktur und AI-Modelle.

BSI Software verbindet technologisches Know-how mit tiefgehendem Branchenverständnis. Zu den Kunden zählen renommierte Unternehmen wie ADAC, Hornbach, Techem, PostFinance, die Raiffeisen Bankengruppe oder Signal Iduna.

Weitere Informationen: [www.bsi-software.com](https://www.bsi-software.com)

### Facts & Figures

Stand 01/2025

**50 Millionen** Kundeninteraktionen pro Tag über Software von BSI

**320** Enterprise-Kunden in DACH und Italien

**569** Mitarbeitende, davon **300** investiert in BSI Software

**13** Standorte durch Expansion und Akquisitionen

**1996** in der Schweiz gegründet

## BOILERPLATE ENGLISH

### About BSI Software

BSI Software is a leading European provider of software solutions for Customer Relationship Management (CRM) and Customer Experience (CX). The company's BSI Customer Suite supports businesses in regulated industries, such as banking, insurance, retail, and energy and utilities, with the holistic design of digital customer relationships along the entire customer journey. In the DACH region, BSI Software is the market leader in its focus industries.

The modular, scalable, and holistic customer platform provides comprehensive functions for marketing automation, sales support, and service processes – they are AI-based, compliance-conforming, and technologically a cut above. Also included are the AI-powered BSI Companion, the CRM solution with a generative 360° customer view, and automation using agentic AI. Thanks to BSI's multi-cloud strategy and model-agnostic approach, companies retain flexibility when it comes to selecting their infrastructure and AI models.

BSI Software combines technological expertise with an in-depth industry understanding. Customers include well-known companies such as ADAC, Hornbach, Techem, PostFinance, Raiffeisen Banking Group, and Signal Iduna.

More information: [www.bsi-software.com](https://www.bsi-software.com)

### Facts & Figures

as of 01/2025

**50 million** customer interactions per day powered by BSI

**320** corporate customers in DACH and Italy

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

**13** locations through expansion and acquisitions

**1996** – the year BSI was established in Switzerland

## BOILERPLATE ITALIANO

### Informazioni su BSI Software

BSI Software è un fornitore leader in Europa di soluzioni software per Customer Relationship Management (CRM) e Customer Experience (CX). La BSI Customer Suite supporta le aziende operanti nei settori regolamentati, come il settore bancario, assicurativo, retail, energy & utilities, nella progettazione integrata delle relazioni digitali con i clienti nel loro customer journey. BSI Software è leader di mercato nei settori di riferimento nella regione DACH.

La piattaforma clienti, modulare, scalabile e olistica, offre funzionalità complete per l'automazione del marketing, il supporto alle vendite e i processi di assistenza, basate sull'AI, conformi alle normative e tecnologicamente all'avanguardia. Ciò include anche il BSI Companion basato sull'intelligenza artificiale (IA), una soluzione CRM con vista generativa a 360° del cliente e l'automazione tramite IA agenziale. Grazie alla strategia multi-cloud e al modello agnostico, le aziende possono scegliere in modo flessibile la propria infrastruttura e i modelli di IA.

BSI Software combina il know-how tecnologico con una profonda conoscenza del settore. Tra i suoi clienti figurano aziende rinomate come ADAC, Hornbach, Techem, PostFinance, il gruppo bancario Raiffeisen e Signal Iduna.

Ulteriori informazioni: [www.bsi-software.com](https://www.bsi-software.com)

### I numeri

Aggiornato 01/2025

**50 milioni** di interazioni con i clienti ogni giorno tramite il software di BSI

**320** aziende clienti nella regione DACH e in Italia

**569** collaboratori, **300** dei quali investono in BSI Software

**12** sedi grazie ad espansioni e acquisizioni

Fondata nel **1996** in Svizzera