

## **Capvis invests in the leading CRM and CTMS software provider BSI**

**Capvis joins forces with BSI Business Systems Integration AG and supports the management team in continuing to develop the company. The customer-oriented growth strategy will be further enhanced through additional investments in the product range. The existing founders, management team and staff will remain invested in BSI.**

Baden and Baar, 19 August 2020

The Capvis Equity V LP fund advised by the Swiss investment company, Capvis AG, is in the process of acquiring a majority stake in the Baden-based firm BSI Business Systems Integration AG, a customer relationship management (CRM) software solution provider that operates primarily in Switzerland, Germany and Austria.

The BSI team, led by Jens Thuesen, Christian Rusche and Markus Brunold, remains fully invested and will continue its successful work in collaboration with Capvis.

### **Smart omni-channel software for CRM & marketing automation, and CTMS**

For over 20 years, BSI has supported companies in their digitisation processes and consistent customer-centric approaches. The company provides scalable and innovative software solutions “made in Switzerland and Germany” while supporting its customers in implementing and using these solutions.

In addition to CRM and marketing automation platforms, BSI also provides software solutions for life sciences, e.g. the very successful clinical trial management software (CTMS), for an international clientele. All solutions are available on-premises or in the Cloud, with full software and data storage in Swiss or German data centres.

Some of the most demanding users, primarily in the banking, insurance, retail and life science sectors, already rely on the software and the BSI team. BSI has proven its ability to meet the challenges of hundreds of complex processes, thousands of users, millions of customers and seamless integration into existing business and IT landscapes.

Markus Brunold, CEO of BSI, states that, “Our solutions combine the very best of CRM and marketing automation to create a perfect customer journey across all touchpoints. As a genuine full-service provider, we cover the entire value chain, from consulting through implementation to operations.”

### **Focus on growth and innovation**

“Following a record year in 2019 (5.6% increase in sales to CHF 58.6 million) and an excellent first half-year 2020, BSI enjoyed its highest ever capacity utilization (+7% compared to the first half of 2019). BSI and Capvis will continue to build this success story further. The strong network brought by Capvis will enable us to accelerate growth and enhance our software offering”, explains Jens Thuesen, the founder of BSI. The BSI management team is looking forward to its future alongside Capvis: Christian Rusche, CPO of BSI, adds: “We selected Capvis as a partner because we want to invest in innovation and growth together: Following BSI Studio and BSI Brains, we will shortly be launching two additional products as part of our BSI Customer Suite.”

According to André Perwas, Partner at Capvis: “We were impressed by the broad customer base, the strong market position of the software and the entrepreneurial culture at BSI. We are pleased that the founder and management team chose Capvis as their partner to continue the successful growth of BSI.”

The parties have agreed not to reveal the financial details of the transaction. Completion of the transaction is still subject to approval from the relevant authorities.

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**About BSI:**

Impress your customer – that is our promise to you. Thanks to our smart software solutions in the fields of customer relationship management (CRM) and marketing automation, you can reach leads and customers wherever they are located and accompany them along their entire customer journey. Customer's hearts are won by means of structured customer data, artificial intelligence and real emotions. At BSI, consulting, software development and implementation go hand in hand. In BSI CRM, we boast one of the leading omni-channel platforms on the market while with BSI Studio, we facilitate intelligent marketing, sales and service automation. BSI CTMS, the easy-to-use and innovative clinical trial management system, supports global action pharma and diagnostics sponsors, as well as CRO, to efficiently manage their clinical trials.

Our solutions offer a wide range of functions and seamless adaptation to individual customer needs, in particular in the retail, banking and insurance sectors. The result: surprisingly simple and intuitive use and an experience that is a firm favourite with end customers. BSI was founded in Switzerland in 1996 and currently employs over 320 people at sites located in Baar, Baden, Bern, Darmstadt, Düsseldorf, Hamburg, Munich and Zurich.

[www.bsi.software.com](http://www.bsi.software.com)

**About Capvis:**

Capvis is a Swiss private equity investor. As the exclusive Capvis fund adviser, Capvis AG primarily acquires majority stakes in leading medium-sized technological firms in Switzerland, Germany and Austria. Its activity is founded on its longstanding experience in creating local and global market leaders in the fields of healthcare, industrial technology and advanced services & software. Entrepreneurial cooperation with strong management teams ensures that the potential of companies is developed to the full while creating long-term values.

Since 1990, Capvis has completed approximately 60 transactions representing a total investment of over EUR 3 billion. Capvis has floated ten companies on the stock exchange and has been voted best investment company in Switzerland by the international specialist press on several occasions.

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