Planning Why high-quality ingredients matter
Preparing What successful production requires
Serving Turning the rollout into a success
“THE COOK SERVES THE MEAL.”

Our teams see a project through from start to finish: from understanding the customer, to conception and software development, to testing, introduction and subsequent support. The customer always works with the same staff at BSI, who in turn always has the same customer, from whom direct feedback is received.

“COOKING SLOWS YOU DOWN – AND REWARDS YOU IN THE END.”
Sarah Wiener, chef for sustainable enjoyment

| Sarah Wiener | The chef focused on vertical integration |
| Change project | Gothaer successfully rolls out agency system |
| BSI CRM | Holistic customer care through social media integration |
| All-round system | DB Fuhrpark automates business processes |
| Corina Preyss | The developer who programs like she cooks |

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Rösti recipe
Boil waxy potatoes.
find baking bread to be very sensuous. That is why at our Service Excellence pop-up event I kneaded dough during the speaker’s presentation, which the participants then formed into creative rolls in the discussion round – resulting in all sorts of things, from braided bread to the BSI logo. An irresistible aroma soon spread through the room and, just in time for the reception, I served the fresh bread out of the oven. The highlight for me was seeing people bite into the bread’s crust and receiving their immediate feedback.

Just as I bake bread, we create software at BSI. We undertake a project from start to finish ourselves. That is our passion and one of our values: “The cook serves the meal.” Covering other components of the value creation chain – to integrate vertically – may be judged as control mania by some of the other market players – we, however, see it as an advantage. Because it makes us better cooks. Just like Sarah Wiener, the famous chef and businesswoman (see the keynote starting on page 4) or Corina Preyss, who programs the best solutions for our customers (page 18).

To master our craft, to come up with comprehensive solutions for our customers, means everything to us. Our software should empower users. Just how BSI CRM does that is shown by Sergio, employee of the fictitious company, Volta Superbike, who handles customer concerns from A to Z (page 10). How comprehensive customer care is done in practice can be seen at Gothaer (page 14) and DB Fuhrpark (page 16).

I wish you “bon appétit” while enjoying the tasty text treats.

Catherine B. Crowden, Editor-in-Chief of meeting BSI
Sarah Wiener once cooked her way into the hearts of Hollywood stars with her pastries. She later catered to filmmakers and artists from a converted truck and on fine china sourced from flea markets. Today she is among the best known chefs in Germany, appears on television, authors cookbooks, runs an organic-certified restaurant and a catering business, owns her own farm and is dedicated to sustainable dining pleasure.
Sarah Wiener founded her “Tracking Catering” with a decommissioned truck and fine china from the flea market.

“B eing able to cook for yourself means you don’t have to rely on strangers to be fed,” according to Sarah Wiener. She discovered her love for pastries while growing up with her mother in Vienna. In her youth she hitchhiked through Europe before ultimately landing in Berlin, where she found the launching pad for her gastronomical career in her father’s art restaurant. Today Sarah Wiener is a famous television cook, cookbook author, businesswoman and advocate for sustainable enjoyment. “Cooking is creative, satisfying, sensuous and fosters attentiveness. Cooking slows you down – and rewards you in the end,” she said in explanation of her passion. To complete a project yourself from beginning to end – from comprehension to conception and on to testing and customer care – is not only the credo of BSI, but also of Sarah Wiener. Very much in the spirit of “the cook serves the meal.” The businesswoman revealed to us what drives her along every step of the value creation chain – from vegetable farming to inspiration, to creation and serving, and on through to customer feedback.

“I HAVE NEVER COOKED FOR TARGET GROUPS, BUT FOR INDIVIDUAL PEOPLE.”
Sarah Wiener, chef for sustainable enjoyment

Open for every culinary direction
As long as the food is regional, organic and genetically unmodified, this passionate chef is open for any culinary direction. Depending on the weather and mood, she likes to cook pasta, soups, stir-fried vegetables and naturally pastries. Meat and fish are allowed now and then – meat preferably in the form of a roast. Besides her love for cooking, she is especially driven by curiosity for good food and the constant miracle of transformation. The impassioned chef obtains inspiration from everywhere: from the people she meets, from books, markets, other countries or things she hears, in the bathtub or while hiking in the countryside. “It doesn’t take much to set my brain on fire,” according to Sarah Wiener. When she holds an especially delicious cheese or beautiful artichoke in her hand she looks forward to cooking and eating them, even while still shopping. Besides good ingredients, socializing and taking time for cooking are crucial factors for her. If there is enough of everything available, a tempting treat arises from something healthy, or a “Schmankerl” as the Viennese chef would say.

Good food only with good ingredients
The end product thus depends on the ingredients. “The quality of the soil, the production and the breed, the feed and the butchering all have a great impact on the taste of a food, as well as on our future,” of that Sarah Wiener is convinced. That is why she has shifted her emphasis from the kitchen to the nutrition policy discussion. Full of passion, snappy arguments and personal dedication, she encourages people to cook for themselves with natural ingredients instead of eating conserved convenience food. She encourages people to look for species-appropriate livestock farming as well as seasonal and regional goods while shopping, and, with her cookbook, provides instructions on how the ingredients can be prepared to be especially tasty.
Qualified craftsmanship instead of industrial mass production

Creativity is demanded in gastronomy. It is not a matter of constantly reinventing the kitchen, but to think sustainably and entrepreneurially. With all the industrial mass production, “good craftsmanship is unfortunately dying out,” according to Sarah Wiener. “Qualified employees are sought after: inventive cooks, friendly waiters as well as passionate bakers and innovative butchers.”

The impassioned cook attempts to retain craftsmanship in gastronomy: “In my company we share and embody values: we cook so that reason and wellbeing have top priority with everyone. We also view it as our societal obligation to inform and educate our fellow humans about their food. We want responsible eaters who know where their food comes from and how it is produced.” This must, of course, also make economic sense. You need to find a compromise with which you “remain true to yourself, but can also take others along with you,” states the passionate cook. One of her aims is to encourage the craft of cooking in younger generations as well as to shape culinarily responsible people. She formed a foundation towards this end, which is intended to give children and young people an appetite for diverse nutrition and to introduce them to cooking themselves using fresh ingredients.

From waitress to entrepreneur

Her entrepreneurial, innovative thinking was also the cornerstone for her success. The daughter of the Austrian author and jazz musician Oswald Wiener and the visual artist Lore Heuermann spent her wild childhood and even wilder youth surrounded by the humble circumstances of her mother in Vienna. This may well explain her love of pastries. As a young woman, she hitchhiked through Europe, undertook her first culinary travel adventure. She ultimately landed in Berlin, where she got by working as a waitress and by selling baked goods and cakes in her father’s art restaurant. Her pastries amazed the Oscar prizewinning actress, Tilda Swinton, who hired the young, ambitious woman right away to cater her next film shoot. A career grew from her passion: she founded her own catering company at the age of 28. From her mobile kitchen – a decommissioned truck from the former national army and fine china from the flea market – she began catering to film teams, advertising filmmakers and musicians, then soon also weddings, art openings, fashion shows and receptions.
When the cook and eater meet at eye level

“I like the individuality of food truck catering. Food truckers are dedicated young people full of dreams and drive. As a cook, you can look at those eating in the eye,” Sarah Wiener reminisced. “It is something special to see those you are cooking for, and it makes it possible to receive direct feedback.” The feedback she gets from her customers plays a crucial role in the development of her dishes: “Feedback is naturally very important to me. I gather it during test meals, chatting with customers and while catering, both before and after the event. And, of course, every day in the restaurant. That is when the analysis begins: what can you do better? What do you need to do differently?” Naturally, praise is also received. For Sarah Wiener, this is the “very personal reward and the joy of working.”

Sarah Wiener discovered her passion for cooking in her father’s art restaurant in Berlin, which turned into the stepping stone for her own career. Here she prepared baked goods and cakes, the foundations of her first company: Sarah Wiener’s Pastries. She later founded “Tracking Catering,” through which she catered from food trucks to film crews, advertising filmmakers and musicians throughout Europe. Today, Sarah Wiener not only runs an event, conference and trade fair catering business, but also the organic certified restaurant “Hamburger Bahnhof” and the wood oven bakery “Wiener Brot.” Sarah Wiener regularly publishes cookbooks and has already appeared in various cooking series on television. Besides her business activities, the “chef for sustainable pleasure” is also involved in the nutrition policy discussion. She advocates for the retention of our natural basis of existence as well as for an ethical-ecological nutritional awareness in our society.
Direct exchange instead of 140 characters

The once one-woman company today runs an organically certified restaurant and catering firm with a headcount of around 100. Sarah Wiener herself is rarely behind the stove these days: “My emphasis has shifted to the media as well as in participation in nutrition policy discussions.” Digitalization also plays an essential role in her success: websites, social media, blogs and a computer game for children lend scope and enable her message to penetrate the respective target groups. The question regarding digital and analogue customer relationships could fill an entire book. “Note: a book, not a blog,” laughs Sarah Wiener. Although she cleverly uses new media, she describes herself as an “old-fashioned girl.” “The new media may have many advantages, be interesting and fast, and some food blogs are amazing, but nevertheless, I prefer to look people in the eye, love analogue stimuli, craftsmanship and the pleasure with all the senses. Whether for generation X, Y, K or Z: I have never cooked for target groups, but for individual people – people who appreciate lovingly prepared, individually cooked food. Even digital natives are unable to say no to good food and are happier with a direct exchange than with 140 characters,” the chef said with a smile.

Doing things yourself from beginning to end

Sarah Wiener likes the value creation chain in its entirety. She takes this to such an extent that she raises her own bees, runs a wood oven bakery and has purchased a farm in Brandenburg, with fields and livestock. “I have fulfilled a long-held wish with my farm: to pursue the production of food from seeds to processing and thereby to precisely know the conditions under which the food is produced. Only when I do something from the beginning to the end can I be informed, and be the master of my craft. It is very satisfying and a wonderful responsibility, one that is fun,” according to Sarah Wiener, who went on to add: “I can build my own relationship to the processes and thus learn something. That makes me happy.” That probably explains Sarah Wiener’s success: She looks at the entire value creation chain, beyond the “cooking” stage – her business is vertically integrated. Yet nevertheless she focuses on her core competency and relies on the right partner in areas where her own creation does not make sense. “I do what I do,” explained Sarah Wiener. An example of when commitment, authenticity and passion are often more effective than a sophisticated business strategy.

“ONLY WHEN I DO SOMETHING FROM THE BEGINNING TO THE END CAN I BE THE MASTER OF MY CRAFT.”
Sarah Wiener, owner of a farm, a bakery and a beehive
Hardly any other top chef can top Sarah Wiener in this area: her commitment to down-to-earth, sustainable food production, to attentiveness and enjoyment while eating is highly topical. In her book “Zukunftsmenü – Was ist unser Essen Wert?,” she impresses with her knowledge of health issues and the destructive impact of industrial nutrition. Most of all, her strong sense for the value of our domestic products, for freshly cooked meals enjoyed together enable her readers to rediscover cooking culture and eating pleasure. She makes a valuable and important contribution to greater zest for life and sustainable eating.

Menu of the future: What is our food worth? – Enjoy healthily and sustainably

In Sarah Wiener’s own bakery everything is hand crafted: the bread and pastry is shaped by hand and baked in a stone oven fired with robinia wood from Brandenburg.
Sergio works in customer service for the fictitious company “Volta Superbikes”. With the help of the comprehensive BSI CRM for Contact Center he handles concerns from all channels. This includes posts on Facebook, comments on YouTube, SMS or queries through the customer portal. What Sergio likes: the processing procedure – such as for complaints – is always the same, regardless of the channel. The same process is triggered each time and the software supplies him with all the necessary information to conclusively handle the concern.

Customer portal
Volta Superbikes’ customers can call up all documents about their superbike in the self-service portal, maintain their personal data or send inquiries. The new customer, Lena Meier, has a question about her new superbike: How regularly should she have it serviced?

The Volta Superbikes customer platform is based on BSI Portal and is integrated in BSI CRM: inbound inquiries, messages, address changes and requests initiate a business case in BSI CRM. The business case for Lena’s query is directly linked with her customer dossier and the process provides Sergio with the necessary information: “Once a year is enough, and the first service is even free of charge!”

The functionality and design of the customer portal is adapted to the requirements and corporate design of Volta Superbikes. With responsive design, of course, both for desktops and mobile end devices. Any questions? www.bsi-software.com/portal

Facebook & YouTube
Customer Lena is active on all channels, including social media. On the Volta Superbikes Facebook page she asked: “Is there a green helmet that matches my Superbike?” Since the Facebook page is completely integrated in BSI CRM, Lena’s question appears as a communication in BSI CRM and Sergio can directly start a business case. Lena’s Facebook profile is already registered in BSI CRM and the business case is thus automatically linked with Lena’s dossier and shows the 360° customer view. In the know-how article linked to the process, Sergio sees that the new collection will come out next month and will also include a helmet in bright green. Sergio handles Lena’s request completely in BSI CRM – his answer is automatically posted on Facebook and the process documented in BSI CRM.

Conclusively resolve concerns from :( to ;-)
Regardless of how people contact service agent Sergio, he looks after their concerns from A to Z. BSI CRM supports him thereby with guided processes. And not only for the traditional channels of e-mail, letter and phone, but also for posts, comments and messages in Facebook, YouTube or the self-service portal.

He resolves requests from unknown users as anonymous business cases. Just brief comments or minor questions? He also answers these in BSI CRM, without starting a business case: one or two sentences, text block, an emoji - post.

Naturally, Sergio does not read every single post. BSI CRM has rules for this, which filters messages and comments based on sentiment analyses and keywords.

By the way, his marketing colleagues also plan posts for Facebook directly in BSI CRM. A standardized process is setup for this, including the four-eye principle, planning calendar, etc.

What else can the social media integration do? www.bsi-software.com/connect

**SMS**

Incoming SMS are saved in the customer dossier. Want to send a reminder for a test drive? Send a confirmation that a request has been handled? Sergio needs the SMS integration of BSI CRM for this. That’s practical and fast.

Along with the social media integration and BSI Portal, the Feature & Service Release 2 for BSI CRM Indigo delivers additional advantages: the briefcase for offline access, route planning, double opt-in for marketing and the expanded network functionality, just to name a few. Read all the details here: www.bsi-software.com/releases

BSI CRM also handles customer concerns from Facebook – just like it would from any other channel of course.
BSI Together

We are very pleased that so many customers and partners helped us celebrate 20 years of BSI. Together, at our two-day anniversary conference, we had the opportunity to take a look at the status-quo and the exciting future of BSI, as well as gaining insight into projects. CRM, CTMS, banks, insurance companies, Contact Center, retail, Eclipse Scout – for every topic we found customers or employees to inspire us with their presentations.

Our thanks go to all customers and employees who made our anniversary event what it was: a refreshing, lively family party and an inspiring meeting of 192 like-minded people from 51 different companies in which people are the focus.

Peel the boiled potatoes, grate them and add salt.
**Problem:** Since my arguments for carnivorous nutrition bore no fruit with my wife, I had to face up to turnip, carrots and the like. To remove their peel, I sought a reliable tool that did not limply scrape along the skin of the carrot.

**Test report:** The peeler made by Victorinox features an ergonomic handle and jagged blade that can handle tough peels. Its bright green color makes it easy to find right away in the drawer. It also processes all types of vegetables. In no time, a potato turns into small 2 cm wide cubes and even the largest carrots quickly become slim carrot strips. The peeled works of art are then quickly steamed and the colorful vegetables arranged. [www.bsi-software.com/sparschaeler](http://www.bsi-software.com/sparschaeler)

**Summary:** The peeler is fantastic and offers an unbelievable amount of fun in the kitchen. But, particularly when it comes to distance peel shooting, you have to deal with a bit of a mess.

Uwe Funk is a software developer at BSI and a fearless chef.
Through high-quality risk and finance concepts, Gothaer offers its customers comprehensive solutions that go beyond pure insurance and pension matters. The insurance group sells its products through an independent sales force, through brokers as well as through direct sales. With the rollout of BSI CRM, all 1,195 independent external sales agencies now have a central application for customer care at their disposal. With the BiPRO-based process-oriented solution, Gothaer now combines various different systems into a central application.

**CRM is a change project**

A considerable amount of preliminary work – also beyond the IT and project business – was necessary in advance. While the technical part of the project was complete when the software went into productive operation, the qualitative part was just beginning, and change management became a central element for the project’s success. That is why CRM may not only be dealt with inside the IT department, but must be considered a holistic project. The Gothaer project managers Sebastian Wertenbruch (CRM System Manager) and Eckart Struck (Technical CRM Program Head) shared with us their most important findings from the project and provided recommendations for a successful CRM introduction:

1. **First the cellar, then the floors!**

   All underlying functions (authorization system, update routines, automated processes) should be in place at the beginning in the project plan, because they radiate out to all other functions. They are the foundation on which the other functions are built.

**MEET THE CLIENT**

**Rollout good, everything’s good?**

One of the largest BSI CRM projects went live last year with Gothaer: an agency system and multichannel CRM which enables the independent external sales team to complete everything in one single system. A challenging undertaking that required completing more than just IT and project work to ensure a successful rollout. This progress report details how the project team from Gothaer and BSI mastered the highs and lows with combined strengths.
2. Coach users beyond the core training
The CRM philosophy is completely new for many users and requires a complete rethinking of their work processes. Many external sales people initially view CRM as a new agency system; the advantages of CRM only gradually become apparent. In addition, independent sales organizations have developed very heterogeneous methods for handling a task. CRM standardizes these processes. This requires the willingness of users to change their work processes and to invest time in the CRM migration. It is very important here to support users beyond the core training with competent coaches.

3. Switch off old systems
The Gothaer CRM is an extremely broad and deep system. As a precaution, the old systems were left open for use in parallel throughout the rollout so that there would be a fallback solution in place. While this really helped us in the critical phase, a fixed switch-off date should be communicated in advance, one that is set to allow sufficient time for follow-up work and to rectify errors. Then the old systems should be switched off.

4. Institutionally involve users
While BSI’s expertise is fantastic, the users’ practical knowledge of how specific processes are to be optimally conducted is extremely valuable and cannot be compensated by any expertise. It is worth institutionally involving users. This takes energy, but pays off in the end.

5. Processes must be fit 100%
The core processes must run absolutely efficiently and effectively, otherwise they generate costs in productive operation. Test them until they fit 100%. You may have to customize them in a pinch.

6. Piloting is a must
Is piloting out? Not at all! While Gothaer CRM has more than 5,000 test cases, the use contexts and situations cannot be covered by them, which is why piloting of the tested systems was a mandatory step in the planning. It supplied important findings and made it possible to fine tune the processes. In our opinion, piloting is a necessary prerequisite for the introduction of a complex CRM system. Everything that you discover and improve during piloting increases acceptance of the system.

7. Plan for corrections
Piloting is nice, but it’s a lot of work! Therefore, make sure to plan sufficient time and money for the corrections; otherwise piloting is all for nothing.

**Summary**
“Users no longer need to jump back and forth between different applications, but can instead get everything done in a single system. The new system offers many advantages. This was especially confirmed to us by our colleagues from independent sales,” enthused Sebastian Wertenbruch. Eckart Struck added: “Gothaer masterfully managed alogistically complex rollout. Supporting measures, such as comprehensive testing, piloting and subsequent coaching proved to be success factors for the effective implementation.”
Deutsche Bahn is not only the largest rail company in Europe, but also has one of the largest vehicle fleets in Germany, with over 20,000 fleet vehicles. Services offered include long-term rentals, chauffeur service, vehicle fleet consultation, pool vehicles, fleet management as well as vehicle sales. And company bicycles were recently added. For the complete range of business processes involved, DB uses an individual solution based on BSI CRM. It is called FLEETperfect and generates up to 10,000 invoices monthly with over 500,000 line items in total, and administrates more than three million documents.

"FLEETPERFECT IS OUR SINGLE POINT OF TRUTH."
Ralph Tschentscher, Project Manager at DB Fuhrpark

Fleet management with self-service

Through a self-service platform, employees and business customers can configure, order, insure or invoice vehicles, manage claims, initiate a change of renter and much more. The Web application is a customized solution from BSI, which is completely integrated in FLEETperfect through an interface. This customized solution shall now be replaced by the product BSI Portal. “BSI Portal offers better integration with the CRM and is uniformly based on Scout technology. This enables DB Fuhrpark to replace old programming languages and technologies, and offers the advantage of technology that is constantly being further developed and a reduction of maintenance costs,” explained Thomas Schweigler, Project Manager at BSI. Business cases can be transferred directly to customers and partners with BSI Portal, facilitating a higher degree of automation, contributing to automated processing. The goal is to automate as many processes as possible.

MEET THE CLIENT

Good all-round system

TEXT: CLAUDIA GABLER
PHOTOS: DB FUHRPARK

Deutsche Bahn is on the go, not only on the rails, but also on the streets: with a comprehensive vehicle fleet – including bicycles. For this, DB uses an individual solution based on BSI CRM and will soon introduce BSI Portal. The advantage: many processes run automatically.
Automated processing enables scaling and cost savings.

Alexander Reis, IT Project Manager at DB Fuhrpark

Agilely to the goal

A great deal has changed since the start of the collaboration between Deutsche Bahn and BSI. The collaboration model itself, for example. While it previously took around nine months to take a request into production, through agile methodology this time has been reduced to three weeks. What’s more, DB employees can test and approve applications directly in the BSI system one day after implementation. This enables direct feedback and avoids unnecessary delivery cycles. “Together with BSI, we found a method to be able to efficiently react to the ‘unknown unknowns.’ What is unknown can thus rapidly be discovered and professionally resolved. The resulting implementation speed has a positive impact on the vendor-customer relationship,” according to Ralph Tschentscher. Tasks are prioritized and delivery packages defined together. Operation is also conducted together with BSI. This offers the advantage that software deliveries will function at the press of a button in the future thanks to continuous deployment.

Company bicycle ordering up to 95% automated

Management of the company bicycles is the latest mobility project and, at the same time, an impressive showcase for digital processing: around 190,000 employees of the DB Group in Germany can order a bicycle configured to their preferences. The order request is transmitted to FLEETperfect, where it is reviewed, and then delivery is made by the local dealer. Special feature: this process is nearly completely automatic. The system completes 95% of the tasks. "Automated processing enables us to achieve a high degree of scaling and cost savings for the ordering process at the same time. Once registration is complete, the employee receives his bicycle within a working day," stated Alexander Reis, IT Project Manager for DB Fuhrpark.

Integrated self-insurance

Another new product is the claims account – an attractive alternative to comprehensive insurance. “The vehicle fleets of many of our customers are so large that the risk can be easily distributed. With the claims account, we enable business customers to save on insurance premiums and to pay claims directly from their claims account,” explained Ralph Tschentscher, Project Manager at DB Fuhrpark. And, as you can guess, this solution is managed in FLEETperfect.

Constant further development

FLEETperfect is constantly being expanded to include additional mobility products. To date, only the contract and payment administration for long-term rentals have been processed in FLEETperfect, but in the future, this will also take place for car and bike sharing, and the Contact Center will also be integrated in the solution. “FLEETperfect will thereby become our single point of truth and thus facilitate smart customer relationship management,” according to Ralph Tschentscher.
Corina cooks like she works at BSI: she makes every step from A to Z – from shopping to serving – from the requirements to the rollout. A regular dialog with customers is important to her because, particularly with agile project methodology, the recipe must constantly be adapted to new requirements to achieve the best result. Corina revealed to us how she does this, both in the kitchen and in customer projects.

The recipe
“I love to cook and I like trying things out. I get ideas from family recipes or cooking magazines. Then I sit down and make a shopping list. It is actually quite similar for customer projects: The customer has his requirements, his recipe so to speak, which we intensively discuss. The great challenge here is to understand the different working methods and requirements, and to recognize what is most important. In the end, I want to serve the customer the optimal solution, one which I can implement with the available ingredients and which suits his taste. I do the same while cooking: when I am in the store and the leeks look better than the spinach, or there is only curry powder instead of paste, then I adjust my plans accordingly. Because, ultimately, I want to serve a meal that tastes good – even if it no longer precisely matches the original recipe.”

Preparation
“Everything has been purchased – now it’s time to prepare. I cut the vegetables, marinate the meat, get the appropriate spices ready and take out the pans. In a customer project, we elaborate concepts, then specify, discuss and review them with the customer, make adjustments and have the agreements approved. There are always changes, especially when agile project methodology is used. And, like with cooking, flexibility is needed to adapt the recipe. Some adaptations are easy – an extra splash of wine if more liquid is needed; but if I only have dried chickpeas instead of some that have already been soaked, then I need to find alternatives.”

Cooking
“Now things get serious. The meat is fried, ingredient after ingredient added, and then seasoned. I am otherwise actually a very tidy person, but when it comes to cooking every surface is soon covered, the kitchen splattered and chaos reigns. There is simply never enough counter space in a kitchen. Coordination is needed and sometimes I have to stop and get organized before I can take the next step. As a reward, the aroma of sautéed onions, a savory roast or freshly baked muffins spreads through the apartment.

With the customer project, we are now in the phase of programming, testing and feedback. In contrast to the kitchen, things proceed in a very orderly manner: I work closely together with my team and regularly exchange know-how with other BSI engineers. This gives me new inputs that enable me to implement the best solution for the customer. In the end, we always take a look at it together: Is it good? Is the code well-written? Could it be improved? That is like when I cook with my husband: What other ingredients could we use? Which spice is missing? What would complement the dish?”
Corina is one of many cooks at BSI. At home she creates tasty dishes from fresh ingredients, while at BSI she makes customers happy by using clever code.

Serving

“I like to invite friends over for dinner. First there is usually a small, nicely presented appetizer. And there is always a good glass of wine to go with it. It does not really matter whether the wine glasses are the proper ones. What matters to me is that the guests are in a good mood. I then serve the main course in bowls and pots on the table so that everyone can serve him- or herself. When we serve customers, meaning, we deliver the system, my job is not yet completed. A lively exchange continues while the customer tests the system. This phase also includes explaining the functionalities and processes to the customer and assisting him in optimally working with the software. It is especially rewarding when the customer says: ‘Ah, that is how I imagined it.’ That is like the reward I get when I cook for friends and they ask how I have made these tasty dishes.”

CORINA PREYSS

- Completed studies in Zurich, Master in Computer Science ETHZ
- Lives and works in Munich
- Quick-fix dinner: Spaghetti Carbonara (she always has the ingredients at hand)
- Daily ritual: coffee and a piece of chocolate for breakfast
- Definitely wants to see Alaska someday

Favorite food

Mont d’Or au four – roasted Vacherin
Mont d’Or with white wine and garlic, accompanied by potatoes

Favorite ingredient

Every variation of eggplant

Favorite spice

Good pepper from the pepper mill.
She has three pepper mills for this: white, black, mixed

“Ultimately, I want to serve a meal that tastes good.”

Corina Preyss works in her kitchen just as she does at BSI, with great dedication to each project, while always remaining flexible for last-minute adaptations. She plans, prepares, flavors, cooks, seasons to taste, tries, serves – and takes all feedback seriously.

“I love it when the aroma of a roast fills my apartment.”

TEXT. MELINA MERKLE
PHOTOS. CORINA PREYSS/SHUTTERSTOCK

Corina Preyss works in her kitchen just as she does at BSI, with great dedication to each project, while always remaining flexible for last-minute adaptations. She plans, prepares, flavors, cooks, seasons to taste, tries, serves – and takes all feedback seriously.

“I love it when the aroma of a roast fills my apartment.”

TEXT. MELINA MERKLE
PHOTOS. CORINA PREYSS/SHUTTERSTOCK

Corina is one of many cooks at BSI. At home she creates tasty dishes from fresh ingredients, while at BSI she makes customers happy by using clever code.
Arrange the Rösti on a plate and enjoy. Other variations? What goes with it? We share our favorites at: bsi-software.com/roesti