TRADITION  Passion for craftsmanship

RENAISSANCE  BSI CRM still used successfully at ABB

LAUNCH  The next generation of CRM
Our values describe who we are and how we think. The first one: “We are craftsmen,” is at the same time one of the most controversial, because it suggests that we don’t provide you, our dear customer, with consultation, but simply work or carry out assignments for you. I would like to put this into perspective: Our role model, the hair stylist, has to cut hair. However, the hair stylist’s professional duties also include guiding the customer. Or take the example of a surgeon: The surgeon ultimately must cut in the right spot, while his or her duties also include taking care of patients.

We view ourselves along these lines as well. We are IT specialists and this profession comprises listening, understanding and designing. Nevertheless, problems are seldom solved by a presentation or a diagnosis alone or even a good idea. These represent just the first steps, sometimes the most difficult and sometimes the easiest. The actual creation of something new, the realization of new software, its implementation, the many hundreds, sometimes thousands of working steps until the idea is put into action, the software created and the processes experienced; it is precisely this hard, challenging work that we appreciate. That’s where we feel at home.

Dear reader, this issue of “meeting BSI” is dedicated to craftsmen, to people who like what they do.

Christian A. Rusche
CEO BSI
Every musical instrument that comprises a symphony orchestra, from baton to tuba, is manufactured in Markneukirchen. The craftsmen in this small city in Saxony have survived every crisis since the Thirty Years War. We at BSI share the passion for craftsmanship with the impressive instrument builders in Markneukirchen.

A unique concentration of instrument builders

The man with flannel slippers and a blue work apron is not just a craftsman, but also a protestant. He is modesty and frugality personified. So there is nothing to indicate that professional musicians all over the world have their instruments built by Helmut Voigt. When a trombone sounds in the Dresden Semper Opera, it has originated from this workshop. The two half-finished alto saxophones hanging from a wooden rack from the low ceiling are destined for Japan.

“You have to pay attention to quality,” says the master in his down-to-earth “Vogtländisch” dialect. His eyes shine, his face has a healthy, rosy glow. He is 73 years old; his moustache has a color ranging between flax and gray. In Markneukirchen they call him “Trombone Voigt.” This differentiation is helpful, because there are also Kerstin and Jürgen Voigt, who craft trumpets, flugelhorns and exotic brass instruments, such as the cimbasso. Zither players, however, turn to Kurt Voigt. In a nutshell: This small Saxon town has an unparalleled concentration of instrument makers.

With 7,000 residents, the town has 120 workshops in which 1000 people produce every instrument needed to outfit a symphony orchestra, from baton to tuba. Violins and contrabasses, flutes, clarinets, drums and trumpets are all built here. And even the lower end of musical tastes is supplied in Markneukirchen, from zithers to electric guitars, along with all the accessories, such as strings and cases. “My ancestor passed the masters exam as an instrument maker back in 1699,” states Helmut Voigt. “I am continuing this tradition into the ninth unbroken generation.” While there is no small measure of pride in his statement, it is in piano; you have to listen carefully.

It all began with a Bohemian violin maker

Voigt’s little house stands at the edge of town. The hill that he sees through the embroidered curtain in his living room lies across the border in the Czech Republic. The nearby border played a decisive role in the history of this musical town. In the Thirty Years War, a protestant violin maker fled from Bohemia and settled in protestant Vogtland in 1631. So many followed him that by 1677 a guild was formed in Markneukirchen; a plaque in the Nicolai Church in the center of town commemorates the event. The small, highly specialized industry employed 20,000 people in the region when it reached its peak in the 20th century. One inventor from Vogtland introduced completely new sounds to the world when he invented the shawm, which went on to become the favorite instrument of the labor movement (Erich Honecker gave one to Udo Lindenberg). And the familiar sound of European baroque music was created in Vogtland.

Heated until it glows, pulled and then heated again: Brass bells made by Bernd Sandner

Heated until it glows, pulled and then heated again: Brass bells made by Bernd Sandner

Passion for craftsmanship

Text: Johannes Schweikle
Photography: Stephan Floss

Keynote
Helmut Voigt began his apprenticeship under his older brother in 1953. Naturally, he too became a master. And yet, he stubbornly refused to work in the big VEB brass and signal instrument factory. He applied for permission to open his own shop in 1973. But in the early years, and signal instrument factory. He applied for permission to open his own shop in 1973. But in the early years, he was only permitted to repair instruments; the plan to individually negotiate the price with his customers. “It wasn’t until the 1980’s that the DDR recognized that it needed craftsmen,” says Voigt. The successful export made the difference. Instruments were sold through the government trade organization Demusa (Deutscher Musikinstrumentenhandel) in Klingenthal and generated foreign exchange.

Around 1,000 jobs have been lost in the instrument building industry in Markneukirchen since 1989, and approximately 1,000 residents have moved away. Nevertheless, with an unemployment figure ranging between 6 and 8 percent, the town still is off relatively well.

Necessity is the mother of invention

“Of course,” says Helmut Voigt, “in the early years after the Wall fell, I had to tighten my belt some.” Back then, the East German musicians turned their gaze to the West and went out and bought themselves a new car. He traded his Trabant in for a Wartburg, and his penny pinching kept him alive. He did not have to invest in new machines and his skills enabled him to work with few materials. This shows in the alto trumpet made for Japan: Its tubes are of small diameter. Therefore, Voigt stretches a blank over a mandrel and squeezes the tube on a pressure bank to achieve the desired diameter. “If I wasn’t able to do that, then I would have to buy materials in all possible strengths, which would be uneconomical.” He applies his excellent craftsman traditions when he has to bend a brass tube, which he does with great skill using simple tools. He fills the tube with a scoop of liquid lead. To prevent it from flowing out the other end, he plugs it using a humble tool: a moistened beer coaster. When the lead cools, he carefully bends the tube, giving it the needed curve. He hammers out the folds that appear, then smooths the metal with a file, “stroke for stroke.”

The rich exporters

Markneukirchen lies nestled in the hills of Vogtland. The streets at the edge of town are as steep as those in a Swiss mountain village and the remote location in a narrow valley provides fertile soil for craftsmen who have the stamina and attention to detail needed for this exacting work. The crouched town features a few imposing villas from the classical and art nouveau periods. They belonged to the merchants who organized sales of musical instruments around the world. The instrument makers called them despisingly exporters; but it was they who brought in the money. There were 21 millionaires living in Markneukirchen before World War II. To facilitate exports to the United States, a consulate was opened in the town. Particularly violins sold phenomenally, also thanks to a labeling trick: They were sold using the fantasy name, Andreas Morelli, which sounded like the legendary Italian masters, and covered all clues to the German origin of the instrument.

“Juggling with prices” at the trade fairs

Sixteen masters banded together against the exporters in 1945 and founded their own purchasing and sales cooperative. Migma (Musikinstrumenten-Handwerker-Genossenschaft Markneukirchen) outlived the DDR, and after the Wall came down helped several masters to survive. Early in 1990, it organized a trip by bus to Frankfurt am Main to the leading music trade show. Helmut Voigt had East German marks in his pockets and saw for the first time with his own eyes what the worldwide competition had to offer, from the big American companies to the Japanese

[Image of a person with gold-framed glasses and a stocky figure and face with short hair and a round face, wearing a round coat]

Mayor of Markneukirchen since 1990. He has a round face with gold-framed glasses and a stocky figure and belongs to the “Freie Wähler” party of Saxony. He was referring to precisely those master craftsmen like Helmut Voigt, who produce instruments that hold their own in the global market today. “Their capital lies in their knowledge about the instruments they make, which took decades to acquire.” He sees this as a decisive advantage over Chinese manufacturers that mass-produce violins and bows and sell them at dumping prices. “You cannot build a master instrument in the jungle.”

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company Yamaha. Two years later, he exhibited his instruments at the Migma’s collective stand. He was quite unsure about what prices he could charge, “I juggled with them.”

Advertising and marketing experts have not yet enriched themselves with Helmut Voigt. He designed a thin brochure and had it printed by a local printer. His trombones can be viewed on a website (www.helmut-voigt.de). Why should he drive up costs and indicate his workshop with a sign on the building? He attributes his success to the references from professional musicians from top orchestras. The Dreisnitz Staatskapelle played his instruments while touring, which is how he received the two orders from Japan. Meanwhile, he only still obtains packaging materials from Migma, which he uses to send his trombones on their way to the Far East.

“I WANTED TO BUILD INSTRUMENTS THAT BEAR MY NAME.”

Helmut Voigt

Market leader in tuba building

The music hall is located just outside of town. It was built in 1995, holds 900 seats and is slightly over-dimensioned (according to the conductor of the town’s brass orchestra). And on the hillside overlooking the town sits the mayor’s pride and joy, the commercial zone set up after the fall of the Berlin Wall. The middle class sits the mayor’s pride and joy, the commercial zone set up after the fall of the Berlin Wall. The middle class-orientated town of Erlbach.

Bernd Sandner is 46 years old and 1.90 meters tall; his blue apron stretches across an awe-inspiring, strongly built body. He studied under a legendary trumpet builder and wanted to open his own shop, but the DDR authorities only granted him permission to open a bell plant shortly before the Wall came down. “I am really grateful to God. This is the best thing that could have happened to me,” says Sandner. “I had to take advantage of the situation. And be really good at what I do.”

A feeling for metal

With four colleagues and three apprentices, he produces the most obvious part of every brass instrument. The brass metal is heated until it glows and is pulled over an iron form until it assumes the wide bellowing shape of the bell of the brass instrument. Musicians appreciate this elaborate procedure: The hammered metal retains the same thickness throughout. With cheaper mass-produced instruments, the bell is formed hydraulically. This makes the metal thinner at the edge, which gives the instrument a whiny sound.

“You have to develop a feeling for the metal: You have to know, how far can I go?” Sandner says. “Not everyone has this feeling in their fingers.” His hands smell of solder and he does not quite manage to remove the greasy black smear from them at the end of the day. “Sometimes people mention it, but I am not ashamed to show what I do,” he says proudly. Stacked in his warehouse are finished bells of all sizes, from those for cornets to bass trombones. He is booked a half-year in advance; customers from Sweden to the United States wait in line for his work. There are only two smaller competitors in Bavaria, Germany. Since 1990, Sandner has invested more than half a million euro in the company and is already debt-free.

Joint materials purchasing with the competition

“You wouldn’t be able to build up such a company today,” according to Sandner. He took advantage of the confusion after the Wall came down: He was able to buy the two big shaping hammers and other tools very inexpensively. He obtained the brass metal sheets in various alloys and thicknesses ranging from 0.3 to 0.7 millimeters in small amounts of 50 kilograms. “But today, purchasing materials is more difficult than back in the days of the DDR,” says Sandner. In the world of advanced capitalism, he must purchase at least three tons of each type of brass from the mill in West Germany. “I wrote them a letter and explained my situation. But they are as big as an automobile factory. I never received an answer.”

So he got together with the local competition and shared the brass metal with JA-Musik. They build their own brass bells, but the joint materials purchasing runs smoothly. Only: The factory does not work with the thin material that Sandner also needs. Therefore he asked his two competitors if they would like to purchase materials together, but the Bavarian competition turned him down. Sandner was then forced to establish a warehouse that far exceeded anything that made sense economically. “Three tons of a single type costs 30,000 euro – the material will last until I retire.”

The bells for the alto saxophones intended for Japan come from Sandner’s workshop. Helmut Voigt only builds them himself for unusual Baroque models. “I can react flexible upon customer requests,” he says and thereby explains his competitiveness. An alto trombone costs 1,800 euro, and it takes Helmut Voigt a week to make the instrument. He now drives a Skoda and the future looks good: His son Stephan has joined him in the workshop. He is driving to Dresden today to deliver refurbished instruments to the Sächsische Staatskapelle.

One last question for the master: “Back in the days of the DDR, why didn’t you take the easy way and join the VEB, where you would have earned more and had less trouble?” The craftsman’s pride is evident. It isn’t loud, but it is clear, like the sound of a brass trombone in a symphony orchestra. Helmut Voigt says: “I wanted to build instruments that bear my name.”

A fine feeling for thin metal. JAA-Musik was a government factory back in the DDR days.
In addition to a host of small changes – 64 in all –, two topics are at the center of BSI next: the next step in your CRM strategy

The idea is simple: BSI CRM customers can access a variety of services directly in the tool with just a single click. Want to check the quality of your addresses? Or add new contacts to your target group? Interested in the social network activity of a particular person? Or need to import relevant tweets into BSI CRM? Services like these and many more are performed, whether immediately or at a later time, by our service partners (e.g., AZ Direct or Orell Füssli Wirtschaftsinformationen). Services are available wherever you see the BSI next icon in BSI CRM. Payment is made to us on a per-click or flat-fee basis.

Marketing campaigns from start to finish

In the marketing module you begin by defining the key parameters of your marketing campaign and planning the actions in detail. You then compile the target group, locating all your contacts in BSI CRM or through the new services offered by AZ Direct – with the added convenience of not having to leave the system or import data. Instead, you access the service with just one click. You can also check the validity of the addresses and filter out duplicates through the service. Next, you place the shipping order – which includes printing, labeling and enveloping – with just one additional click. If desired, you can also have a test mailing sent to you. All in all, a campaign featuring perfect data and seamless execution with everything directly from BSI CRM, including convenient payment processing for all services used.

But that’s not all: Wouldn’t a follow-up phone call make sense? No problem. You prepare the action and the call script in BSI CRM and place per mouse click your order at a professional call center, complete with feedback and billing – all directly from BSI CRM with a single click.

BSI next Integrated Services...

...will be offered in BSI CRM in the following entities:
- Company
- Person
- Marketing campaign
- have different characteristics
- Synchronous: immediately
- Asynchronous: time staggered, e.g., for a mailing or research that takes longer
- Ongoing: these services analyze data and generate a message when an incident occurs
...are charged as follows
- Flat rate
- Paid per call
Billing is transparent and simple in both cases.

Expand BSI CRM yourself

BSI CRM is now easily expandable: The new upgrade enables administrators to make both small and large changes – without incurring development costs or having to wait for a new release. By having the ability to edit data fields in masks or add new columns, BSI CRM customers can create customized reports, among other things. This saves time and money and makes you less dependent on BSI. We have worked long and hard to achieve this.

Custom data fields in the masks: This not only pertains to text fields, but also fields with drop-down menus or special rules. Naturally, this data can also be searched.

Adding columns: This enables you to expand output lists or create entire reports. What’s more, all available data in the system (including aggregated data) can be added to existing lists and reports. For example, a column can be created that shows a company's revenues over the last 60 days or when the last visit occurred.

More features for more independence

BSI values your independence. That’s why this release gives you even more freedom. Not only can you expand BSI CRM yourself, but you can also take advantage of the new search and document administration capabilities.

New search functions: In addition to the usual fields, BSI CRM now offers powerful advanced search capabilities that – based on its logical data model – let you incorporate all available attributes in each search, plus aggregation functions and multiple-step searches. For instance, you can configure the following search with no technical knowledge: “All companies with open leads and more than four contacts, which either attended the last concert or expressed interest in doing so and were called in the last four months, but have not yet been sent an invitation to the concert.”

New administration options for templates and reports: Administrators can now organize all templates, such as those for the creation of letters, offers, reports and other documents, as well as those for e-mails, according to language or client.

BSI CRM Release 12.5: The next generation of CRM

In addition to a host of small changes – 64 in all –, two topics are at the center of Release 12.5 of the BSI CRM business application: the launch of the innovative new tool, BSI next, and more configuration options for administrators.

BSI Business Systems Integration AG
Up in the air for college graduates
A remote-controlled, six-and-a-half meter zeppelin is very impressive when the weather is good. BSI used the airship to attract the attention of college graduates. Shown here is the zeppelin flying at the Career Day over the campus of the Bern University of Applied Sciences in Biel.

Nicole’s iPhone applications
Software Engineer, BSI

| Product: USB removable storage device |
| Size: From 64 MB to 8 GB |
| Target price: CHF 29.90 for 2 GB if 100 pieces are ordered in metal. The daily price applies |
| Logo: Custom design possible |

Hipstamatic (CHF 2.20)
Digital photography never looked so good in analogue!
This app imitates the Hipstamatic camera from back in 1982, of which only 200 copies were made. New lenses and film can be purchased directly in the app. No matter what lenses or film you use, the photos look great!

Angry Birds (CHF 1.10)
The story: The pigs have stolen the bird’s eggs. Try to get them back by catapulting different birds at the nasty pigs. This addictive game is made even more attractive with all levels available at a super price. Ideal for killing time.

Cyclemeter (CHF 5.50)
You can record bicycle tours (and also hikes, car drives, etc.) with the GPS built into the iPhone using the Cyclemeter app. After the tour is done, Cyclemeter produces detailed statistics and shows the route taken on a map.

Athletic BSI
BSI has grown on average 10 to 15 percent annually over the past three years and now has a staff of 168 people. How do you ensure a workforce distributed over six locations gets to know each other? That’s why BSI supports most employee initiatives. An impressive number of these are athletic. From climbing excursions, glider flight days and ski adventures to badminton tournaments and karate training, nearly every type of sport finds enthusiasts at BSI. These activities are self-organized and open to anyone who wants to participate. And the fact that they are also beneficial for health is a nice side effect.

Nice to Give
Small gifts retain good customer relations. It’s the thought that counts! In this section, we present innovative product ideas for effective give-aways.

A mascot with brains
For some it evokes memories of Legos played with in the past, while others just think it’s sweet. The USB People – customizable to match the corporate uniform, to an event or to a specific promotion. It is available as Santa Claus, nurse, racecar driver, or in mini, micro or metal versions. BSI had one made for the Eclipse Scout open source project (see small picture).

And as the latest accessory, the x-mini II, a tiny loudspeaker with astonishingly good sound quality and an integrated, rechargeable battery. Perfect for vacation!

Biking, golfing, parasailing – most BSI employee events are athletic.
Why did BSI add applications for the pharmaceutical industry to its product range?

Jens: Several BSI employees who have been with us for many years have their roots in this industry. In 1989, I implemented the CTMS and CDMS systems (Clinical Trial Management System and Clinical Data Management System) together with Ulrik Kristiansen at Roche. Janette Hellinga was in charge of data management for the customer. The introduction was quite tedious...

Jan: …and when we were successful with BSI CRM – our CRM application – outside the pharmaceutical industry, we developed CTMS and other eClinical application on the basis of the same technology platform.

The pharmaceutical market is global and the vendors are established. Aren’t the entry barriers rather high?

Jens: Our technology is state-of-the-art, while the existing CTMS suites offered by the competition have weaknesses and/or are very expensive. We were convinced that we could offer a better product.

Jan: We convinced our first courageous customer, Actelion, with the flexibility of our software in 2007. Actelion’s corporate philosophy went well with that of BSI. Actelion did not shy away from investing in a modern solution. We were able to add two additional customers two years later. BSI CRMS is presently being introduced at ALK-Abelló, one of the world’s leading producers of allergy vaccines and also at a German pharmaceutical company.

We also have other references in the pharmaceutical industry: successfully implemented risk and portfolio management tools for Roche Switzerland, which are currently being massively expanded.

Is BSI CTMS particularly interesting for manufacturers?

Jan: Not just them. BSI CTMS can also be used very well by outsourcing service providers, such as CROs (Clinical Research Organizations). These globally active providers conduct clinical studies on behalf of the manufacturers, which means that multi-tenancy and easy operation are particularly important.

What do you like about the pharmaceutical industry?

Jens: The pharmaceutical industry is global, intellectual and subject to governmental regulation – all of which demands a high quality standard when it comes to software development. That matches us perfectly.

What advantages does BSI CTMS offer customers in this industry?

Jens: We especially appeal to those customers who carefully review all aspects of their eClinical strategy and always select the best building blocks. The requirements of this highly regulated industry are subject to frequent change. And since BSI applications like BSI CTMS are based on an open SOA architecture, in contrast to the systems offered by existing solutions providers, they can be quickly and easily adapted.

Jan: This also results in lower IT operating costs and process costs, since the user interface is simple and can be intuitively understood. Another major advantage is that the application can be offered offline with exactly the same user interface.

What does the future hold?

Jan: We are developing according to our business plan. With BSI CTMS, we offer a stable, complete product that contains all the modules of a comprehensive CTMS suite. In recent years, we have gained a great deal of industry experience and process know-how and know how computer systems must be validated in order to meet the strict standards set by the authorities.

Jens: We have a long-term vision for the product and continue to invest in this industry. We will open a branch office next year in Basel and also hold our first user group meeting for BSI CTMS customers. Looks like smooth sailing ahead!
Urs Hafen, Director of Process Efficiency in the service organization for the Swiss market, evaluated a solution for case handling and service management with the goal of enabling more efficient processing of inquiries and malfunction reports through the ComCenter (ABB Switzerland’s customer service center). Several alternatives were considered, the industry’s big players among them, and ABB Switzerland decided to go with BSI CRM for the second time. The existing software was migrated to the latest release and the contact center module contained in BSI CRM as desktop was integrated. The service units now receive details about incoming service requests through the BSI CRM Ticketing Tool. “365 days a year, 24 hours a day, and in several languages, our ComCenter can take on customer inquiries to the appropriate department. The tool supports our employees efficiently as they decide who is responsible for which problem,” says Urs Hafen.

**What was particularly efficient was the teamwork with BSI and the chance to discuss the most important points face-to-face.**

Urs Hafen, Senior Program Manager

Consolidated market overview needed in Sales

Back in 2009, around 150 sales staff spread through all of ABB Switzerland’s divisions and business units were working with at least four different systems to record projects and manage customer data. Max Wüthrich, Sales Director for the Swiss market, called for harmonization of the systems and a consolidated overview of market activity. One single customer service system should clearly show how the Swiss market is being handled, what actions are being taken and which customers are being assisted by business units. In addition, the new software should help link different business areas and make cross-selling possible.

“BSI CRM as desktop, division tools as data suppliers

As of summer 2010, BSI CRM is desktop used for customer service across divisions. Every company, every person, all contact information (telephone, address, e-mail, etc.), reports on sales calls, open tasks and marketing campaigns are recorded, archived and accessible to all employees. Thanks to this global overview, customer service and data processing are now possible across all divisions and business units.

For worldwide division reporting, all projects, product configuration, offers and orders are still being recorded in the respective division tools as before. BSI CRM leads employees to the correct location in the relevant tool. In just a few minutes, the data become available in BSI CRM and can be supplemented with sales information. There, projects can be categorized, decision makers identified and capture plans and teams entered. In addition, all company addresses worldwide and group-wide are checked and kept up-to-date through an interface to the GIS system, a central customer information clearing site. Finally, telephone calls can be made through CTI and addresses can be displayed in Google Maps, and Lotus Notes is also integrated.

“Strict compliance and data protection standards

The Compliance Division also benefited. Mailings and event invitations can be coordinated with Sales through the review function. For Andreas Beinat, it is important that the tool supports his department in observing strict compliance and data protection guidelines. For example, a decision maker may not be invited to certain events during an ongoing tendering procedure. The Compliance Division can review the list of invitees, correct it if necessary and sign off on it. The comprehensive authorization concept in BSI CRM also satisfies these requirements and provides increased security.

Ready for more

According to Andreas Beinat, the launch has gone well: “Not everything is running perfectly just yet, but we’ve made a huge first step,” he says. He sees room for improvement in the way data is processed and thinks more graphics instead of lists in the personal cockpit would inspire more activity on the part of employees – all good input for BSI CRM’s future product development.

**A renaissance for BSI CRM at ABB Switzerland**

Text: Catherine B. Groesen

Photography: ABB

In 1993 – customer relationship management was only an issue for management literature –, ABB Switzerland’s Software Division developed the first CRM solution for ABB. Three years later, through a management buyout of that division, BSI was founded. Meanwhile, the CRM tool stayed in use – more or less frequently – at ABB Switzerland.

“Every project has its stumbling blocks. BSI’s reaction times and suggestions were excellent.”

Andreas Beinat, Director of Marketing and Communication for Energy Technology for the national market in Switzerland
How have you experienced the development of BSI since 1997?
When I started the company was still very amateur – but not unfriendly. BSI has since grown up. Many things are new or more professional: the presentation, the marketing, how we follow up on leads. It’s amazing that everything has remained so good for “normal” team members throughout the entire growth phase. The autonomy of employees still comes first: I still have responsibility in projects, direct contact with clients and self-organization within my team.

In your opinion, what would the perfect company be like?
Growth seems to stir up fears of losing control. Already when we reached around 60 employees, people were calling for more structure and hierarchy. We debated whether departments or another form of organization had now become necessary – but no one really wanted this. At 100 employees, the discussion started again. But there’s no point in it. Such hierarchies lead to the creation of walls and barriers, as well as promoting a competitive mindset – who needs that? Maybe there are some advantages – but I don’t think we would benefit from them. I’ve always had trouble with unnecessary hierarchies.

What does BSI mean to you?
BSI is more than an employer. The company has grown dear to me, and that includes both my co-workers and also the office. I feel at home in Baden-Dättwil. You can truly depend on the people at BSI – and on everyone, not just those in your own team. Everyone gives their all, without being asked, and they always put project success and thus client satisfaction first. I hope that I can also pass on these values to my team, my project and our clients.

What does the BSI value “craftsmanship” mean to you?
I like to illustrate this with a table analogy. A good carpenter makes you a nice, simple oak table, which is always recognizable – even when it’s upside down – as such. Design may look refined, but sometimes it’s difficult to tell which side is up and which is down. And when it’s broken you can’t fix it. When I write software, I could also make it complicated and refined – this would make me an irreplaceable specialist and I’d be the only person who could make changes. The next person would need a lot of time to orient him- or herself. This is not fair to clients and colleagues. Each developer should be replaceable.

What do you do in your free time?
I started practicing judo when I was six years old and continued with it until I tore ligaments 15 years ago. I stopped for 10 years for fear of re-injury. Two years ago, I started back in Cham and now also train the juniors.

What bothers you at BSI?
I find it a shame that I know so few people at BSI – earlier everyone knew each other. But I think it’s the same with everyone. You even lose track of people from earlier projects. So I look forward to seeing them at one of the many BSI events.

What pleases you at BSI?
That the development of BSI has functioned so well. It’s no easy task to grow from under 20 to over 160 employees, especially when nothing is supposed to change for the worse for the employees. BSI can grow further and will do so as long as clients continue to place orders with us. Who would turn down a cool project? Our company culture can handle this growth, because the people here are team-oriented thinkers. The only thing that shows us down is the availability of suitable employees. The number of annual graduates that fit our requirements is not large. BSI employees are simply a special breed.
Meet your BSI

BSI will be present at the following trade fairs and conferences this year. Further events will be added. We look forward to talking to you about your challenges and our solutions.

**Voice Days Plus 2010**
October 12–13, 2010
Messezentrum
Nuremberg, Germany
www.voicedaysplus.com

**Eclipse Summit Europe**
November 2–4, 2010
Forum am Schlosspark, Ludwigsburg, Germany
www.eclipsecon.org/summiteurope2010

**CallCenterWorld 2011**
February 21–24, 2011
Estrel Convention Center
Berlin, Germany
www.callcenterworld.de

**EclipseCon 2011**
March 21–24, 2011
Santa Clara, San Francisco, USA
www.eclipsecon.org/2011

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