

One of the largest data migration projects ever done in Germany

With the smooth data integration of around 30 million ADAC membership and customer records, the Swiss software company BSI has once again demonstrated the high scalability of its BSI Customer Suite customer platform. The transfer from the previous, host-based core system to the BSI Customer Suite was done over a long weekend and involved the successful migration of more than 600 million data records – one of the biggest data migrations in Germany to date.

Baden, May 10, 2024 – Heavy snow fell outside and brought chaos to Munich when, on the first weekend in December of last year, one of the largest data migrations in Germany took place, quietly and smoothly like a Swiss watch. Together with the Swiss software company BSI, ADAC, the General German Automobile Club, and Germany's largest association, migrated no less than 30 million member and customer contract data records from its host core system to a technologically current state-of-the-art platform.

“The migration from our IT system to a cutting-edge CRM solution is the most important strategic milestone on our path to digital transformation,” explains Oliver Weissenberger, Member of the Executive Board of Helfen, Betriebswirtschaft & Interne Services [Support, Business Administration & Internal Services] at ADAC e.V., “After 35 years, we have sent our previous inventory administration system into its well-deserved retirement. With the BSI Customer Suite, we have laid the much-needed future-proof foundation for successfully managing the digital challenges ahead of us in service, marketing and sales.”

623 steps and 600 million records

The team was able to complete the project successfully in as little as three days. It comprised more than 600 million records – including customer data, membership data, and history records as well as ADAC's outstanding receivables. To move this volume of data, a team of almost 170 people worked in shifts around the clock. It was like open-heart surgery because compromising its service quality was not an option for ADAC – think of their 24/7 roadside assistance. Wolfgang Münch of ADAC IT Service GmbH, the Overall Project Manager, speaks highly of the collaboration shown by all parties: “Not only were we able to adhere to the time schedule with its highly complex dependencies with military precision but even managed to speed it up, ensuring that any operational constraints were reduced to a minimum.”

Manfred Piringer, Project Manager at BSI in Munich, also highlights the excellent collaboration with ADAC and explains: “We had scheduled four days for all the 623 steps required for the migration. The fact that we finished in only three days instead of four days as planned is due to the professionalism and commitment of everyone involved.”

The Customer Suite provides support with AI

ADAC will use the BSI Customer Suite in the CRM and CX areas in the future. Artificial intelligence is also going to be used – for example, in the association’s so-called input management through the AI-supported classification of member inquiries.

BSI at a glance

With its BSI Customer Suite, the Swiss software company BSI provides a holistic, AI-supported platform for the digitization of customer relationships. For Banking, Insurance, Retail, and Energy & Utilities, the BSI Customer Suite provides everything needed to facilitate an exceptional customer experience. This also includes BSI’s CRM solution with a generative 360° customer view and the AI-powered BSI companion as well as the company’s many years of industry expertise. Around 230 corporate clients use BSI’s software to reach more than 150 million end customers across Europe. Since its founding in Switzerland in 1996, BSI has established itself as a market leader in its focus industries in the DACH region. Its clients include renowned companies such as Raiffeisen Bankengruppe, Signal Iduna, Hermes, and PostFinance. Software and people together – that’s what BSI stands for. www.bsi-software.com

BSI Media Contact

Inken Martens
Senior Marketing Manager PR and Communications
Phone: +49 (0) 40 180 240 803
inken.martens@bsi-software.com

Footage



ADAC Headquarters

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Oliver Weissenberger, Executive Board Helfen, Betriebswirtschaft & Interne Services des ADAC e.V.

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Wolfgang Münch, ADAC IT Service GmbH

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Manfred Piringer, Senior Project Manager BSI
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