

# PRESS RELEASE

(Hoesbach/Germany, June 6, 2011)



## **ASC Acquires Majority of MYCOM**

### **One-Stop Quality Management and CRM Solutions**

*Hoesbach, June 6, 2011* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced the acquisition of 51 percent of the software company MYCOM AG, headquartered in Cottbus/Germany. The incorporated company, widely considered a market leader for high-end customer relationship management (CRM) software, provides solutions to more than 5,000 users and coordinates with numerous authorized partners, primarily for the contact and service center industries.

The acquisition will further strengthen ASC's position in the field of Business Process Optimization solutions. It consequently follows ASC's long-time successful strategy to exploit growth opportunities and to purposefully broaden its product and technology portfolio. ASC will also enhance its positioning in the German contact and service center market through the new breadth of knowledge now available from MYCOM.

"The integration of CRM and quality management will provide customers with powerful, one-stop customized solutions. With more than 10 years of contact center experience, MYCOM will serve as a strong partner for ASC, and we welcome their company on board with high expectations", said Guenther Mueller, Chairman & CEO of ASC.

For MYCOM, ASC offers a strong worldwide network to boost international sales. "From our point of view, ASC opens a new door to help us export our CRM solutions to key regions. ASC will help us make the leap to become a truly global player," observed Karsten Reimann, Chairman of MYCOM.

MYCOM will maintain operational independence, and Mr. Mueller will become its new chairman of the supervisory board.

ASC's quality management solutions enable the analysis of customer interactions, enhance customer service, efficiently deploy staff and increase productivity. MYCOM's MYKENE software supports professional customer relationship management over all communications channels. The product portfolio and core competencies of each company will combine to form a unique customer solution for contact and service centers.



### **About ASC**

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal information, enabling companies and organizations to considerably improve their value creation: contact centers enhance customer service, efficiently deploy staff and increase productivity. Financial institutions fulfill documentation requirements, achieve a higher level of legal security and reduce costs. First responders and public safety organizations enhance reactivity in emergency situations.

ASC's software solutions are used in contact centers to continuously measure and improve the quality of customer contacts. Data from all communication levels in contact centers are collected, brought together and evaluated to help train agents and optimize customer service. Based on the content of recorded calls and screen activities, *INSPIRATION<sub>pro</sub>* reveals improvement potentials in contact center operations including processes, marketing, sales activities, time of reaction and problem analysis.

ASC subsidiaries and sales offices in France, Germany, Japan, Singapore, Switzerland, United Arab Emirates, Great Britain and the United States as well as certified, powerful distribution partners realize ambitious customer projects all over the world. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.

### **For more information, contact:**

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