

PRESS RELEASE

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ASC to Present INSPIRATIONpro and EVOip 10.0 at Gitex Technology Week

Communications recording and quality monitoring solutions offer enterprise-wide capabilities with increased security, analytics and intelligent operations

Hoesbach/Germany, September 16, 2010 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications, today announced it will demonstrate its latest quality management solution, INSPIRATIONpro 10.0, and its VoIP recording solution, EVOip 10.0, at Gitex Technology Week, at the Dubai International Convention and Exhibition Center, Dubai, United Arab Emirates, October 17-21, 2010, at booth Z-E32 (German Pavilion).

Gitex, the Middle East's leading dedicated telecom event, showcases next-generation products and services for telecommunications networks, mobile and satellite applications, IP technology and infrastructure. Currently celebrating its 30th year, the show will feature leading technology brands, industry experts and extensive networking opportunities. ASC will continue its focus on the region after opening an office in Dubai in February to support its growing Middle East business and staffing it with highly qualified experts from the area.

Guenther Mueller, Chairman and CEO of ASC, said, "Dubai is the leader in technological innovation in the Middle East, and Gitex offers unique opportunities to learn, collaborate and enjoy the company of top experts and entrepreneurs in the telecom field. I look forward to demonstrating ASC's latest versions of our communications recording and quality management solutions because they integrate with other disciplines to provide new enterprise-wide capabilities."

Mr. Mueller went on to describe ASC's current focus on "Business Process Optimization (BPO)": A new business approach including communications recording, quality management, speech analytics and eLearning, enriched with information from CRM and ERP systems. ASC will present its BPO solutions INSPIRATIONpro and EVOip at Gitex,

INSPIRATIONpro helps managers learn about their agents' service level through analysis and evaluation of recorded call data and screen activities. ASC's latest version 10.0 facilitates new capabilities for supervisor interaction. The eLearning module spots the weak points in individual agent training and delivers customized instruction directly to each desktop, thus creating a loop of continuous learning.



INSPIRATION^{pro} 10.0 also includes audio analytics for automatic categorization of calls and the ability to search for keywords, particularly useful for high-volume call centers with an otherwise unmanageable number of conversations.

ASC's award-winning VoIP recording software, EVO^{ip}, captures telephone calls from the network and enables storage, playback and archiving of the entire interaction. EVO^{ip} 10.0 offers the strictest adherence to security requirements, meeting the payment card industry's data security standards (PCI DSS) through automated muting to prevent storage of card security codes (CSC).

New and enhanced integrations with Aastra MX ONE and Avaya CM complement EVO^{ip}'s existing range of integrations with major IPT vendors including Alcatel, Avaya, Cisco, Mitel and Siemens.

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^{pro} 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, Great Britain, Japan, Poland, Singapore, Switzerland, United Arab Emirates and the United States as well as certified, powerful distribution partners realize ambitious customer projects in more than 60 countries. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.

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