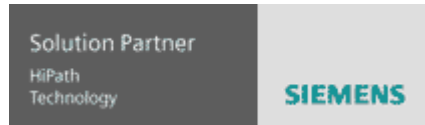


# PRESS RELEASE

(Hoesbach/Germany, September 25, 2008)



## **ASC Named New Siemens HiPath Ready Solution Partner**

### **Innovative ASC applications complement Open Communications Systems**

*ASC has reached the highest level possible in the technology partner program run by Siemens Enterprise Communications, an accolade achieved by only ten companies in the world. In addition, ASC is a Preferred Supplier in the fields of voice recording and quality monitoring.*

Hoesbach/Germany, September 25, 2008 – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate communications, has been named by Siemens a HiPath Ready Solution Partner. That is the highest level that a technology partner working with Siemens Enterprise Communications can reach. With only ten companies worldwide having achieved this distinction, ASC's confirmation as a Siemens HiPath Technology Solution Partner comes after years of longstanding and successful collaboration. In addition to proof of HiPath Ready Certification, a technology partner at the solution level ("joint business") must be able to show that its products and applications integrate seamlessly with Siemens Open Communications systems. It must also operate on an international basis. ASC is also a Siemens Preferred Supplier in the fields of voice recording and quality monitoring.

Thanks to the HiPath Ready Partner program, Siemens Enterprise Communications and approved technology partners combine their technical expertise in order to jointly make high-end products, solutions and applications available to their customers. Partnership involvement here ranges from testing the compatibility of partner products with those of Siemens Open Communications, to reciprocal technology integration, to joint development of state-of-the-art products and solutions.

"Our excellent partnership with Siemens Enterprise Communications enables us to optimally integrate our highly innovative products into Open Communications Systems for the benefit of our customers," said Harald Zapp, Chief Operating Officer at ASC. "At the same time, we can continue to expand our market position as an internationally leading supplier of intelligent speech analysis applications."

Dr. Udo Bochum, Vice President, Partner Management, at Siemens Enterprise Communications, was eager to confirm Zapp's statement, "ASC systems are an



outstanding complement to Siemens Unified Communications technologies. ASC is the only supplier of speech recording solutions who also leads the market for network-wide recording from one site. That means enormous cost savings for users since one central recording system can cover all locations across the network. ASC's processing of encrypted calls also lets customers' apply their own security mechanisms and policies in voice environments to speech recordings as well, another unique selling point."

### **About ASC**

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal vital 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; therefore, ASC provides an important contribution to public safety.

ASC solutions are innovative. They include workforce optimization, e-learning and e-coaching, and dynamically adapt to the rising demands of organizations across all industries and sizes. Due to their open architecture, they seamlessly integrate into any IT and communications environment. This provides investment protection whereas time and costs for implementation are reduced to a minimum.

ASC software is multi-tenancy capable. Customers obtain communications services from a provider like "water from a tap" - on demand, as required, and with maximum flexibility. In such an on-demand scenario, customers benefit from a sophisticated communications recording and analyzing platform without financial pre-investments. The multi-tenancy capability of ASC's solutions gives service providers the opportunity to open up new business sectors.

ASC is continuously improving the functionality, usability and interoperability of its solutions. Every year, about one-fifth of revenues are re-invested in research and development. The company, founded in 1964, with headquarters in Hoesbach, Germany, provides a global partner and service network. With subsidiaries in Great Britain, France, Switzerland, the United States, Japan and Singapore as well as certified distribution partners, ASC is represented in more than 60 countries worldwide. Global strategic partnerships with industry leading telecommunications vendors assure interoperability of ASC's solutions in virtually every IT infrastructure.

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