

PRESS RELEASE

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ASC's Recording Solutions Certified by BT

MARATHON EVOLUTION Integrated for ITS Trading Platform

Hoesbach/Germany, March 14, 2011 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced the certification of its communications recording solution, MARATHON EVOLUTION, for BT's new ITS Trading Platform V5.

The ITS Trading Platform, currently the standard for financial institutions, is used by more than 60,000 traders in 51 countries at 800 customer sites worldwide. ASC's solution provides protection from liability by documenting all trading calls, and it meets strict regulations to ensure data security.

Guenther Mueller, Chairman & CEO of ASC, said, "With our integration with BT's ITS Trading Platform, ASC's communications recording solutions now work with the most widely used trading system in financial institutions around the world. By consulting closely with BT's engineers, we created a tightly integrated system beneficial for both our firms."

With ASC's solutions, financial institutions can use the same guidelines to record communications for all activities on their trading floors in different time zones. ASC's communications recording solutions capture, archive and analyze calls, screen activities and related information in accordance with prescribed security standards. Financial institutions with multiple locations can centralize communications recording, data storage and archiving to reduce complexity and meet documentation regulations.

The ASC / BT solution provides several features including:

- 1) Reliable recording of all trading calls,
- 2) Replay via turret to control recording by pressing pre-defined buttons,
- 3) Keep / delete to initiate or stop archiving of calls to protect privacy,
- 4) Mute / unmute to silence the audio, and
- 5) A black / white list with specific incoming phone numbers to record or not record.

The integration with BT further extends ASC's portfolio of communications recording solutions already certified for Alcatel-Lucent, Avaya, Cisco, Orange 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, Japan, Poland, Singapore, Switzerland, UA Emirates, UK and USA 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.

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