

# PRESS RELEASE

(Hoesbach/Germany, January 7, 2009)



## **ASC to Demonstrate New Version of EVO<sup>ip</sup> for Cisco at Cisco Networkers Conference**

### **Active VoIP Recording Combines SIP and XML in Cost-Effective System**

*Hoesbach/Germany, January 7, 2009* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will demonstrate its new version of EVO<sup>ip</sup> for Cisco, an active VoIP recording solution combining SIP and XML, at Cisco Networkers Conference in Barcelona, Spain, January 26-29, 2009, in the World of Solutions Area, booth E12.

The conference will attract thousands of IT and technical professionals responsible for Cisco-based purchasing decisions. It will feature over 200 technical sessions on the latest networking technologies, and the World of Solutions area will showcase innovations by prominent partners to enhance performance, productivity and security through Cisco-compatible and Cisco-certified systems.

Harald Zapp, Chief Operating Officer of ASC, said, “Our latest version of EVO<sup>ip</sup> for Cisco marks an exciting new breakthrough in VoIP recording technology. By combining SIP with XML, we can integrate ASC’s recording solution into more customer environments than ever before, and we can do it with increased efficiency and lower cost. This system, generations ahead of our competition, demonstrates the wisdom of our policy to invest about one-fifth of our revenues in research & development.”

The new system executes VoIP recording using SIP, with data stored in an XML format. It provides real-time call tagging and enhanced search-and-replay while avoiding the need for a CTI server or proprietary protocols for TCP/IP. The solution may be easily and efficiently customized for nearly any customer environment.

SIP is rapidly becoming a standard telephony protocol in contact centers because it facilitates the integration of third-party applications, enables encryption and avoids the need to invest in expensive proprietary hardware. SIP also lets call centers protect their previous investments by helping to incorporate their existing infrastructure with new solutions.

XML may be used to provide call data in a SIP message. XML’s standardized architecture provides clearly structured, customer-specific information to the recording system and also may be adapted for nearly any customer requirement.



## **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, obtain legal protection 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 since 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 active in more than 60 countries. Global strategic partnerships with industry leading telecommunications vendors assure interoperability of ASC's solutions in virtually every IT infrastructure.

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