

PRESS RELEASE

(Hoesbach/Germany, March 5, 2009)



ASC to Emphasize Workforce Optimization at Unified Communications Expo

IP Recording and Quality Monitoring Solutions at booth #312

Hoesbach/Germany, March 5, 2009 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced it will demonstrate its latest IP recording and quality monitoring solutions at the Unified Communications Expo, March 11-12, 2009, National Hall, Olympia, London.

The event offers visitors a large exhibition zone, a free program of education seminars covering a wealth of business and technical issues. Since its launch in 2005, Unified Communications Expo, incorporating VoIP for Business has become the UK's leading business enterprise communications event.

Unified communications combines all interactions into one seamless integrated system, working together in real time. It streamlines information delivery; offers new back-office opportunities; transforms business processes; and lets users continue to employ their favorite tools within an industry-wide solution.

Harald Zapp, Chief Operations Officer of ASC, said, "Contact centers provide a crucial interface between companies and their customers, and play an important role in differentiating an organization from its competitors. By embedding unified communications capabilities into business applications, we have helped companies of all sizes improve customer interactions and ensure continued loyalty."

IP-based communications systems facilitate this applications convergence by creating a single recording environment for all locations and all types of media. ASC offers *EVO_{ip}*, an entirely software-based VoIP recording solution, to preserve all customer interactions by phone, fax, email, web chat / browsing and desktop computer activity. It seamlessly integrates into customer's existing infrastructure from single site systems to complex solutions for an organization with different physical or even virtual sites.

ASC's quality monitoring solution *INSPIRATION_{pro}* offers a wide range of analytical methods for all types of communications and it generates internal feedback for product and process optimization through analysis of recorded customer contacts. For contact centers with a large volume of communications, the solution also provides speech analysis by using keyword spotting, transcription and even emotion detection.



Mr. Zapp said, “Our emphasis on workforce optimization makes our communications recording and quality monitoring solutions even more powerful. We have now enhanced them with speech analysis technology and implement them within a contact center’s CRM and WFM systems to create highly efficient service. The new applications convergence improves business processes throughout an enterprise.”

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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