

# PRESS RELEASE

(Hoesbach/Germany, April 7, 2011)



## **ASC to Exhibit VoIP Recording Solutions at Gitex Saudi Arabia 2011**

### **To Tout Benefits of *EVO<sub>ip</sub>* for Contact Centers, Financial Institutions and Public Safety Organizations**

*Hoesbach/Germany, April 7, 2011* – 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 VoIP recording solution, *EVO<sub>ip</sub>*, for contact centers, financial institutions and public safety organizations at Gitex Saudi Arabia 2011 in Riyadh, Saudi Arabia on May 16-19, 2011 at the Riyadh International Convention and Exhibition Center.

Gitex Saudi Arabia 2011, a leading information and communications technology (ICT) conference, features the industry's leading players, products and services. Last year, it attracted more than 85,000 visitors with 620 exhibitors from 18 countries. ASC will demonstrate *EVO<sub>ip</sub>*, a VoIP recording solution designed to capture telephone calls from the network and enable storage, playback and archiving of the entire interaction.

Guenther Mueller, Chairman & CEO of ASC, said, "Saudi Arabia and the Middle East represent a critical growing market for our firm, and that's one reason why we established a subsidiary in Dubai, to ensure prompt and comprehensive technical support for our clients. And Gitex Saudi Arabia 2011 has become one of the most important shows to attend."

*EVO<sub>ip</sub>* meets strict security standards from the payment card industry (PCI DSS), handles encrypted calls and offers central control for organizations with multiple branches. VoIP recording helps contact centers enhance customer service; ensures compliance with government regulations and verifies transactions for financial institutions; and improves reaction times and performance for public safety organizations.

ASC's Dubai office was founded in 2010, and its staff has already developed many close business relationships with partners and customers in the Middle East, thanks to an extensive background in corporate sales, telecommunications and electronics, and an excellent knowledge of the region.



### **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<sub>pro</sub>* 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, United Arab Emirates, Great Britain and the United States 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.

### **For more information, contact:**

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