

# PRESS RELEASE

(Hoesbach/Germany, December 9, 2010)



## **ASC Provides Recording Solution for Financial Trading to Gulf International Bank**

*Hoesbach/Germany, December 9, 2010* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications, today announced the implementation of its MARATHON EVOLUTION communications recording solution by Gulf International Bank, a leading merchant bank based in Bahrain with branches throughout the Middle East and Europe.

The solution is used to record conversations and verify transactions among two groups of traders. It is integrated with the bank's Alcatel PBX and BT dealing room infrastructure and designed for fail-safe operation to meet compliance requirements in the many countries with bank branches.

Marc Wildner, Director Sales International of ASC, said, "Gulf International Bank needed 100-percent reliability for its communications recording solution, and its choice for ASC tells a lot about our product design, redundancy and ability to perform in mission-critical environments. In fact, our systems are widely used by international financial institutions to meet a patchwork of compliance regulations around the world."

Ibrahim Needham, Head of Communications at Gulf International Bank, said. "Our previous recording system ate up valuable work hours due to a variety of labor-intensive manual tasks, including hand delivery of tape to remote sites. ASC's ability to automate these functions, especially its remote backup feature, helps to ensure fail-safe operation and gives us the peace of mind we need when even a brief malfunction can affect significant transactions. ASC's unique selling points -- technical sophistication, price and on-site customer support -- put them head and shoulders over the competition."

MARATHON EVOLUTION was also praised by Gulf International Bank for its ability to handle communications recording for multiple locations on one server. The bank previously needed to hand deliver tape to remote sites. Another factor in the bank's decision was ASC's existing branch office in Dubai, ensuring timely and skilled customer support by nearby engineers.

Link to the entire case study:

[http://www.asctelecom.com/english/fi\\_testimonials\\_casestudies.html](http://www.asctelecom.com/english/fi_testimonials_casestudies.html)



### **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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