

# PRESS RELEASE

(Hoesbach/Germany, November 25, 2011)



## **ASC Joins with Nashua Communications as Contact Center Providers in Sub-Saharan Africa**

**Partnership to Include Sales, Support and Customer Service for Workforce  
Optimization Solutions**

*Hoesbach/Germany, November 25, 2011* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced a new partnership with Nashua Communications, the leading provider of Siemens Enterprise and Panasonic communications technology in Southern Africa. The partnership will include sales, support and customer service for communications recording, quality management and workforce optimization solutions.

Both companies offer a close relationship with Siemens to each other, ASC as a provider of deeply integrated solutions, and Nashua Communications as a major supplier in the region. Both want to gain market share with the goal of together becoming the number one provider of contact center solutions in Africa.

Patrick Salg, Director Sales International of ASC, said, “Sub-Saharan Africa has become a rapidly growing region for the contact center market, and we are honored to expand our reach by the agreement with our new partner, Nashua Communications. We are both committed to offering sophisticated communications technology and backing it up with the best technical support to match.”

John Ellis, Manager Pre Sales Support of Nashua Communications, added, “Nashua Communications is pleased to be partnering with ASC, which allows us to expand our product portfolio with cutting edge technology and state of the art integrated solutions and reaffirms our commitment to providing quality products for our clients. Partnering with this world class solution provider gives us the confidence that our relationship with ASC will continue to flourish and in so doing will strengthen our market share by allowing us to offer our valued customers reliable and sophisticated solutions to fit every aspect of their business needs.”

ASC’s workforce optimization solutions include communications recording, quality management, workforce management, eCoaching and speech analytics. Nashua’s OpenScale portfolio provides an open communications framework encompassing a complete array of consultancy, integration and managed services for multiple vendors.



### **About Nashua Communications**

Nashua Communications is the official provider of Siemens and Panasonic communication solutions in Southern Africa. Owned by Reunert (one of South Africa's top electronics and electrical engineering companies with more than 6,000 employees) the Nashua Group fully supports the innovative Siemens Enterprise Technology and resourceful Panasonic Voice Communications solutions.

### **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, 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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