

# PRESS RELEASE

(Hoesbach/Germany, April 22, 2005)



## **ASC and Bumicom Exhibit at Netherland's Telecommerce Dagen Show**

*Hoesbach/Germany, April 22, 2005* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading provider of performance improvement solutions for contact centers, financial institutions, and public safety and government organizations, and its close partner Bumicom, also a provider of voice recording solutions, targeted primarily at the Netherlands contact center market, will exhibit jointly at the Telecommerce Dagen Show, to be held in Utrecht, Netherlands from April 26-28, 2005.

The two firms will demonstrate solutions from their product portfolios including the latest quality monitoring and communications recording systems. The show will be attended by professionals, managers and directors involved with contact centers, direct marketing, CRM and e-marketing, and will focus on the theme, "Know your customers."

Dr. Gabriele Nowatzky, ASC's Business Development Manager for Contact Center Solutions, said, "We have developed new sophisticated solutions for quality monitoring and IP communications recording during the past year and look forward to working with Bumicom to introduce them more widely in the Netherlands market. Concurrently, we hope to learn from Bumicom's expertise and look forward to many mutual benefits from our new alliance."

Hidde Borsboom, Managing Director of Bumicom, added, "ASC's 40 years of experience in the communications field would benefit any company. We are anticipating a long and productive relationship between our two firms."

ASC and Bumicom will be exhibiting the latest version of its quality monitoring solution, INSPIRATIONpro 6.0. INSPIRATIONpro selectively records and monitors contact-center agents with powerful features including remote playback through a WAN connection, a user-friendly browser-based interface and flexible templates for evaluation and scoring. In addition, it avoids the need for costly CTI integration through a digital interface with a company's phone system.

New features in the 6.0 Version include multi-site recording with only one server and an optional capability for agents to view their own evaluations by supervisors.

ASC also announced and will exhibit a new smart recording solution, SCREENscan, designed to initiate recording automatically when an agent presses any previously defined function, or when a particular error message, screen pop or application appears on the desktop. It offers tremendous cost savings because it



may be installed through a user-friendly configuration wizard without knowledge of CTI integration or other data interfaces.

ASC previously released the world's first Linux-based recording solution, MARATHON EVOLUTION, and, last month, a VoIP recording system, EVO<sub>ip</sub> for Linux. Linux provides a very stable environment for mission-critical applications; includes all UNIX standard tools; offers excellent networking capability and an advanced graphical interface built into the operating system; and most importantly, uses an open-source architecture that is continually being improved.

#### **About Bumicom**

Bumicom was founded in 1985 and originates from Bumifoon Ratelli (1937), a company active in outside door microphones, radio distribution, telephone equipment, answering machines and traditional analog "reel-to-reel" voice loggers.

Bumicom's business consists of sales, engineering, installation, implementation, user training and customer support of recording solutions.

The company has been involved in several major nationwide projects in the Netherlands and is committed to long-term relationships with customers, suppliers and employees.

#### **About ASC**

ASC, headquartered in Hoesbach, Germany, is a leading global provider of integrated communications recording and performance improvement solutions for contact centers, financial institutions, and public safety and government organizations. With more than 40 years experience in the communications industry, ASC has over 20,000 installations in more than 60 countries.

Focused on quality, liability and risk management, ASC's communications recording solutions preserve, evaluate and analyze all customer interactions by telephone (including VoIP), fax, e-mail, web chat / browsing and desktop computer activity in both traditional and Web-based environments.

ASC's quality monitoring solutions improve the performance of contact center agents and the entire customer experience. The browser-based products are easy to access, use and deploy, and increase productivity and customer loyalty while decreasing staff turnover and security risks.

With subsidiary companies in the United States, UK, France, Switzerland and Singapore, and selected distribution partners, ASC integrates with leading providers including Alcatel, Avaya, Avaya-Tenovis, Cisco, Etrali, Mitel, NEC, NextiraOne, Nortel and Siemens, allowing customers to easily implement ASC solutions in almost every environment.

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