

# PRESS RELEASE

(Hoesbach/Germany, April 1, 2008)



## **ASC Receives 2007 Product of the Year Award Presented by *Customer Interaction Solutions*<sup>®</sup> Magazine**

### **INSPIRATION<sup>compact</sup> Honored for Outstanding Innovation**

Hoesbach/Germany, April 1, 2008 – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate communications, announced today that INSPIRATION<sup>compact</sup> has received a 2007 Product of the Year Award from Technology Marketing Corporation's (TMC<sup>®</sup>) *Customer Interaction Solutions* magazine ([www.cismag.com](http://www.cismag.com)), the leading publication covering CRM, call centers and teleservices since 1982.

INSPIRATION<sup>compact</sup> provides communications recording and quality monitoring in a single system for small and medium-sized contact centers. It is integrated with ASC's MARATHON EVOL<sup>ite</sup> to provide traditional, hybrid or pure IP recording. INSPIRATION<sup>compact</sup> records up to 60 S2M, 48 analog or digital channels and up to 32 VoIP channels, and stores up to 175,000 hours of recordings online. Features include browser-based design and access via the Internet from nearly any location; the ability to embed remarks in recorded calls and provide best/worst practice examples; and flexible scheduling of quality monitoring and recording sessions.

Harald Zapp, Chief Operating Officer of ASC, said, "INSPIRATION<sup>compact</sup> is ideal for smaller contact centers committed to improving customer service. Its powerful features facilitate training by supervisors, and its modular and scalable design ensure growing companies can adapt it to more demanding situations. *Customer Interaction Solutions* is one of the leading publications for contact centers in the United States, and their recognition means a lot to us because it demonstrates the high value of our product."

"ASC has proven they are committed to quality and excellence in solutions that benefit the contact center experience as well as ROI for the companies that use them. I am pleased to honor their hard work and accomplishments and look forward to more innovative solutions from ASC in the future," said Nadji Tehrani, Executive Group Publisher and Editor-in-Chief of *Customer Interaction Solutions*. "For 10 years, *Customer Interaction Solutions* magazine has been recognizing companies that have demonstrated excellence in technological advancement and application refinements."

The 10<sup>th</sup> Annual Product of the Year Award winners were featured in the January 2008 issue of [Customer Interaction Solutions](http://www.cismag.com) magazine.

For more information about the *Customer Interaction Solutions*' 2007 Product of the Year Awards or any of the TMC media properties, please visit [www.tmcnet.com](http://www.tmcnet.com).



### **About ASC**

ASC is a leading global provider of innovative solutions to record, analyze and evaluate communications. With ASC software, all multimedia interactions in contact centers, financial institutions and public safety organizations are documented and analyzed by intelligent speech and text evaluation methods.

“Leadership in technology through innovation” is a guiding principle that perfectly describes ASC’s current scope of activities. Today, the company generates more than 50 percent of its revenues with innovative software solutions. With subsidiaries in the United States, the United Kingdom, France, Switzerland and Singapore, and certified and powerful distribution partners, ASC’s ambitious projects span more than 60 countries. An export quota of almost 70 percent, together with its worldwide service network, makes ASC a powerful global player.

### **About Customer Interaction Solutions**

Since 1982, [Customer Interaction Solutions](#) (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, *Customer Interaction Solutions* strives to continue to be the publication that holds the quality bar high for the industry. Please visit [www.cismag.com](http://www.cismag.com).

### **About TMC**

Technology Marketing Corporation (TMC) publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [IMS Magazine](#). TMCnet, TMC’s Web site, is the leading source of news and articles for the communications and technology industries. Ranked in the top 6,000 most visited Web sites in the world by alexa.com\*, TMCnet serves as many as three million unique visitors each month. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces [INTERNET TELEPHONY Conference & EXPO](#), [Call Center 2.0 Conference](#) and [Green Technology World Conference](#). For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com). (\*alexa.com is an amazon.com company that ranks Web sites by their traffic levels. Neither alexa.com nor amazon.com is affiliated with TMCnet.) For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com).

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