

PRESS RELEASE

(UK/Germany, March 7, 2011)



ASC telecom & Incanix launch a powerful strategic alliance in UK & Ireland for the Alcatel-Lucent Channel and other telephony partners

UK/Germany, March 7, 2011 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications, has formed a powerful strategic alliance with Incanix (www.incanix.com), the leading value added distributor for Alcatel-Lucent in the UK.

This is a very exciting and ambitious partnership alliance for both ASC and Incanix, as both companies prepare for the joint launch campaign to target new telephony partners in the UK & Ireland. The official launch will commence on the 1st March 2011. The campaign will be aimed at recruiting new partners, creating awareness of the Incanix & ASC partnership and their respective strengths and capabilities in solution offering to the market.

ASC partnered with Incanix due to its unrivalled position in the Alcatel-Lucent market space and reputation for professionalism and quality. Alcatel-Lucent has appointed Incanix as its key distributor in the UK & Ireland. Incanix distributes all of Alcatel-Lucent's convergence solutions; including VoIP, data, security and applications. The Incanix team have over 10 years experience in delivering Alcatel-Lucent products and have ambitious plans to grow a strong partner base. Alcatel-Lucent signed a distribution agreement with Incanix designed to target new partners and increase End-User uptake of converged IP solutions.

ASC's Call Recording solutions offer excellent integration with the Alcatel-Lucent OmniPCX telephone system, a product combining VoIP and traditional telephony. ASC's Call Recording solutions for Alcatel-Lucent are fully Certified for OmniPCX Office and Enterprise and are approved by the Alcatel-Lucent Applications Partner Programme. Incanix will be responsible for selling the complete ASC solution portfolio to its partner base, enabling them to exploit opportunities in the Public Sector, Contact Centre, Financial, Retail and SME markets which require ASC solutions.

ASC will also support Incanix and its partners in promoting its Quality Management software *INSPIRATION_{pro}* to End Users. The solution includes Speech Analytics, where calls are presented for evaluation automatically using 'key word or key phrase spotting' or 'emotion detection'.



Incanix distributor status enables it to offer a dynamic and exciting Channel programme to its resellers. Selling ASC call recording through Incanix is made easy through sales and marketing support, attractive incentive programmes, credit services and flexible finance options. Through their alliance, Incanix and ASC can help resellers actually win new business and increase their profits. The Incanix & ASC value proposition is a win-win for any partner in the reseller community and opens a number of new sales opportunities for the reseller.

Gary Grindle, ASC's UK Channel Manager said; 'I am very pleased that Incanix has joined ASC as a strategic partner and are launching a campaign to recruit new partners in UK & Ireland. ASC offers an excellent integration to Alcatel-Lucent's telephony portfolio and Incanix offers a strong channel programme. Both ASC and Incanix are confident of a bright and successful alliance in the future'.

For further information on the Incanix Channel Programme, please contact Wendy Askew on wendy.askew@incanix.com or Donna Peebles on donna.peebles@incanix.com and for further information on ASC Telecom, please contact Peter Fernando on p.fernando@asctelecomuk.com

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^{pro} 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, 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.

For more information, contact:

ASC telecom AG • Seibelstrasse 2 - 4 • 63768 Hoesbach • Germany
Contact: Katrin Henkel, Manager PR & Communications
Phone: +49 6021 5001-264, Fax: +49 6021 5001-310
E-mail k.henkel@asc.de, Internet www.asctelecom.com