

# PRESS RELEASE

(Hoesbach/Germany, January 30, 2009)



## ASC Announces New Subsidiary in Japan

**Former ASC Partner becomes ASC Japan, Inc.**

*Hoesbach/Germany, January 30, 2009* – 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 Japanese subsidiary, ASC Japan, Inc. Its headquarters will be located in Tokyo and consists of an experienced team with market and product knowledge.

The new Tokyo office represents the culmination of a long emphasis on Japan by ASC. The largest market in Asia, Japan is experiencing rapid growth in its financial sector, call centers and public safety organizations, three fields emphasized by ASC worldwide.

Guenther Mueller, Chairman & CEO of ASC, said, “ASC is committed to the establishment of regional headquarters around the world, and we are especially pleased with the new subsidiary in Japan. In addition to improved customer service and access to technical support, the office will reinforce our development and integration of country-specific solutions and features.”

Mr. Mueller went on to describe some of those features for Japan including the integration of the Japanese language throughout ASC’s product portfolio. He emphasized the ASC capabilities in speech processing for Japanese language as a function crucial for any organization with a large call volume.

Oemer Korkmaz, President of ASC Japan, added, “We always strive to provide the highest level of customer satisfaction in the WFO industry, so we’ve touted ASC’s sophisticated recording and quality monitoring solutions for some time now. Joining ASC formally represents an exciting new step in our company’s development, but it occurs as a natural outgrowth of our increasing focus on ASC’s quality products.”

Mr. Korkmaz noted how his subsidiary will continue its service to two main Japanese partners, CTC and NRI Group. CTC is a leading systems integrator providing WFO solutions for insurance companies, financial institutions and contact centers. CTC is an Avaya Platinum Partner and a Cisco Gold Partner. NRI Group is a leading solution provider for financial institutions.

Prior to the establishment of ASC Japan, ASC’s world headquarters had already emphasized its focus on the Asian Pacific market due to an explosion of economic growth in the area. Its network of highly qualified partners will now receive even greater attention to requests for technical support.



## **About ASC**

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal vital 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, obtain legal protection and reduce costs. First responders and public safety organizations enhance reactivity in emergency situations; therefore, ASC provides an important contribution to public safety.

ASC solutions are innovative. They include workforce optimization, e-learning and e-coaching, and dynamically adapt to the rising demands of organizations across all industries and sizes. Due to their open architecture, they seamlessly integrate into any IT and communications environment. This provides investment protection since time and costs for implementation are reduced to a minimum.

ASC software is multi-tenancy capable. Customers obtain communications services from a provider like "water from a tap" -- on demand, as required, and with maximum flexibility. In such an on-demand scenario, customers benefit from a sophisticated communications recording and analyzing platform without financial pre-investments. The multi-tenancy capability of ASC's solutions gives service providers the opportunity to open up new business sectors.

ASC is continuously improving the functionality, usability and interoperability of its solutions. Every year, about one-fifth of revenues are re-invested in research and development. The company, founded in 1964, with headquarters in Hoesbach, Germany, provides a global partner and service network. With subsidiaries in Great Britain, France, Switzerland, the United States, Japan and Singapore, as well as certified distribution partners, ASC is active in more than 60 countries. Global strategic partnerships with industry leading telecommunications vendors assure interoperability of ASC's solutions in virtually every IT infrastructure.

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