

# PRESS RELEASE

(Hoesbach/Germany, June 23, 2008)



## **ASC Receives 2007 Product of the Year Award from *Communications Solutions***

### ***INSPIRATIONpro 8.0 Honored for Outstanding Innovation***

Hoesbach/Germany, June 23, 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 Technology Marketing Corporation's (TMC) Magazine *Communications Solutions* ([www.tmcnet.com/comsol](http://www.tmcnet.com/comsol)) has named INSPIRATIONpro 8.0 as a recipient of a 2007 Product of the Year Award.

INSPIRATIONpro 8.0 improves ASC's already sophisticated quality monitoring solution with several new capabilities such as the use of speech technology for automated analysis, especially useful for contact centers with a high volume of calls.

INSPIRATIONpro helps call center managers learn about their agents' service level and thus fosters a continuous improvement process. It provides a detailed and automated analysis of recorded calls by using transcription and speech mining capability.

Most important, INSPIRATIONpro 8.0 can now be provided as On-Demand Services, a revolutionary new sourcing concept for quality monitoring. Just as consumers receive electricity without building their own power station, on-demand products give service providers the possibility to provide centralized service and deliver it like "water from a tap."

Harald Zapp, Chief Operating Officer of ASC, said, "We are honored to receive this award from Technology Marketing Corporation because we believe INSPIRATIONpro is superior in both, features and its On-Demand availability. Service providers are now able to offer communications recording as well as quality monitoring services to their customers."

"ASC has been recognized with a 2007 Product of the Year Award for their excellence in the advancement of voice and data communications," said Rich Tehrani, TMC President and Group Editor-in-Chief of *Communications Solutions*. ASC has proven they are committed to quality and excellence in solutions that benefit the customer 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 them in the future."



The eighth annual *Communications Solutions* Product of the Year Award recognizes the vision, leadership and attention to detail that are the hallmarks of the prestigious award. The most innovative products and services brought to market in 2007 were selected as the recipients of this year's *Communications Solutions* Product of the Year Award for their groundbreaking achievement.

The 2007 Product of the Year Award winners can be found on the [Communications Solutions](#) Web site.

### **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.

ASC technology enables precise examination of business processes and provides the basis for decisions by supervisors and company executives. The content of communications becomes transparent, generates important information and indicates market trends.

By analyzing communication structure and content, the performance of employees may be evaluated to foster a continuous improvement process.

### **About TMC**

Technology Marketing Corporation (TMC) is an integrated global media company helping our clients build communities in print, in-person and online. TMC publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [IMS Magazine](#). TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by nearly one million U.S. visitors according to Quantcast\* and by over three million unique visitors each month worldwide, according to Webtrends. In addition, TMC produces [INTERNET TELEPHONY Conference & EXPO](#), [Call Center 2.0 Conference](#) and [Communications Developer Conference](#). ([WIMAX.TMCnet.com](#) – Now live! [Cable.tmcnet.com](#) – Now live!) For more information about TMC, visit [www.tmcnet.com](#).

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