

# PRESS RELEASE

(Hoesbach/Germany, February 12, 2010)



## The Energy Authority Implements ASC's Solution for Liability Recording

***U.S. Leader in Public Power Energy Trading Praises  
ASC's Integrated Solution for TDM Trading and VoIP***

*Hoesbach/Germany, February 12, 2010* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced the implementation of its communications recording solution by The Energy Authority (TEA<sup>®</sup>), the U.S. leader in public power energy trading and risk management.

ASC's solution for Siemens Open Scape Xpert, certified for full interoperability by Siemens, was selected by The Energy Authority in an upgrade to provide bulk recording for protection from liability. It handles TDM trading and VoIP communications in one unit for the company's traders and IP sets. The Energy Authority's executives commended the system for its reliability and ease of use, and especially its ability to reduce searching time from one day to just 15 minutes.

Guenther Mueller, Chairman and CEO of ASC, said, "Financial institutions demand high reliability for their recording solutions, and dealing transactions must often be retrieved on a moment's notice. Our selection by a company as prominent as The Energy Authority demonstrates our capability to meet complex demands in a mission-critical environment. And the fact we were chosen in an upgrade, when the previous solution was malfunctioning, shows the results of their due diligence comparing our recording solution to all our major competitors."

Scott Follick, Network Engineer of The Energy Authority, added, "Siemens recommended ASC to us, and we are glad we followed their advice. Our new recording solution is flexible and meets our two major needs for rapid response and secure, reliable preservation of financial transactions. In addition, its scalability and ability to handle hybrid infrastructures will help us as we grow and adapt to a changing marketplace."

The architecture and open interfaces in the Siemens system allow the integration of telecommunications and other functions, such as voice recording, in a practical way. For example, ASC's communications recording for Siemens OpenScape Xpert supports free seating and allows searching for calls via trader login. Its



Recording Interface Application (RIA) facilitates call-index data detection and runs directly on the recorder to avoid the need for a separate CTI server.

Call Recording for OpenScope Xpert is compatible with ASC's communications recording solutions, MARATHON EVOLUTION, MARATHON EVOLUTION XXL and MARATHON EVO*lite*. The solution can also record individual lines while optimizing the number of channels required.

### **About The Energy Authority**

The Energy Authority (TEA<sup>®</sup>) is the nation's leader in public power energy trading and risk management services. It is wholly-owned and directed by its Public Power members who participate in the organization's decision-making. Today, 39 public power utilities across the nation are TEA members and partners, representing more than 25,000 MW of combined generation assets with all fuel types.

TEA offers a variety of services to suit the needs of its utilities including trading, risk management, hydro optimization and renewable resource management. The Energy Authority, in operation since 1997, is headquartered in Jacksonville, Florida and has offices in the Seattle metropolitan area and Portland, Oregon.

### **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<sub>pro</sub> reveals improvement potentials in contact center operations including processes, marketing, sales activities, time of reaction and problem analysis.

ASC subsidiaries and sales offices in Great Britain, France, Switzerland, Poland, Middle East, the United States, Japan and Singapore as well as certified, powerful distribution partners realize ambitious customer projects in more than 60 countries. An export quota of almost 70 percent, together with its worldwide service network, makes ASC a powerful global player.

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