

# PRESS RELEASE

(Hoesbach/Germany, July 5, 2007)



## **ASC Announces New Switzerland Headquarters**

### **Company Growth and Advanced Product Portfolio Lead to the Move**

*Hoesbach/Germany, July 5, 2007* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced its Swiss subsidiary will move into new headquarters in Cham. The continued growth of the company and the need for a sophisticated infrastructure were the key reasons for the transition.

The new company office of ASC Switzerland will provide more space for customer training sessions, technical support, storage facilities and a laboratory.

Arnaldo Urbanetti, General Manager of ASC Switzerland, said, “Our new headquarters will provide the necessary infrastructure to meet a wide variety of needs. We look forward to improving our consulting capabilities and providing more customized support for our clients.”

The new office will also conduct field tests for multiple product integrations. Urbanetti cited the convergence of telecommunications and the trend to software-only solutions as prime factors for this requirement.

The company noted internal considerations as well for its new headquarters including an increasing number of customers, distribution partners and employees, and a lack of space in its current offices in Rotkreuz. ASC Switzerland has been steadily growing for the last few years, and the new facilities will be conveniently located near public transportation facilities.

ASC physically moved to the new location on July 1, holds a small opening with new employees on July 7, and celebrates with a formal opening event, with press, VIPs and guests, on August 24. An open house is also planned, with the exact date to be announced.

Urbanetti concluded, “We look forward to an exciting future for our organization in our new state-of-the-art facility. What ASC is doing with its increasingly sophisticated product portfolio will now be matched by a new emphasis on customer-centric operations.”

## **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.

“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.

Global alliances, as well as integration and marketing-focused partnerships with leading telecommunication suppliers, ensure fast and easy implementation of ASC solutions in almost any environment.

ASC’s management, with its wealth of experience and its proven record of innovation, provides the knowledge, structure and financial resources required to develop trend-setting solutions. Every year, 18 to 20 percent of revenues are re-invested in research and development.

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### **We record & analyze communications**