

PRESS RELEASE

(Hoesbach/Germany, February 3, 2009)



ASC is Co-Sponsor of the Call Center World 2009

ASC Emphasizes its Workforce Optimization Solutions for Contact Centers

Hoesbach/Germany, February 3, 2009 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, is a co-sponsor of the Call Center World 2009, February 16th to 19th, at the Estrel Convention Center in Berlin, Germany.

With over 7,000 participants, the exhibition and conference represents one of Europe's largest events for call centers, service providers, knowledge transfer and networking. Over 260 exhibitors from 10 countries will present their products and services, and 60 speakers are expected.

At its booth, 4C2a, ASC will showcase the latest technology for workforce optimization through quality monitoring and speech analytics. In addition, Harald Zapp, Chief Operating Office of ASC, will give a special company presentation titled, "Workforce Optimization for Contact Centers."

Mr. Zapp says, "We will demonstrate the many capabilities of quality monitoring including practical implementation by enterprises in conjunction with process optimization, work council conformity and adaptation to customer-specific requirements.

"In addition, we will address technical considerations such as interfacing with workforce management systems, flexible integration with existing CTI and telephony solutions, scalability and cross-location solutions."

Mr. Zapp will also describe an fundamental need for quality monitoring solutions to improve training and coaching for agents in contact centers, to meet compliance requirements for the financial industry, and to make private and public security services more efficient during emergency situations.

We would like to invite you to the ASC booth to hear more about the capabilities of ASC in the speech given by Harald Zapp.

ASC Company Presentation at Call Center World 2009

February 17, 2009, 12:00 - 1:00 p.m., Messeforum Hall 4

Workforce Optimization for Contact Centers

Harald Zapp, Chief Operating Officer, ASC telecom AG



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, achieve a higher level of legal security 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 whereas 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 represented in more than 60 countries worldwide. Global strategic partnerships with industry leading telecommunications vendors assure interoperability of ASC's solutions in virtually every IT infrastructure.

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