

# PRESS RELEASE

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## ASC to Demonstrate Communications Recording and Quality Management Solutions at Tokyo Conference

*Tokyo/Japan, November 12, 2010* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications, today announced it will demonstrate its latest communications recording solutions, MARATHON EVOLUTION and EVO*ip*, and its quality management solution, INSPIRATION*pro*, at the Call Center/CRM Demo & Conference 2010, at the Sunshine City Convention Center, Tokyo, Japan, November 18-19, 2010, at booth R-4. ASC will be sharing its booth with two partners, MDIT and NRI Data I Tech.

More than 10,000 visitors are expected to attend the exhibition, workshop, keynote seminar and trend theme seminar. ASC will be demonstrating liability recording for call centers, financial institutions and public-safety organizations; and quality management with INSPIRATION*pro*.

Guenther Mueller, Chairman and CEO of ASC, said, “The use of bulk recording to protect against liability charges requires 100 percent fail-safe operation; otherwise, the gap from a missed interaction can prove to be a very costly problem. Our communications recording systems have been thoroughly tested. ASC solutions are known in the market for absolutely robust performance.”

ASC’s MARATHON EVOLUTION, the world’s first Linux-based recorder, is particularly suited to mission-critical applications such as liability recording because Linux provides the most stable and secure platform available. EVO*ip*, its award-winning VoIP recording solution, integrates with leading IP vendors such as Avaya, Cisco and NEC; and offers the strictest adherence to security requirements, meeting the payment card industry’s data security standards (PCI DSS).

INSPIRATION*pro* helps managers learn about their agents’ service level through analysis and evaluation of recorded call data and screen activities. Version 10.0 facilitates supervisor interaction; delivers customized instruction to each agent’s desktop; and automatically categorizes calls, a feature particularly useful for high-volume call centers with an otherwise unmanageable number of conversations.

### **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 France, Germany, Japan, Poland, Singapore, Switzerland, United Arab Emirates, Great Britain and the United States as well as certified, powerful distribution partners realize ambitious customer projects all over the world. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.

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