

PRESS RELEASE

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ASC to Demonstrate Workforce Optimization Solutions at CommunicAsia 2009

Quality Monitoring and Speech Analytics Solutions at booth 4E4-01

Hoesbach/Germany, April 14, 2009 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, will showcase its latest technology for workforce optimization through quality monitoring and speech analytics at CommunicAsia 2009, Singapore Expo, Halls 2-6, June 16 to June 19, booth 4E4-01.

The 20th annual conference will focus on using infrastructure technologies to increase your profitability. Last year, the event attracted 47,000 attendees and 1,547 exhibitors from 53 countries. ASC will present 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 safety services more efficient during emergency situations.

Roy Toh, Sales Director of ASC Singapore, said, “CommunicAsia offers an ideal forum for us to demonstrate the capabilities of quality monitoring in conjunction with process optimization and adaptation to customer-specific requirements. Exciting new developments make our products more powerful than ever before, and we look forward to introducing them at the show.”

ASC's quality monitoring solution, *INSPIRATION_{pro}*, offers a wide range of analytical methods for all types of communications, and it generates internal feedback for product and process optimization through analysis of recorded customer contacts. For enterprises with a large volume of communications, the solution also provides speech analysis by using keyword spotting, transcription and emotion detection.

ASC's Voice over IP recording software, *EVO_{ip}*, captures telephone calls from the network and enables storage, playback and archiving of the entire interaction. It is entirely software-based, records encrypted calls, offers keyword spotting and provides adjustable modes for individual, bulk or selective recording.

Customers also can use *INSPIRATION_{pro}* and *EVO_{ip}* Server Software for Windows on one server. This approach offers users the full feature set of both products in an all-in-one solution, a key step towards ASC's goal of a single-server architecture for its entire product suite.



ASC supplies *INSPIRATION_{pro}* and *EVO_{ip}* to customers in the Asian Pacific region by forging strong alliances with distributors throughout APAC. Its products are strengthened and customized through rigorous testing and technological integrations with 3Com, Alcatel-Lucent, Avaya, BT, Cisco, Nortel, Siemens and many others.

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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