

PRESS RELEASE

(Hoesbach/Germany, July 16, 2008)



Tradition Financial Services Chooses ASC for its new London Headquarters

ASC's VoIP Recording Solution *EVOip* for Cisco

Hoesbach/Germany, July 16, 2008 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced an expansion of its recording solution by Tradition Financial Services (TFS), a leading international financial-services broker. ASC's MARATHON solution was upgraded to ASC's *EVOip* for Cisco.

TFS recently moved its headquarters in London to a new location and needed a second-generation solution to provide more functions, to handle an increased volume of calls, and to record both back-office communications and external calls in a Cisco financial-trading environment. The company chose *EVOip* for Cisco because it was available as a software-only solution at a competitive price, and because the integration with Cisco had been rigorously tested by the Cisco Technology Developer Partner Program.

Harald Zapp, Chief Operating Officer of ASC, said, "We are grateful for the vote of confidence by TFS. Apparently, they were impressed by our former installation in 2006, and, after evaluating the other systems on the market, chose to stick with ASC. They seemed particularly impressed by our software-only system."

Tony Wells, Head of IT Support of TFS, added, "...it saved us from purchasing a costly infrastructure that would become obsolete in just a few years. We especially appreciate the solution's flexibility for both expansion and our rather diverse needs."

EVOip for Cisco records up to 230 channels simultaneously through a single server; may be used for bulk, selective or on-demand recording; and is available as an active or passive solution for either Windows or Linux operating systems. Recording may be controlled from a central location for organizations with multiple branches.

Advanced features include a new capability to record encrypted calls, a crucial security issue for many financial institutions. Another application runs on the phone's display to activate functions such as keep/delete, last call repeat and call tagging at the touch of a button.



The new TFS solution was installed by ASC's British subsidiary, ASC telecom UK, based in Camberley, Surrey; and through ASC's distributor, Business Systems, Great Britain's largest call recording specialist, founded in 1988.

Please click [here](#) to download the entire [Customer Case Study](#).

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, obtain legal protection 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 since 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 active in more than 60 countries. Global strategic partnerships with industry leading telecommunications vendors assure interoperability of ASC's solutions in virtually every IT infrastructure.

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