

# PRESS RELEASE

(Hoesbach/Germany, June 15, 2010)



## **ASC to Exhibit New VoIP Recording and Quality Management Solutions at IT Decisions Show, UK**

*Hoesbach/Germany, June 15, 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 new VoIP recording solution, *EVO<sub>ip</sub> 10.0*, together with its new quality monitoring solution, *INSPIRATION<sub>pro</sub> 10.0*, at the IT Decisions Show 2010 at the Pavilion, NEC Exhibition Centre, Birmingham, UK, June 23-24, 2010, at booth #A16.

IT Decisions 2010 is an innovative one-stop-shop for senior IT strategists and decision-makers, providing independent insights into the latest technology developments, practical advice on building an effective IT strategy, and a valuable opportunity to discuss future projects with leading service providers such as ASC. The event is widely considered one of the most diverse and significant previews of emerging technologies for IT professionals and specialists.

These previews, including an extensive program of complimentary seminars and exhibition showcases, will cover the latest developments in cloud computing and SaaS, virtualization and data center optimization, Web 2.0, collaboration and messaging, unified communications and VOIP, secure systems development, Green IT and compliance, procurement and legal matters, and IT skills and careers.

Mike Murley, Sales Director, ASC telecom UK, Ltd., said, "IT Decisions 2010 provides the ideal backdrop for ASC to network and engage with both end users and other solution providers, to discuss the proper management and deployment of our VoIP and quality monitoring solutions, both within their organizations and for their customers."

ASC will emphasize its new focus on business process optimization, an enterprise-wide technology encompassing communications recording, quality management, speech analytics, eLearning and workforce management. Other topics to be addressed include Voice over IP recording, SaaS (software as a service) and hosted solutions, and virtualization and compliance recording for FSA and PCI DSS.

ASC's new version of its award-winning VoIP recording software, *EVO<sub>ip</sub> 10.0*, offers the strictest adherence to security requirements, meeting the payment card industry's PCI DSS standards. Other new features include one-click backup and dynamic enterprise licensing. New and enhanced integrations with Aastra MX ONE



and Avaya ACM complement the existing range of integrations with major IPT vendors including 3Com, Alcatel, Cisco, Mitel, Nortel and Siemens.

EVOip captures telephone calls from the network and enables storage, playback and archiving of the entire interaction. The software can record up to 280 channels simultaneously, including encrypted calls, and is entirely software based. Many functions may be accessed directly through the IP phone, such as record-on demand, start/stop, keep/delete and search-and-replay for recorded calls.

INSPIRATIONpro 10.0, ASC's new quality monitoring solution, now facilitates agent evaluations through the recording of coaching sessions. It also allows complex searches of audio analytics, particularly useful for high-volume call centers with an otherwise unmanageable number of conversations.

INSPIRATIONpro helps call center managers learn about their agents' service level through analysis and evaluation of recorded call data and screen activities. Other features include real-time contact between agents and supervisors without the customer's knowledge, and a user-friendly browser-based interface for access from any location.

### **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, INSPIRATIONpro 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, UK, Japan, Poland, Singapore, Switzerland, UA Emirates and the USA as well as certified, powerful distribution partners realize ambitious customer projects in more than 60 countries. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.

### **For more information, contact:**

ASC telecom AG • Seibelstrasse 2 - 4 • 63768 Hoesbach • Germany  
Contact: Katrin Henkel, PR & Communications Manager  
Phone: +49 6021 5001-264  
Fax: +49 6021 5001-310  
E-mail: [k.henkel@asc.de](mailto:k.henkel@asc.de)  
Internet: [www.asctelecom.com](http://www.asctelecom.com)