

ASC and Siemens: A Global Partnership in Communications Recording and Quality Monitoring

Advanced Partner
HiPath
Technology

SIEMENS

ASC has been designated an **Advanced Partner (Applications)** of Siemens Communications by the Siemens **Enterprise Technology Partner Program**. The Technology Partner Program ensures customers will receive tailor-made, plug-and-play solutions guaranteed for full interoperability with HiPath.

ASC and Siemens have **worked together for many years** and their **sales departments coordinate closely** to provide the best **customized solutions** for their mutual customers.

ASC is a **trusted partner** with a clearly defined role in enhancing Siemens solutions without competing for the same customers.

Facts about ASC

ASC is a leading global provider of innovative solutions to record, analyze and evaluate communications.

With ASC software, all multimedia interactions in contact centers, financial institutions and public safety organizations are documented and analyzed by intelligent speech and text evaluation methods.

ASC technology enables precise examination of business processes and provides the basis for decisions by supervisors and company executives. The content of communications becomes transparent, generates important information and indicates market trends.

By analyzing communication structure and content, the performance of employees may be evaluated to foster a continuous improvement process.

“Leadership in technology through innovation” is a guiding principle that perfectly describes ASC’s current scope of activities. Today, the company generates more than 50 percent of its revenues with innovative software solutions.

With subsidiaries in the United States, the United Kingdom, France, Switzerland and Singapore, and certified and powerful distribution partners, ASC’s ambitious projects span more than 60 countries. An export quota of almost 70 percent, together with its worldwide service network, makes ASC a powerful global player.

Research & Development

ASC’s management, with its wealth of experience and its proven record of innovation, provides the **knowledge, structure and financial resources** required to develop trend-setting solutions.

ASC has become a **preferred provider** of customer-specific solutions in traditional and IP communications recording and quality monitoring. By **investing 18 to 20 percent** of its annual revenues into research and development, ASC continues to set the standard for **leading-edge technologies** like On-Demand Services and Video over IP, thus opening new markets for itself and Siemens.

With its **flexible structure**, ASC is able to quickly respond to market trends and individual customer requirements.

ASC develops **solutions just for Siemens** to ensure the **best available integration** in the market today.

Service

ASC **consults with Siemens** subsidiaries on major projects all over the world and guarantees a successful and long-lasting relationship with its partners and customers. Its competence and expertise in **Pre Sales** result in high-quality, customized solutions based on mutually agreed specifications. Flexible and capable **Project Management** ensures successful implementation of the overall project, while the **Professional Services** team handles customer-specific adoptions.

ASC provides **global service** and has available **more support personnel in Europe** than any other provider in its field.

ASC’s support includes Hotline and Helpdesk as well as excellent tools like Project Logbook, Ticket System, Web-based Training, Webcasts, Partner Area on ASC’s website and the ASC Newsletter.

Since 1996, ASC has certified its quality management system and personnel training according to **ISO 9001** standards.

ASC Solutions

ASC offers a range of advanced solutions to record, analyze and evaluate interactions and improve business performance.

- **Data Acquisition:** The entire communication via telephone (traditional and IP), e-mail, web-chat, radio, fax as well as screen information and CTI data are recorded: platform independent, on demand, bulk or selective, failsafe, tamper-proof.
- **Business Intelligence:** Advanced applications like content analysis, keyword spotting, speaker recognition, emotion detection and customer feedback are used to gather, provide access to, and analyze data and information about company operations. Business intelligence applications help companies have a more comprehensive knowledge of the factors affecting their business.
- **Performance Improvement:** The business intelligence applications provide a comprehensive report as a basis for decisions by company executives, e. g. for training, e-coaching, cost management and human resources management.
- **Open Architecture:** All ASC applications are based on an open architecture allowing high-level integrations into customer environments. User scenarios requiring such integrations are on-demand services (ASP), workforce management, e-mail response management, customer-relationship management, and integration capabilities.

Product Highlights

Communications Recording

MARATHON EVOLUTION XXL, EVOLUTION and *EVOlite* provide the **most advanced** communications recording solutions available in the market today. Designed from their inception for powerful, open, scalable platforms, the product suite is based on a new multimedia-enabled architecture for single-site or multiple-site environments.

MARATHON EVOLUTION XXL, EVOLUTION and *EVOlite* represent the world's first **Linux-based** communications recorders, providing power, reliability, built-in scalability and integration flexibility in a cost-effective package.

MARATHON product suite connects **with HiPath 4000** 2.0 or 3.0, through the Common Application Platform (CAP) 3.0. Solutions for **HiPath TRADING** and **HiPath 3000/8000** are also available.

Network-wide recording: In a network of HiPath systems at multiple locations, only one recording facility is required since calls will be recorded at a central server, which is unique.

VoIP Recording

With *EVOip*, ASC offers passive and active solutions for **Windows or Linux**, expandable to multi-site environments. There are two specific solutions for Siemens.

***EVOip+* for Siemens**, a passive VoIP recording solution, decodes the proprietary Siemens protocol or standard SIP and is recommended for Siemens HiPath 3000/4000/8000.

***EVOip* active for Siemens** is an active VoIP recording solution integrated for **HiPath 8000**. Active VoIP solutions may be installed anywhere in the IP network independent of the LAN structure. They may be compared to an extra IP soft phone, similar to a silent third-party in a conference call. *EVOip* active for Siemens is compatible with **Optipoint 410/420** (economy plus S, standard S or advance S).

Quality Monitoring

INSPIRATION, with its **modular** design, offers the **latest innovations in quality monitoring** solutions for an **unlimited number of users**. The software operates with **user-friendly interfaces**.

A completely **browser-based** application, it seamlessly integrates with the MARATHON product suite and *EVOip* to let contact centers evaluate customer interactions in both a quantitative and qualitative manner.

Important features of INSPIRATION include **Voice and Screen Recording, Evaluation & Analysis, Speech Processing & E-mail Management, Customer & Agent Feedback, e-Learning and Workforce Management**.

HiPath Ready Certifications

- MARATHON product suite with HiPath 4000 V 2.0 und 3.0, through CAP V3.0
- MARATHON product suite with HiPath TRADING
- *EVOip* with HiPath 8000

ASC's integrated solutions are a benchmark for the competition and are better integrated than any other on the market.

For additional information including the latest press releases and case studies, please visit our website at <http://www.asctelecom.com>.

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