

PRESS RELEASE

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ASC Joins Avaya's DeveloperConnection Program

MARATHON EVOLUTION and INSPIRATIONpro to be Integrated with Avaya MultiVantage™ Platform

Hösbach/Germany, April 21st, 2004 – ASC telecom (www.asctelecom.com), a leading provider of performance improvement solutions for contact centres, financial institutions, and public-safety and government organisations, has joined Avaya (NYSE:AV), a leading global provider of communications networks and services for businesses, as an Innovator Member of its DeveloperConnection program.

ASC's communications recording platform, MARATHON EVOLUTION, and quality-monitoring solution, INSPIRATIONpro, may now be integrated with Avaya's MultiVantage platform. The combination will tag recorded customer interactions with full call information for fast retrieval and analysis, and provide full CTI integration for both traditional and IP telephony environments.

Avaya founded its DeveloperConnection program to provide a support structure for interworking with innovative products by third-party developers. It is using this program to build an unparalleled alliance of leading companies and to provide seamless, high-quality solutions.

“We are delighted to have ASC as a DeveloperConnection partner,” commented David Sheldon, European Alliance Programme Director at Avaya. “We feel that ASC's recording and quality-monitoring solutions complement our contact centre solutions, both in traditional and IP infrastructures .”

“We will provide open communications recording and quality-monitoring solutions to Avaya's customers in any environment they choose,” added Marcus Rex, Director of Global Alliances at ASC. “Partnering with Avaya will ensure that our customers receive one of the best contact-centre solutions available.”

MARATHON EVOLUTION, the world's first Linux-based communications recording platform, represents a completely new generation of recording solutions that captures customer interactions of voice, VoIP, fax, e-mail and desktop computer activity. When fully integrated with INSPIRATIONpro, ASC's quality-monitoring and agent-evaluation solution, it allows contact centres to assess the nature of their



customer interactions, identify training needs, spot new business opportunities and leverage their top personnel for competitive advantage.

ASC's MARATHON EVOLUTION and INSPIRATION^{pro} will be available to the Avaya reseller network and Avaya customer base, and ASC will provide technical support to both Avaya customers and resellers.

About Avaya

Avaya, Inc., designs, builds and manages communications networks for more than one million businesses worldwide, including over 90 percent of the FORTUNE 500®. Focused on businesses large to small, Avaya is a world leader in secure and reliable Internet Protocol (IP) telephony systems and communications software applications services.

Driving the convergence of voice and data communications with business applications — and distinguished by comprehensive worldwide services — Avaya helps customers leverage existing and new networks to achieve superior business results. For more information visit the Avaya website: www.avaya.com

About ASC

ASC is a leading global provider of integrated communications recording and quality monitoring solutions for contact centres, financial institutions, public safety and government organizations, with nearly 40 years experience in the communications industry. ASC has over 20,000 installations in more than 60 countries.

Focused on quality, liability and risk management, ASC's communications recording solutions provide recording, evaluation and analysis of all electronic communication and interaction of telephone (including VoIP), fax, e-mail, web chat/ browsing and desktop computer activity in both traditional and Web based environments.

ASC's quality monitoring solutions effectively capture, evaluate and improve the performance of contact centre interactions and the quality of the entire customer experience. The browser-based products are easy to access, use and deploy and increase productivity and customer loyalty while decreasing staff turnover, customer defections and security risks.

With subsidiary companies in the United States, Great Britain, France, The Netherlands, Switzerland and selected distribution partners, ASC operates in more than 60 countries worldwide. ASC's integration partners include leading providers such as Alcatel, Avaya, MITEL, NEC, Nextira One, Nortel, Siemens and Tenovis, allowing customers to easily implement ASC solutions in almost every environment.

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