

PRESS RELEASE

(Hoesbach/Germany, June 30, 2005)



Prominent International Bank Chooses ASC to Protect Customer Privacy

BSI to Install Bulk Recording Solution in Multiple Locations

Hoesbach/Germany, June 30, 2005 – ASC (www.asctelecom.com), a leading provider of communications recording and quality monitoring solutions for contact centers, financial institutions, and public safety and government organizations, today announced its agreement with BSI SA, an international banking firm founded 132 years ago, to provide the MARATHON EVOLUTION recording solution throughout Switzerland. The installation will be completed next month.

Marketed by Swisscom Solutions AG, a key ASC partner, the system provides for local recording with centralized archiving and administration at the bank headquarters in Lugano, Switzerland.

Initially, the product will be used by 236 agents in eight locations and will be adapted to handle different I.T. and PABX environments at each site including Cisco, Siemens HiPath Trading and the Meridian Network.

Gerd Junker, Director Sales of ASC, said, "The flexibility of ASC solutions in multiple environments means they may be adapted for future needs as well. And our 40-year track record ensures long-term technical support. Thus, ASC products represent a cost-saving investment as well as an immediate solution."

MARATHON EVOLUTION records incoming messages by phone, email, VoIP or screen pop. Private calls are protected through an advanced "black and white" list as well as a button on the phone. The product provides free-seating access with an INSTANT WEBplay and DVD or AIT for archives available as options.

Tiziano Rolando, First Vice President of Information Systems for BSI, noted, "Our trading and investment activities require a different focus at each office. ASC's connectivity and delete functions allow us to adapt an overall solution instead of installing separate systems at each branch. We get the best of both worlds, bulk recording with selective options."

The installation may be easily extended to BSI's existing foreign branches as well as future locations and affiliates.

Some locations will use standalone systems or the lower-end product, MARATHON EVOlite, with overnight transfer of conversations to the centralized MARATHON EVOLUTION as a thin IAS (interaction server).



About BSI

BSI (www.bsi.ch), an international bank and 100 percent member of the Generali Group, focuses its banking activities on wealth and asset management services for private clients. The bank has a presence in the major financial international centers and stands out for its customer relations, centered on expertise, trust and discretion.

Established in Lugano in 1873 under the name of Banca della Svizzera Italiana, it has developed solid relations on the local and international levels over the course of its 130 years of existence.

About ASC

ASC, headquartered in Hoesbach, Germany, is a leading global provider of integrated communications recording and quality monitoring solutions for contact centers, financial institutions, and public safety and government organizations. With more than 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 preserve, evaluate and analyze all customer interactions by 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 improve the performance of contact center agents and 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 and security risks.

With subsidiary companies in the United States, UK, France, The Netherlands, Switzerland and Singapore, and selected distribution partners, ASC integrates with leading providers including Alcatel, Avaya, Avaya-Tenovis, Cisco, Mitel, NEC, NextiraOne, Nortel and Siemens, allowing customers to easily implement ASC solutions in almost every environment.

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