

# PRESS RELEASE

(Hoesbach/Germany, Rotkreuz/Switzerland, March 13, 2006)



## **Certas Trusts ASC's MARATHON EVOLUTION to Record Alarm and Emergency Calls in Switzerland**

*Hoesbach/Germany, Rotkreuz/Switzerland March 13, 2006* – ASC ([www.asctelecom.com](http://www.asctelecom.com)), a leading provider of communication recording and quality monitoring solutions for contact centers, financial institutions, and public safety and government organizations, today announced a new contract with the Swiss security firm, Certas AG, for bulk recording at its contact centers, including cordless DECT phones used by the agents.

Certas AG, a Securitas and Siemens affiliate, is the leading Swiss company for alarm management, home security and related technology. It operates two contact centers in Zurich and Lausanne with about 30 agents at each site. ASC's subsidiary in Switzerland installed a MARATHON EVOLUTION recorder at each location and integrated them with Integral I55 PBXs from Avaya-Tenovis, an ASC partner.

Eight agents at each contact center use cordless DECT phones, and they are fully covered by the communications recording system. In addition, several analog lines for radio and emergency calls, located in elevators of the Swiss alarm net, are included as well.

The search-and-replay application is especially powerful. Recordings of calls on the DECT phones preserve the extension numbers, thus enhancing fast and easy searches. In addition, built-in multi-language support enables searches in Switzerland's four languages. Overall, search times have been reduced considerably compared to the previous solution.

The ability to search and retrieve calls with a web-based browser, even in a hybrid I.T. environment, was a decisive factor in Certas's choice of ASC over other firms. Karl Meier, Technical Director at Certas, said, "ASC's solution lets us review a call in Zurich even when it was received in Lausanne. We can search, tag and save it locally, then use it in a complete, company-wide call report."

ASC's MARATHON EVOLUTION, an advanced communications-recording system, records all incoming messages by phone, email, VoIP or screen pop; and offers unlimited online storage. The layered architecture fits well with a firm's existing



infrastructure, allows free-seating access and offers stand-alone recording or connection to a central server for multiple locations. It also includes an Instant Web Player and DVD or AIT for archives as options.

As contact centers for emergency calls work around the clock, the Certas system has been customized for reliability through redundant architecture and design. The company may add quality monitoring and central data storage at a later date.

### **About ASC**

ASC 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, United Kingdom, France, Switzerland, Singapore and Hong Kong, and selected distribution partners, ASC integrates with leading providers including Alcatel, Avaya, Avaya-Tenovis, Cisco, Etrali, Mitel, NEC, NextiraOne, Nortel, Siemens and T-Systems, allowing customers to easily implement ASC solutions in almost every environment.

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