

# PRESS RELEASE

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## **ASC AND MITEL INTEGRATE THE WORLD'S FIRST LINUX BASED RECORDING SOLUTION INTO THE MITEL FAMILY OF COMMUNICATIONS SYSTEMS**

**Mitel has integrated ASC's Linux based solutions, MARATHON EVOLUTION and EVO<sup>ip</sup>, into its product portfolio creating a compelling offering for communications recording in the global SME market.**

*Hösbach/Germany, June 21<sup>st</sup>, 2004* – Mitel, a leading global provider of enterprise and small business communications solutions, and ASC, a leading provider of performance improvement solutions for contact centers, financial institutions, public safety and government organizations, have extended their global strategic partnership by integrating ASC's new product range into Mitel's portfolio of communications systems.

ASC's latest generation of recording solutions for TDM and IP technologies now integrates with the Mitel 3300 ICP, SX-2000 and 200 ICP product families. This extends Mitel's existing portfolio of communications recording solutions from traditional TDM into Voice over IP.

SME and Contact Center users benefit from the new offering which provides a flexible, fully integrated and cost effective communications recording solution based on a secure future proof platform.

With the new extended portfolio, Mitel sales channels may enhance their product portfolio by adding a comprehensive communication recording platform with software based, Voice over IP recording capabilities.

"Small to Medium Enterprises are set to be amongst the first organizations to reap the full benefits of IP telephony due to the relatively low switching costs to migrate from TDM to IP and to the high potential savings that they can achieve by adopting this new technology." Commented Guenther Mueller, Chairman and CEO of ASC. "Additionally, contact centers in the SME sector are one of the highest growth market segments as predicted by industry analysts, hence our focus on providing small to medium businesses with the best possible integrated offering to meet their budgetary and operational needs".

Starting in the US three years ago, Mitel and ASC's working relationship has gone from strength to strength and has achieved rapid global acceptance. The two



companies have been working closely together, delivering high quality telephony and recording solutions across industries and countries to customers such as Business Link for London, Associated Newspapers (Loot and Evening Standard) and London Borough of Southwark.

“We are delighted to reach an even closer relationship with ASC and to announce them as our strategic global partner for communications recording and quality monitoring solutions. Mitel and ASC’s partnership, built over mutual trust and customer success, is testimonial to the strength of our combined technology offering that delivers total peace of mind to the customer.” commented Todd Simons, head of applications marketing for Mitel.

The Mitel product portfolio now includes MARATHON EVOLUTION, MARATHON *EVOLite*, *EVOip* and *INSPIRATIONpro*. The portfolio is available through Mitel sales channels.

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#### **About Mitel Networks**

Mitel Networks is a market-leader for voice, video, and data convergence over broadband networks. With a focus on the user experience, the company delivers advanced communications solutions that are easily customized for individual business needs. Through intuitive desktop appliances and applications, businesses are provided with innovative ways to manage information and resources. Vertical markets benefit from integrated solutions that protect existing investments, while enabling new ways to be more cost effective and productive. Mitel Networks is headquartered in Ottawa, Canada with offices, partners, and resellers worldwide. For more information please visit [www.mitel.com](http://www.mitel.com)

#### **About ASC**

ASC, headquartered in Hösbach, Germany, is a leading global provider of integrated communications recording and quality monitoring solutions for contact centers, financial institutions, public safety and government organizations, with 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 center 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, Cisco, Mitel, NEC, NextiraOne, Nortel, Siemens and Tenovis, allowing customers to easily implement ASC solutions in almost every environment.

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