

PRESS RELEASE

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Reali & Associati in Italy Switches to ASC for Communications Recording Solution

MARATHON EVOLUTION Chosen for its Distributed Architecture and Storage Capability

Hoesbach/Germany, January 25, 2005 – ASC (www.asctelecom.com), a leading provider of performance improvement solutions for contact centers, financial institutions, and public safety and government organizations, today announced a new contract with Reali & Associati, a major Italian financial brokerage firm with offices in Milan and Padua, to supply a new communications recording solution. The company provides financial services for asset management, fixed deposits, omnibus orders and customized business requirements.

The decision was reached after an analysis of their current provider and comparison to the features offered by ASC. ASC's product, MARATHON EVOLUTION, was selected primarily because of its superior system architecture and storage capabilities.

Specifically, MARATHON EVOLUTION allows the sending of recorded data to remote sites through SDDM (Selective Data Distribution Management) and uses an IAS (Interaction Software) platform for centralized storage. Reali & Associati will record financial calls at both Milan and Padua, then collect and manage them at their headquarters in Milan. ASC's capability saved the company from installing a server at both sites to accomplish the same task.

Reali & Associati said they chose MARATHON EVOLUTION because it is easy to use, saves them money and provides the latest features and capabilities.

Günther Müller, Chairman and CEO of ASC, said, "Our products' features deliver real savings to our customers, and the distributed architecture is ideal for companies with multiple locations because it allows local recording and centralized archiving. Reali & Associati felt strongly enough about the difference to switch from a system already installed, and we are glad for the opportunity to serve them."

The system was sold and will be installed by ADABUS, ASC's exclusive reseller in Italy. Mauro De Stefanis, Managing Director of ADABUS, noted, "We are proud to represent ASC because its long history of providing superior products and service makes it easy for us to promote them to both new customers and business's using rival systems. How often do you find a company with 40 years of experience developing solutions on the cutting edge of the latest technology?"



MARATHON EVOLUTION, the world's first Linux-based recording solution, monitors from four to thousands of channels with a minimum online storage of 15,000 hours. It captures customer interactions by voice, fax, VoIP, e-mail and desktop computer activity. Features such as POWERplay allows playback over LAN/WAN connections, and INSTANT WEBplay provides a browser-based interface for quick access to recent calls. Multiple calls may be replayed simultaneously, and calls may be archived to redundant, removable media, such as DVD or AIT, automatically or through selective rules.

About ASC

ASC is a leading global provider of integrated communications recording and performance improvement 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 and Switzerland, 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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