

PRESS RELEASE

(Hoesbach/Germany, March 29, 2011)



ASC Software Selected for Google's Contact Centers Worldwide

**Award-Winning VoIP Recording Solution, EVO*ip*, Implemented or
Planned for the United States, Japan, China, India and Australia**

Hoesbach/Germany, March 29, 2011 – ASC (www.asctelecom.com), a leading global provider of innovative solutions to record, analyze and evaluate communications, today announced that the company was chosen to supply its award-winning VoIP recording solution, EVO*ip*, for Google's contact centers in the United States, Japan, China, India and Australia.

ASC has already implemented EVO*ip* in Google's central test lab in India in December 2010 and integrated the solution with the existing telecommunications infrastructure. Projects for Google in Japan and the United States have been implemented too, and a subsequent roll-out in Australia and China is in the planning stage.

Guenther Mueller, Chairman & CEO of ASC, said, "Our selection by Google provides overwhelming evidence of the superiority of our software solutions. We look forward to a long and productive collaboration with the leading provider of Internet services."

ASC was selected after Google's global decision to replace its Windows infrastructure with Linux for security and reliability reasons. ASC offers Linux-based EVO*ip* software and has been promoting it as a fail-safe solution for VoIP recording for many years.

EVO*ip* captures telephone calls from the network and enables storage, playback and archiving of the entire interaction. It meets strict security standards from the payment card industry (PCI DSS), handles encrypted calls and offers central control for organizations with multiple branches.

Google also chose ASC because of its superb record of local support from its regional offices - worldwide. ASC subsidiaries in Japan, Singapore and the United States as well as certified partners guarantee both technical support for Google's projects and best-in-class service for its customers.

About ASC

ASC is a leading global provider of innovative solutions to record, analyze and evaluate multimedia-based communications. ASC's solutions reveal information, enabling companies and organizations to considerably improve their value creation: contact centers enhance customer service, efficiently deploy staff and



increase productivity. Financial institutions fulfill documentation requirements, achieve a higher level of legal security and reduce costs. First responders and public safety organizations enhance reactivity in emergency situations.

ASC's software solutions are used in contact centers to continuously measure and improve the quality of customer contacts. Data from all communication levels in contact centers are collected, brought together and evaluated to help train agents and optimize customer service. Based on the content of recorded calls and screen activities, *INSPIRATION_{pro}* reveals improvement potentials in contact center operations including processes, marketing, sales activities, time of reaction and problem analysis.

ASC subsidiaries and sales offices in France, Germany, Japan, Poland, Singapore, Switzerland, United Arab Emirates, Great Britain and the United States as well as certified, powerful distribution partners realize ambitious customer projects all over the world. An export quota of more than 50 percent, together with its worldwide service network, makes ASC a powerful global player.

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