

Expanding in the Americas: ASC Develops its Global Presence

**New subsidiary in Mexico City –
Spanish-speaking markets promise great growth opportunities**

Hösbach, July 9, 2018 – ASC, a worldwide leading software provider in the field of omni-channel recording, quality management, and analytics, is set for expansion. By establishing a new subsidiary in Mexico, ASC plans to widen its reach in the Spanish-speaking markets (Mexico, Central America, and the Caribbean) and expand its global presence. “ASC sees great potential in these markets with regard to the demand for state-of-the-art communications technology and thus also for solutions to record and analyze corporate communications – both as a service from the cloud and as a local solution at the customer’s premise”, says Marco Müller, Chief Operating Officer of ASC.

For this reason, ASC has recruited Oscar Gomez to lead sales and business development efforts in the region. Mr. Gomez joins the ASC Americas team in the United States to support ASC partners in the Spanish-speaking markets of North and Central America. Mr. Gomez is widely recognized as a seasoned industry expert in Mexico and brings ASC many years of experience in recording, unified communications, and contact centers.

The new presence in Mexico allows ASC to offer its partners and customers in the region strong sales support and efficient service in a timely manner. Fernando Chong has also joined the ASC Mexico team as Technical Director. Mr. Chong brings 20 years of experience in contact centers, recording, and staff optimization and completes the team with his technical know-how.

“We are delighted that we have been able to bring Oscar and Fernando onboard, and we are looking forward to continuing our strong success story in the region”, says Eric Franzen, President of ASC Americas.

ASC Americas is one of ASC’s strongest subsidiaries and complements ASC’s global strengths by providing world class sales and service delivery teams throughout North and Central America. With headquarters in Germany and subsidiaries in as many as eleven other countries, ASC is a powerful global player. “More than 70 percent of our revenue is generated by international sales and our world-spanning service network”, emphasizes Marco Müller.

For more information about ASC’s portfolio, please visit www.asctechnologies.com.

PRESS INFORMATION

About ASC

ASC is a worldwide leading software provider of omni-channel recording, quality management and analytics addressing all enterprises with recording needs, especially contact centers, financial institutions and public safety organizations. ASC records, analyzes and evaluates interactions across all media, either as an on-premise or cloud solution. Headquartered in Germany and with subsidiaries in United Kingdom, France, Switzerland, Romania, Dubai, United States, Brazil, Mexico, Hong Kong, Japan and Singapore as well as a worldwide service network, ASC is a powerful global player in its industry.

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