

Legally Compliant Recording from the Cloud: German Savings Banks Trust in ASC Solutions

**More than 100 savings banks record customer communication in the S Direkt cloud –
MiFID II compliance thanks to the partnership of S Direkt-Marketing and ASC**

Hösbach, September 6, 2018 – S Direkt-Marketing relies on ASC recording solutions. The renowned service provider of Sparkassen-Finanzgruppe, the German Savings Bank Finance Group, offers the solution from its own S Direkt cloud. As a result, every fourth savings bank in Germany uses ASC's MiFID II-compliant recording since the European financial directive has entered into force in January 2018. ASC is a worldwide leading software provider in the field of omni-channel recording, quality management, and analytics headquartered in Hösbach, Germany.

The portfolio of S Direkt-Marketing includes phone and digital customer services related to banking. The renowned service provider has banked on ASC's recording solutions for many years. "Thanks to the competent support, we have been able to successfully implement the MiFID II requirements for many financial institutions", says Jürgen Hornbostel, Central services and project design at S Direkt-Marketing.

ASC's recording solution EVOIP_{neo} meets the documentation provisions prescribed by MiFID II and thus enables the legally compliant recording of customer communication via S Direkt's own cloud. "Audio and additional data is captured in compliance with the legal requirements and made accessible to the savings banks subsequently", explains Marco Müller, Chief Operating Officer of ASC. The private cloud solution enables S Direkt-Marketing to react flexibly to changing conditions such as a fluctuation in customer numbers.

EVOIP_{neo} has been specifically designed to meet the requirements of the cloud. The recording solution allows for flexible tenant management. That way, S Direkt-Marketing can adjust to changes in the market swiftly and offer customers flexible recording solutions. ASC's cloud services make purchasing costly licenses redundant and simultaneously enable service providers to meet highest security standards and documentation duties.

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.

About S Direkt-Marketing

S Direkt-Marketing was founded in 1996 as a service provider of Sparkassen-Finanzgruppe, the German Savings Bank Finance Group. The portfolio includes phone and digital customer services related to banking. More than 1,000 employees work at the three locations in Halle (Saale), Kaiserslautern, and Münster.

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