



We record & analyze communications

ASC - Experts in Recording & AI-driven Analytics



**Heng An
Standard Life**
恒安標準人壽

16.01.2025

Experts for Compliance Recording & Analytics



INDUSTRY-LEADING PLAYER

NEARLY 60 YEARS INDUSTRY EXPERIENCE



TECHNOLOGY PARTNERS

INTEGRATED SOLUTIONS



CUSTOMER SEGMENTS

SERVICE PROVIDERS, FINANCIAL INSTITUTIONS,
CONTACT CENTERS & PUBLIC SAFETY



14 SUBSIDIARIES COUNTRIES

PORTFOLIO



CLOUD



RECORDING



ANALYTICS



R&D INVESTMENT

20-25% OF REVENUE



24/7 Service Support

RELIABLE SUPPORT
AROUND THE CLOCK



280 EMPLOYEES

WORLDWIDE

Innovating with Global Leaders in Tech



AVAYA

Alcatel-Lucent
Enterprise

GENESYS™

Mitel

CISCO™

AIRBUS

8x8



Unify

Microsoft

webex
by CISCO

RingCentral®



zoom



ASC Recording Insights – A Preferred Solution



Microsoft
Partner



Gold Application Development
Gold Cloud Platform
Silver Datacenter



New Industry Designation Certification Financial Services Industry

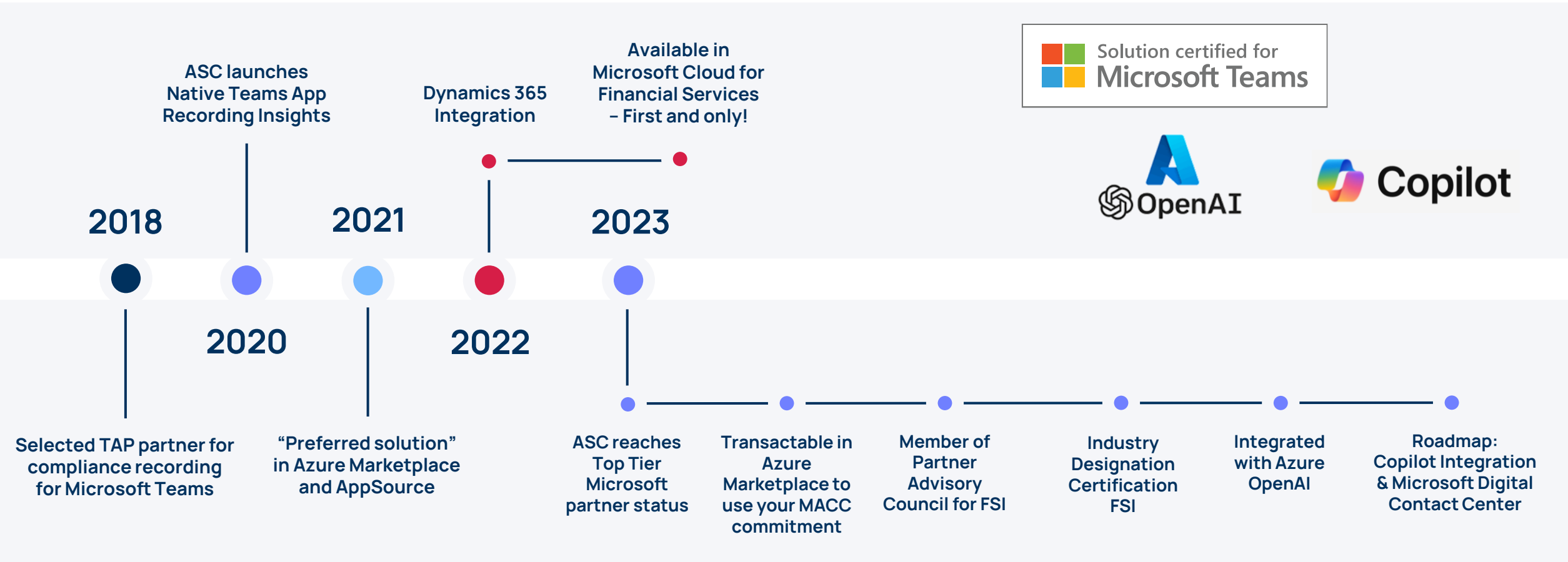


- ASC has been selected as a partner for this new industry certification
- ASC is one of the first partners who passed the tests and achieved certification



Certified for
Microsoft Industry Cloud

ASC has a Strong Partnership with Microsoft



ASC Recording Insights - Selected Global Customer Reference



Strictly Confidential

Enterprise Customers

COMMERZBANK



bankinter.



Bancolombia



SwissLife



PureIP



Telefonica

swisscom



HKT



ICG



IMPAX Asset Management



INCURSION

Operators

SMB



Win Case Reference In APAC



Strictly Confidential



Selected Financial Services Customers on ASC Service Recording Insights



Strictly Confidential





We record & analyze communications

ASC Recording Insights

16.01.2025

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Multiple Channels Compliance Recording with AI



The screenshot displays the ASC Recording Insights web application interface. The top navigation bar includes links for Activity, Chat, Teams, Calendar, Calls, Files, and Apps. The main content area is titled "Meeting" and shows a recording of a meeting between Marc Cheng and Joyce Sun. Key features highlighted with callouts include:

- Screen Sharing**: Points to a thumbnail of the shared screen content.
- Video**: Points to the video feed of the participants.
- Voice**: Points to the audio waveform and volume controls.
- Sentiment**: Points to a color-coded bar representing sentiment analysis over time.
- Chats & Transcriptions in over 130 Languages**: Points to the transcript section at the bottom, which includes a search bar and a list of messages with timestamps.

Additional details visible in the interface include the meeting date (03/08/2021), start time (16:39), duration (00:02:12), type (Meeting), ID (4fed8eba-97a4-49ae-9d36-ee1c3f95467e), and language (zh-CN). A list of participants with their email addresses is also shown on the right side.

Use Case AI Data Analytics Efficiency Increase

Transcription

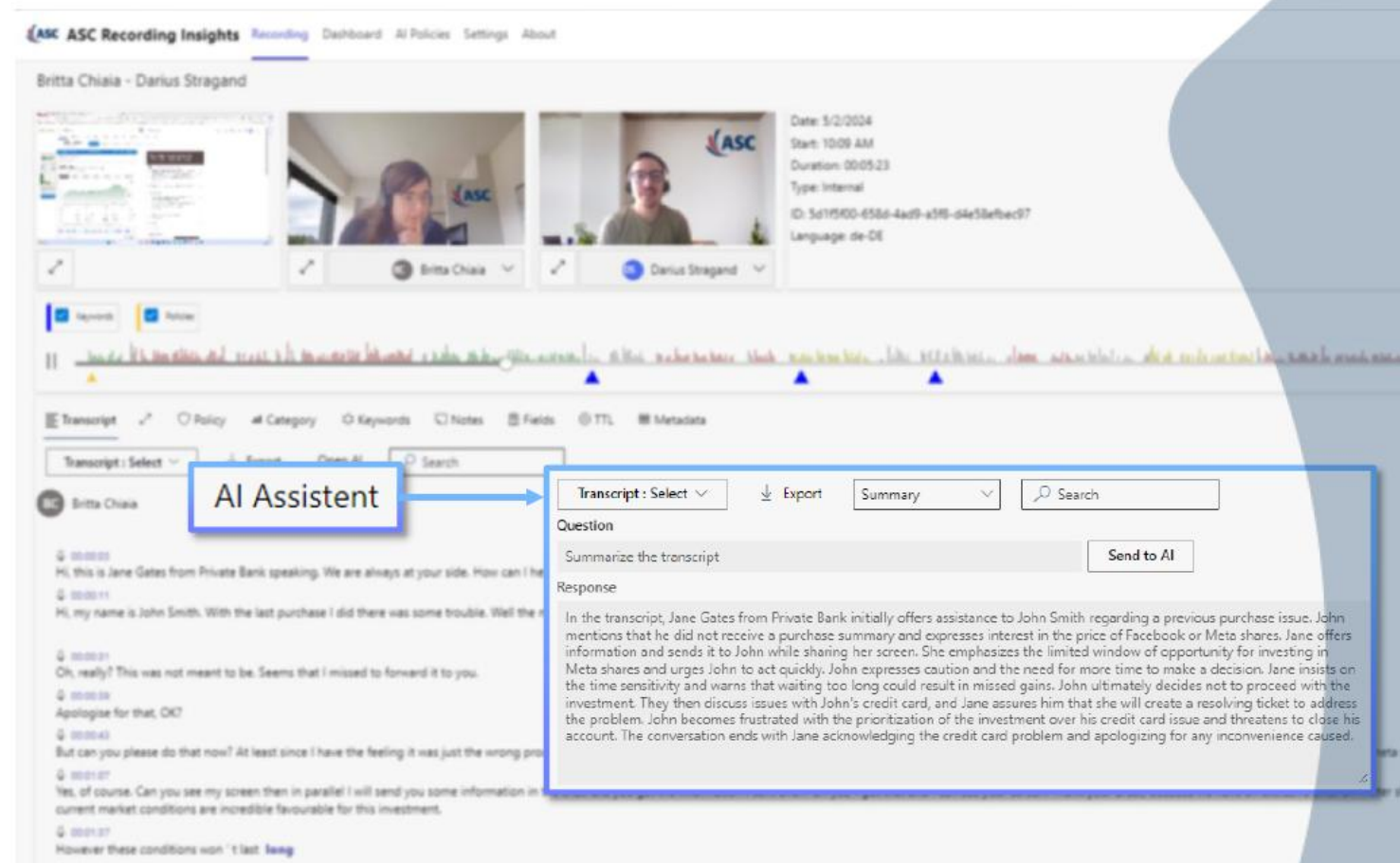
Conversion from speech to text for documentation and archiving e.g. summarizing conversation content and filing as a note in the CRM - no more manual notes required!

Efficient search

Find relevant calls within seconds. Eliminate manual searches. Search within transcript.

AI Assistant

Use the AI Assistant to quickly summarize the conversation, conversation's sentiment or ask individual questions

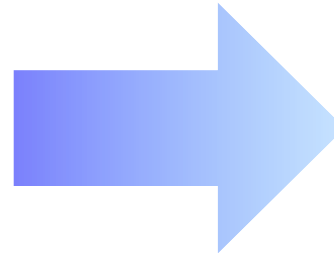


The screenshot displays the ASC Recording Insights interface. At the top, there's a navigation bar with 'Recording', 'Dashboard', 'AI Policies', 'Settings', and 'About'. Below this, the call details for 'Britta Chiaia - Darius Stragand' are shown, including a date of 5/2/2024, start time of 10:09 AM, duration of 00:05:23, type of 'Internal', and a unique ID. The main area features a video call preview with two participants and a transcript below it. A blue box labeled 'AI Assistant' is overlaid on the transcript, with an arrow pointing to a panel on the right. This panel contains a 'Transcript : Select' dropdown, an 'Export' button, a 'Summary' dropdown, and a search bar. Below these, there's a 'Question' section with the text 'Summarize the transcript' and a 'Send to AI' button. The 'Response' section shows a detailed summary of the call transcript, mentioning Jane Gates from Private Bank and John Smith, discussing a purchase issue, investment in Meta shares, and a credit card problem.

Certified Quality According to Highest International Standards



Certifications according to
ISO 9001 / 14001 / 27001 and
ISAE-3402 (SOC2 Type I/II),
supporting GDPR and
PCI-DSS



Allowing our customers to
comply with applicable
industry and corporate
regulations



Use Case AI Data Analytics Business Insights



Categorization AI based

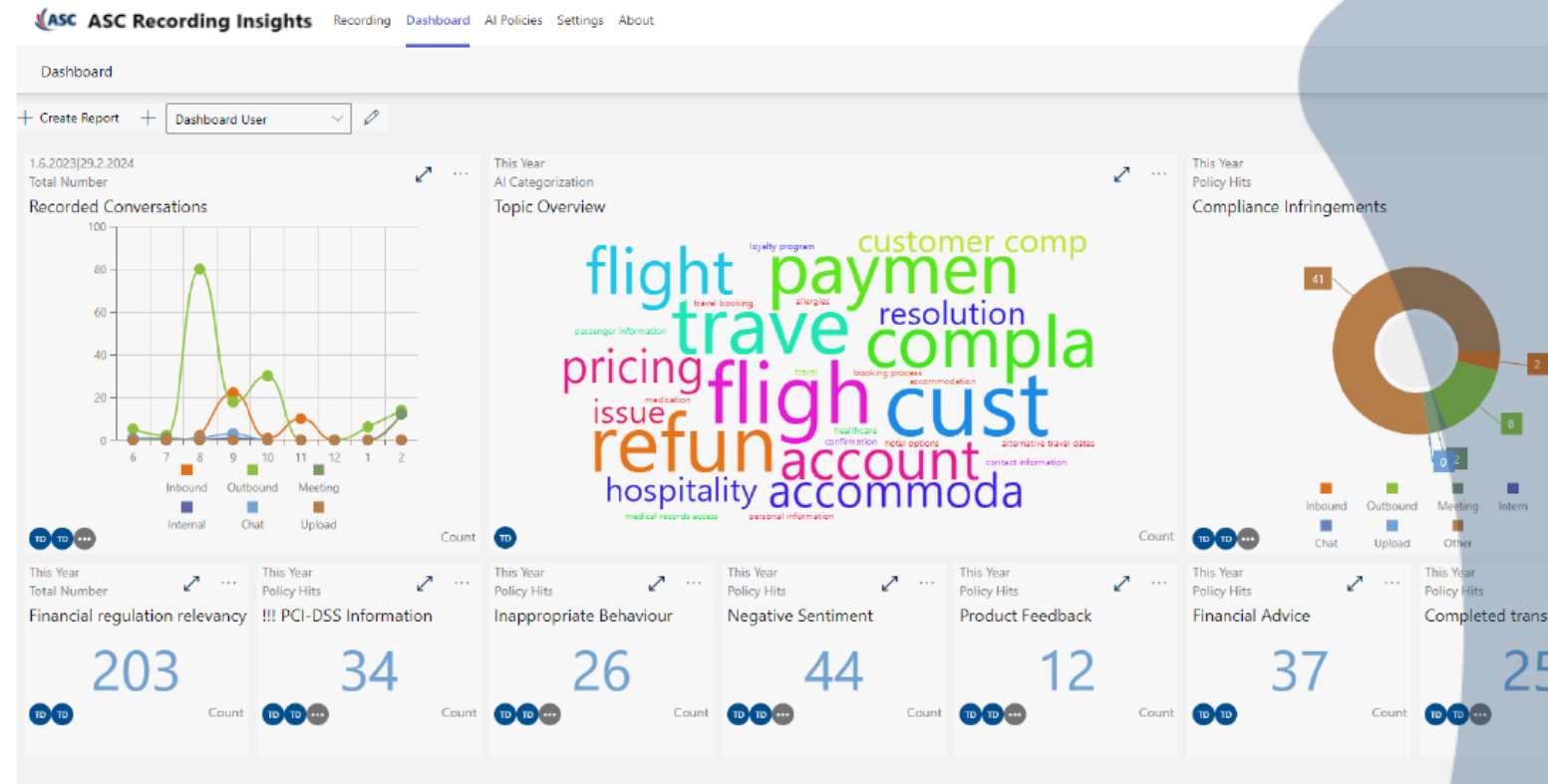
Detect Categories without predefining. Categories will be detected by AI and allocated to the conversation.

Gaining Insights / recognize trends

Categorisation of conversations to identify trends and current topics at an early stage e.g. particularly popular stocks, payment methods, competitor analysis.

Avoid Customer churn

Early detection of issues that affect customer loyalty |
Monitoring of conversations and issuing of alerts to enable immediate intervention



Use Case AI Data Analytics Compliance



Automated MiFID detection + TTL Change

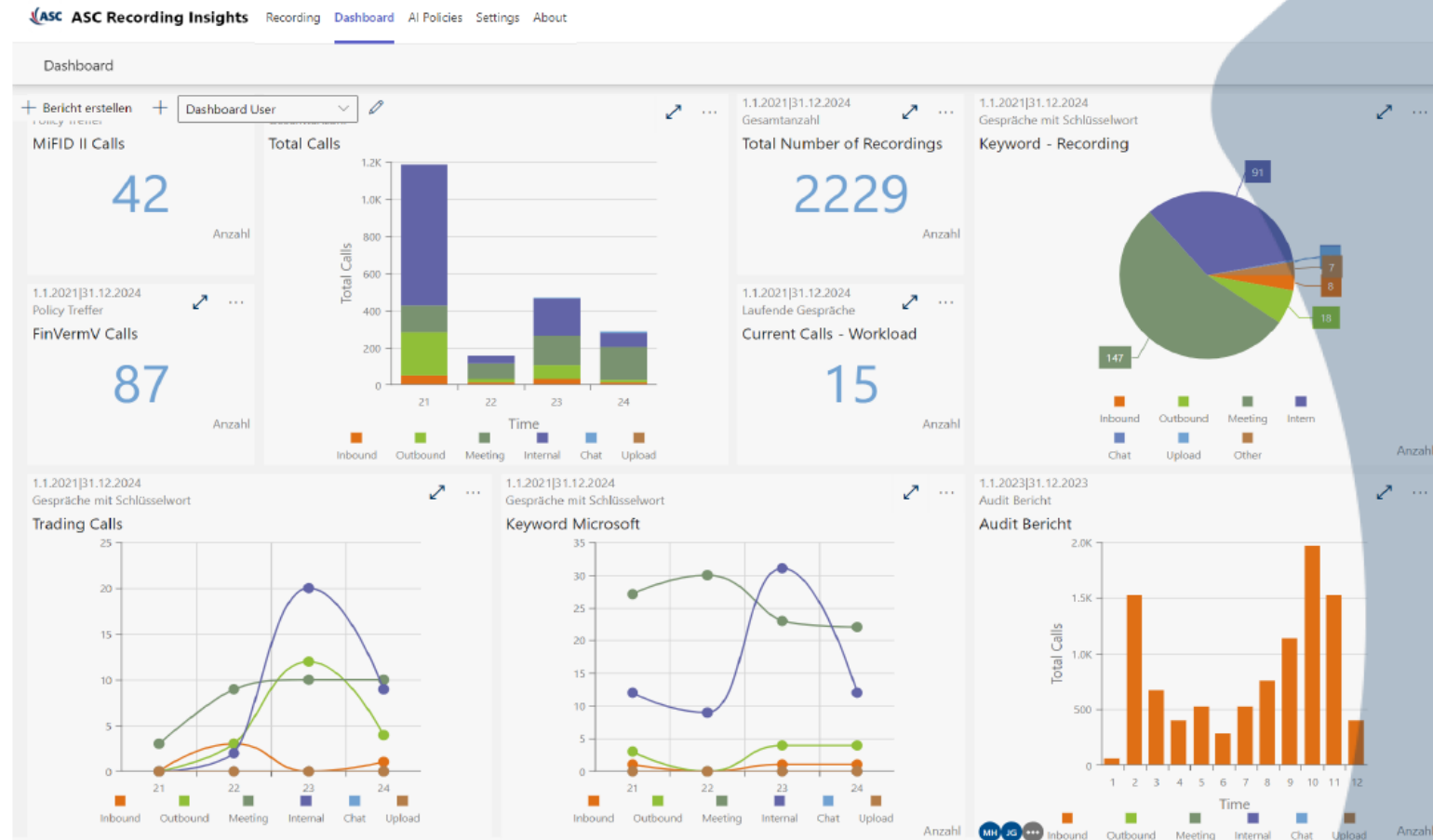
Categorisation of recordings according to their relevance for compliance (e.g. MiFID) Automatic setting of the relevant retention time

Fraud detection

Avoidance of penalties and sanctions. Early detection of non-compliant processes. Automated analysis of all conversations

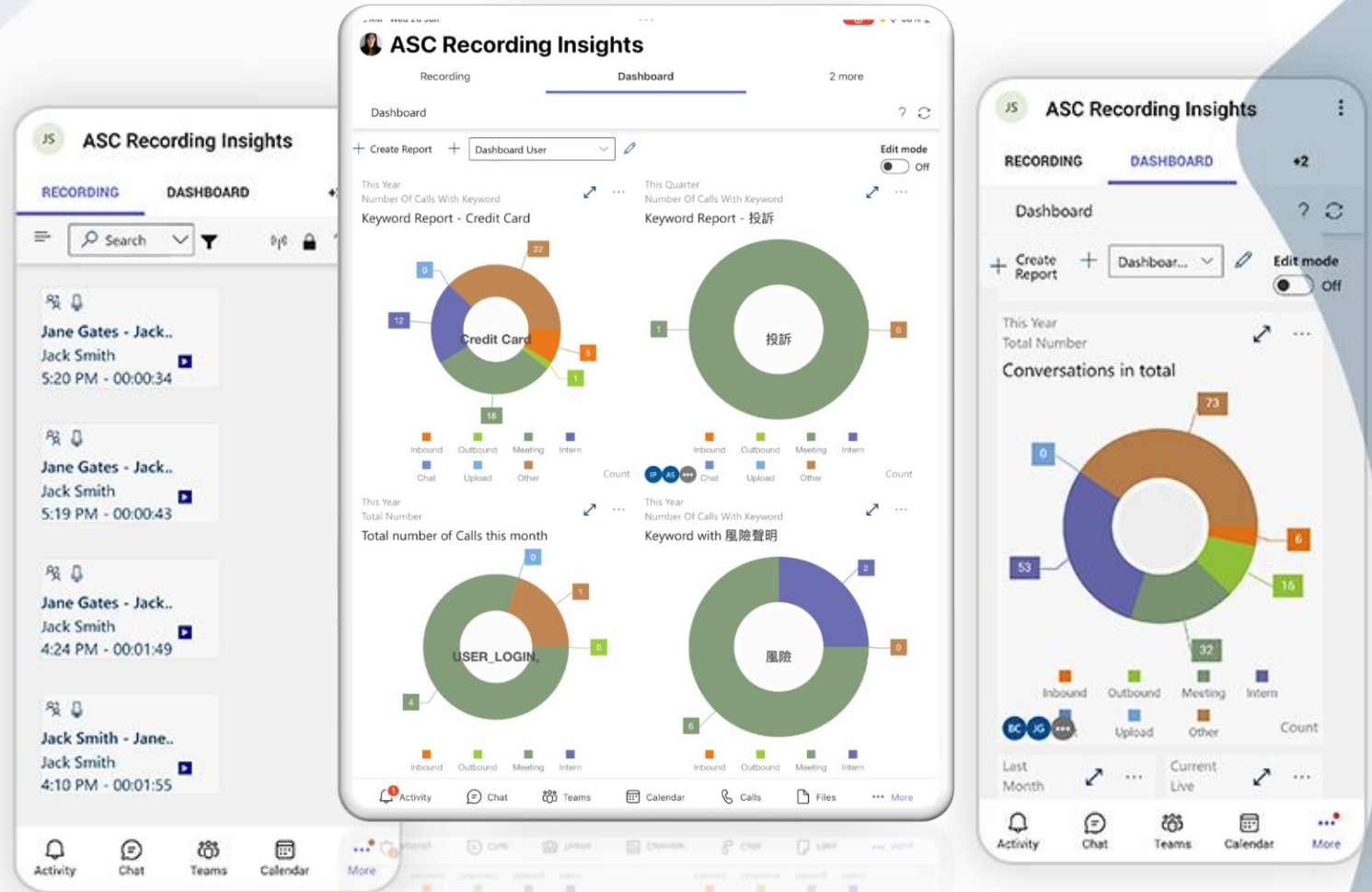
Compliance Monitoring

Monitoring compliance with internal and external requirements



Protecting Your Enterprise. Wherever Work Takes You.

- ✓ Supports all Teams Phone options
- ✓ Microsoft Calling Plan & Direct Routing
- ✓ Operator Connect & Teams Phone Mobile



ASC Recording for Zoom Meetings & Zoom Phone



Main advantages

- Available for Zoom Meetings and Zoom Phone
- Compliance recording (MiFID II, Dodd-Frank, GDPR...)
- All recordings within one system across different (cloud and on-premise) UC platforms, Contact Centers etc.
- Use advanced Recording Insights features such as
 - Search & Replay
 - Compliance Policy Engine
 - Speech Analytics
 - Reporting
- **No** effect on user experience in Zoom



Demo Session



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Thank you!

January 16, 2025