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Associated Software Consultants Announces Availability of New Podcasts

MIDDLEBURG HEIGHTS, OH, November 21, 2008 - Associated Software Consultants, Inc. (ASC), a leading provider of loan automation and secondary marketing software solutions, announced the availability of two podcasts on its Web site. The podcasts titled, “Software as a Service” and “Web Applications or Power Users?” provide lenders with a better understanding of technology usage trends in the mortgage industry.

Hosted by ASC’s President Tim Liston and Origination Products Director John Liston, the “Software as a Service” podcast reviews SaaS applications and their role in today’s mortgage process. The podcast explores the myths and perceptions surrounding current SaaS applications. The goal of the podcast is to help mortgage industry professionals understand what they should keep in mind when considering any solution that is priced and deployed as a SaaS application.

Also hosted by Tim and John Liston, the “Web Applications or Power Users?” podcast evaluates the benefits and drawbacks of using Web applications in the mortgage industry. The podcast details the common perception of how using Web applications allows mortgage industry professionals to offload system management to those with more expertise, but it also explores how “hosted” desktop solutions can offer similar advantages with more robust functionality – a lesser known fact. Additionally, the discussion weighs in on system ease-of-use and security issues associated with using Web applications versus desktop systems.

Both podcasts offer extensive written notes that provide additional information and related resources for each topic. To access ASC’s podcasts, please visit www.asconline.com.

About ASC

Associated Software Consultants, Inc. (ASC) designs and markets loan automation and secondary marketing software for use by mortgage banks, commercial banks, community banks and credit unions. ASC's business strategy focuses on providing software and support services that enable lenders to improve the volume and quality of their business, streamline workflow and reduce costs. The company's lending solutions enhance primary and secondary mortgage operations, improve overall profitability and better serve borrowers and other constituents.

For additional information about ASC, visit the company's Web site at www.asconline.com.

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