

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13A-16 OR 15D-16 OF  
THE SECURITIES EXCHANGE ACT OF 1934

For the month of April 2012 (Report No. 1)

Commission File Number: 0-27466

NICE-SYSTEMS LTD.

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(Translation of Registrant's Name into English)

8 Hapnina Street, P.O. Box 690, Ra'anana, Israel

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(Address of Principal Executive Offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): \_\_\_\_\_

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): \_\_\_\_\_

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- 99.2 Press Release: NICE To Participate In Two Customer Experience Events: As a Sponsor and Presenter at Frost & Sullivan Executive MindXchange 2012 and as a Sponsor and Panel Moderator at the Argyle's Customer Care Leadership Forum 2012 in New York, Dated April 17, 2012
- 99.3 Press Release: NICE Opens New Practice Dedicated to Dodd-Frank Act and is Working with Leading Financial Services Firms to Address its Requirements, Dated April 19, 2012
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## **SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this Report to be signed on its behalf by the undersigned, thereunto duly authorized.

### **NICE-SYSTEMS LTD.**

By: /s/ Yechiam Cohen  
Name: Yechiam Cohen  
Title: General Counsel

Dated: May 1, 2012

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## **NICE Solutions' Implementation Expanded by Denver Regional Transport District (RTD) to Secure Mass Transit System**

*Denver RTD is expanding its implementation and will now use multiple elements of the NICE product portfolio to meet the challenges of public transit, securing people, operations, and assets*

**RA'ANANA, ISRAEL, April 11, 2012 NICE (NASDAQ: NICE)** today announced that the Denver Regional Transportation District (RTD), the public transit system for greater metro Denver (CO), is expanding its implementation of NICE video security solutions to the West Rail Line, Union Station, and the Denver Civic Center.

The first two projects stem from Denver RTD's FasTracks plan, a major program which will extend Metro Denver's entire mass transit system. In addition, Denver RTD also purchased the NICE IP radio recording solution and NICE Inform, an information management solution designed to capture, consolidate and manage voice, video, and other multimedia, for complete debriefing and investigation.

Denver RTD has been a NICE customer since 2001 and with the expansion, Denver RTD will use the NICE video surveillance solution to monitor, manage and record more than one thousand video surveillance cameras at dozens of light rail stations, Park-n-Ride facilities and bus transfer stations.

The Denver RTD Transit Police conducts over 5,000 video investigations a year, and its 2,348-square mile service area encompasses 40 municipalities in six counties plus two city/county jurisdictions. The Denver Police Department is also linked into the system and can view live video feeds. Local law enforcement agencies routinely use video from NiceVision for their investigations as well. NiceVision has helped solve numerous crimes, both within the transit system and off property.

"We are proud to see the long-standing relationship we have with Denver RTD continuing to grow," said Guy Yaniv, General Manager, Surveillance Solutions, Security Group at NICE. "This further expansion of the NICE solutions complements the other parts of our portfolio already installed at Denver RTD for addressing security, safety and operational risks."

**The NICE Security Offering** addresses the needs of governments and enterprises with intent-based solutions for fighting crime and terror, by anticipating, managing and mitigating safety, security and operational risks. The solution enables capture, analysis and correlation of data from multiple sensors and systems, including audio, video, radio, geo-location and web, providing a framework for fusing data silos into a single, holistic operational view. NICE Security solutions empower organizations to act effectively in real time to prevent, manage and investigate incidents, ensuring fast resolution and debriefing, and continuous security improvements. NICE Security solutions are deployed worldwide in transportation systems, critical infrastructures, city centers and enterprise campuses.

### **About Denver RTD**

Founded in 1969 by the Colorado General Assembly, the Regional Transportation District provides a dynamic public transit system across the greater metro area. Its service district spans 2,348 square miles and serves a population of 2.8 million in eight counties: Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, Jefferson, and Weld. In 2010, RTD provided service for more than 99 million passenger trips, including 62 million on bus, 20 million on light rail, and more than 15 million for trips on Call-n-Ride, Access-a-Ride, and to special events. [www.rtd-denver.com](http://www.rtd-denver.com).

**About NICE**

NICE (NASDAQ: NICE), is the worldwide leader of intent-based solutions that capture and analyze interactions and transactions, realize intent, and extract and leverage insights to deliver impact in real time. Driven by cross-channel and multi-sensor analytics, NICE solutions enable organizations to improve business performance, increase operational efficiency, prevent financial crime, ensure compliance, and enhance safety and security. NICE serves over 25,000 organizations in the enterprise and security sectors, representing a variety of sizes and industries in more than 150 countries, and including over 80 of the Fortune 100 companies.

[www.nice.com](http://www.nice.com).

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**Forward-Looking Statements**

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**NICE To Participate In Two Customer Experience Events: As a Sponsor and Presenter at Frost & Sullivan Executive MindXchange 2012 and as a Sponsor and Panel Moderator at the Argyle's Customer Care Leadership Forum 2012 in New York**

*At MindXchange 2012, Mr. Brian Powers, Clients Services Director of NICE Fizzback, will share "How Voice of the Customer and Lifetime Value Can Lead To Real-Time Satisfaction For Driving Future Results."*

**RA'ANANA, ISRAEL, April 17, 2012 - NICE (NASDAQ: NICE)** announced today that it will be heading a session on "How Voice of the Customer and Lifetime Value Can Lead To Real-Time Satisfaction For Driving Future Results" at the Frost & Sullivan MindXchange 2012, taking place at the Marriott Marco Island Beach Resort Marco Island, FL, April 15-18, 2012. This session will take place on today, at 3:50pm. NICE will also be demonstrating the advanced capabilities of its comprehensive customer service offering, including NICE Fizzback. Also during the event, Matthew Storm, Director of Innovation & Solutions at NICE, will present "Impacting Every Customer Interaction."

"Voice of the Customer is gaining a lot of attention, and there are many ways which organizations can leverage this data to better understand and predict customer behavior as well as define objectives for customer-facing employees," said Brian Powers, Client Services Director at NICE. "Add to that the need to move the needle for Net Promoter Score (NPS), and this discussion will allow people to come away with a deeper understanding of customer feedback, survey saturation and best practices."

During the session with Brian Powers, participants will discuss how Voice of the Customer can drive results by addressing some tough issues, such as:

- Is the customer always right? Are unsatisfied customers worth the effort of saving? If so, at what cost?
- Can front-line service staff training needs be determined based directly on customer feedback?
- Are there ways to overcome survey saturation and get to the critical pieces of VoC results in real-time?

**NICE Fizzback** is NICE's Voice of the Customer solution, providing software solutions for Real-Time Customer Feedback that drive customer loyalty and employee performance. The award winning Fizzback solution helps companies to listen, respond and act in real-time to their customers' comments.

NICE Systems will also be the Senior Panel Sponsor at the 2012 Customer Care Leadership Forum organized by [Argyle Executive Forum](#) on today in New York City. During this invitation-only event, David Morse, Regional Vice President Sales at NICE, will moderate the panel discussion "Leadership Speaks: Customer Care Predicts and Prepares." The panel discussion will take place from 9:50-10:35 a.m. Topics include: the toughest challenges Customer Care executives are facing in 2012; how the role of the Customer Care Professional continues to evolve; the change of skill sets within Customer Care; how new technologies are changing the role of customer care and the way organizations interact with customers; and how to balance the

short terms needs of the organization with the long term needs of sustainable growth. Aviad Abiri, Vice President, Business Solutions at NICE, will be one of the panel members.

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## **NICE Opens New Practice Dedicated to Dodd-Frank Act and is Working with Leading Financial Services Firms to Address its Requirements**

*Financial institutions can leverage NICE's expertise and solutions to ensure compliance with key components of the Dodd-Frank Wall Street Reform and Consumer Protection Act relating to transactions and interactions for trading floors, contact centers, back offices and branches*

**Ra'anana, Israel, April 19, 2012, NICE (NASDAQ: NICE)**, announced today that it has established a practice dedicated to the Dodd-Frank Wall Street Reform and Consumer Protection Act (Dodd-Frank), and is working with a number of leading financial institutions in the United States as part of their preparation to be compliant with the new recordkeeping and risk management requirements. The focus of these efforts is on leveraging NICE's extensive experience and solutions for trading floors, contact centers, back offices and branches that are relevant to two critical elements of Dodd-Frank, which are increased transparency in financial transactions and strengthening consumer protections.

NICE has a dedicated team of experts who assist institutions of all sizes in understanding and assessing the anticipated requirements of the act, as well as leveraging NICE's solutions and technologies in order to be in compliance.

"Financial institutions must already take action to be compliant with the evolving requirements of Dodd-Frank," said Benny Einhorn, Chief Marketing Officer at NICE. "In partnership with top U.S. institutions, we are leveraging our industry domain expertise, and our unique position of offering a broad range of compliance technologies and solutions across channels to help shape the approach organizations will need to take to comply with this act."

Dodd-Frank requirements for financial institutions and trading firms are complex and technologically demanding, requiring a wide spectrum of solutions across the enterprise. New levels of self-directed monitoring and surveillance are necessary for companies to achieve regulator transparency and trading controls. In addition, institutions must improve recordkeeping and real-time reporting of all written and oral communications relating to a transaction, while maintaining them securely in a manner which is readily retrievable via electronic access. Contact centers must also follow a new level of financial transparency and enforcement.

NICE is actively engaged in the design and implementation of solutions to help these organizations achieve compliance such as the examples below:

The NICE Actimize Hedge Funds Trading Compliance solution includes a broad range of analytical models designed to detect illicit or non-compliant behavior by combining proven, out-of-the-box detection and investigation capabilities to ensure timely identification of potential compliance issues, such as insider trading, market manipulation, securities fraud, and deceptive practices. The solution includes comprehensive audit, query and reporting tools.

NICE Actimize trading compliance solutions are addressing Dodd-Frank's new requirements for commodities trading with upcoming versions of its Energy Trading Compliance solution enabling commodities traders (in this case, Energy) to monitor and report on their global trade positions and related trading activity.

The NICE Trading Floor Compliance solution provides customers with the ability to reconstruct trade communications as they happen, tie them to SWAP transactions and enable a search through every type of related interaction including voice, instant messaging and email. The

solution can scan all communications for compliance risks based on predefined risk categories resulting in automatic alerts to provide compliance departments with greater insight into all communication which is relevant to the transaction.

The NICE Contact Center Compliance Enforcement solution provides capabilities for disclosure enforcement, script adherence, policy guidance and lending/credit criteria validation. This comprehensive set of functionalities together with NICE's vast contact center expertise and key technological offerings, including compliance recording, real-time automation, decisioning and guidance, and interaction analytics, enables contact centers to comply with the new regulations.

### **About NICE**

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## **Alliance Data and NICE Receive Ventana Research 2011 Operational Leadership Award, Recognizing Success in Business and Technology**

*Alliance Data's Retail Services Business Recognized for Driving Innovation, Improvement in Customer Care Quality, Client Support in the Customer Care Center via Partnership with NICE Customer Service Solutions*

**Ra'anana, Israel, April, 23, 2012**—NICE (NASDAQ: NICE) today announced that the company, along with its customer Alliance Data Retail Services, a leading provider of marketing-driven credit solutions for some of today's leading retail brands, was recently recognized by the Ventana Research 2011 Leadership Awards in the Contact Center & Call Center category. Alliance Data was recognized for the company's innovative use of customer service solutions provided by NICE to proactively identify trends and opportunities to further improve the experience for its clients' private label credit card holders calling into Alliance Data customer care centers.

The award, in its sixth year, recognizes businesses and their associated technology vendors for most effectively achieving success through capitalizing on the combination of people, processes, information and technology, and applying best practices within specific business and technology categories.

"Alliance Data has demonstrated its commitment to delivering the best possible quality in customer and client service by successfully incorporating technology that helps the company meet those objectives," said Mark Smith, CEO and chief research officer, Ventana Research. "From our purview as a leading research and business technology advisory services firm, we're pleased to recognize Alliance Data and its partnership with NICE for the company's distinguished use of best practices in implementing technology to further its business objectives."

Alliance Data was recognized for making advancements to its customer care center operations by enhancing the use of quality management and analytic processes and tools. The company leverages tools from NICE Solutions to apply analytics to up to 100 percent of the calls to their contact center, while also significantly improving the accuracy of call categorization even during increased call volumes.

"As an organization continuously focused on providing an exceptionally positive experience to our clients' customers, we are committed to investing in call center technology that takes us to the next level of best-in-class customer care and client support," said Sallie Komitor, vice president of call center operations for Alliance Data. "NICE solutions have significantly increased our quality monitoring and feedback capabilities as well as our ability to leverage analytics that not only improve the customer experience, but also allows us to capture and share richer insight with our clients regarding their specific customers' needs."

Yochai Rozenblat, president of NICE Americas added, "We're honored to be recognized alongside Alliance Data for this prestigious award. We're proud of our partnership with Alliance Data and strongly believe that they offer an excellent example of how an organization can leverage outstanding solutions for great business value."

### **About NICE Systems**

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**The NICE Enterprise** offering enables organizations to impact every customer interaction with targeted solutions for enhancing the customer experience, increasing service-to-sales revenue, streamlining operational efficiency, and complying to policies and regulations. Driven by real-time, cross-channel analytics – including speech analytics, text analytics, feedback analytics, web, and social media analytics – and coupled with real-time decisioning and guidance, NICE Enterprise solutions are implemented by contact centers of all sizes, branch networks, retail stores, trading floors, and back office operations.

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### **About Alliance Data**

Alliance Data® (NYSE:ADS) and its combined businesses is North America's largest and most comprehensive provider of transaction-based, data-driven marketing and loyalty solutions serving large, consumer-based industries. The Company creates and deploys customized solutions, enhancing the critical customer marketing experience; the result is measurably changing consumer behavior while driving business growth and profitability for some of today's most recognizable brands. Alliance Data helps its clients create and increase customer loyalty through solutions that engage millions of customers each day across multiple touch points using traditional, digital, mobile and other emerging technologies. Headquartered in Dallas, Alliance Data employs approximately 8,500 associates at more than 50 locations worldwide.

Alliance Data is a leading provider of marketing-driven credit solutions, and is the parent company of Epsilon®, a leading provider of multi-channel, data-driven technologies and marketing services, and LoyaltyOne®, which owns and operates the AIR MILES® Reward Program, Canada's premier coalition loyalty program. For more information about the company, visit our web site, [www.AllianceData.com](http://www.AllianceData.com), or you can follow us on Twitter at [www.Twitter.com/AllianceData](http://www.Twitter.com/AllianceData).

### **About Ventana Research**

Ventana Research is the most authoritative and respected benchmark business technology research and advisory services firm. We provide insight and expert guidance on mainstream and disruptive technologies through a unique set of research-based offerings including benchmark research and technology evaluation assessments, education workshops and our research and advisory services, Ventana On-Demand. Our unparalleled understanding of the role of technology in optimizing business processes and performance and our best practices guidance are rooted in our rigorous research-based benchmarking of people, processes, information and technology across business and IT functions in every industry. This benchmark research plus our market coverage and in-depth knowledge of hundreds of technology providers means we can deliver education and expertise to our clients to increase the value they derive from technology investments while reducing time, cost and risk.

Ventana Research provides the most comprehensive analyst and research coverage in the industry; business and IT professionals worldwide are members of our community and benefit from Ventana Research's insights, as do highly regarded media and association partners around the globe. Our views and analyses are distributed daily through blogs and social media channels including [Twitter](#), [Facebook](#), [LinkedIn](#) and [Business Week's Business Exchange](#).

To learn how Ventana Research advances the maturity of organizations' use of information and technology through benchmark research, education and advisory services, visit [www.ventanaresearch.com](http://www.ventanaresearch.com).

Media: Copies of benchmark research report and interviews are available upon request.

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## **NICE Announces Finalists for 2012 Customer Excellence Awards to be Awarded at NICE's Global Customer Conference, Interactions 2012**

*Recognizes 12 companies for impacting every customer interaction and optimizing business performance*

**Rutherford, New Jersey, April 24, 2012, NICE (NASDAQ: NICE)**, announced the finalists of the 2012 NICE Customer Excellence Awards after a popular online vote. All of the finalists will present their compelling stories at Interactions 2012, the annual NICE Global Customer Conference, where attendees will participate in a second round of votes on-site to select a winner for each category.

The NICE Customer Excellence Awards recognize 12 companies for excellence in Enterprise Implementation, Business Impact, and Compliance Implementation. Applications were evaluated by NICE User Group (NUG) members worldwide from contact centers in a wide variety of industries.

The finalists of this year's awards are as follows:

- **Enterprise Implementation Excellence:** Contax, Itaú, Liberty Mutual Insurance
- **Business Impact Excellence:** Alliance Data Retail Services, American Airlines, Bell Canada, Fidelity Information Services, Go Daddy
- **Compliance Implementation Excellence:** American Airlines, American Express, Banco Carrefour

In addition, DHL Express Russia will be recognized as having the **European Contact Center of Distinction**.

The Enterprise Implementation Excellence Award recognizes customers with innovative implementations of NICE Enterprise solutions during 2011, which display best practices including roll-out efficiency, product/solution adoption, and agent and supervisory staff training. The Business Impact Excellence Award recognizes customers using NICE Enterprise solutions or services to drive measurable improvements supporting their business goals. The Compliance Implementation Excellence Award recognizes customers utilizing NICE solutions to manage and achieve their compliance requirements while balancing cost of ownership and risk exposure.

Interactions 2012, NICE's annual Global Customer Conference held in cooperation with the NICE User Group (NUG) Community, will be taking place from April 30 - May 3 at The Gaylord Opryland™ Resort & Convention Center in Nashville, TN. The event brings together more than 1,500 customers and industry leaders to network, share best practices and learn about exciting new industry trends and solutions for their organization. For more information on Interactions 2012, visit <http://www.nice.com/summit/interactions2011/home.php>.

"The list of customers and their accomplishments is very impressive," said Yochai Rozenblat, President of NICE Americas. "We are proud of their exceptional achievements in leveraging customer interactions to optimize business performance, and I look forward to hearing their stories in person during Interactions 2012. This year's customer conference will once again

provide NICE and our customers a great opportunity to share how we work together to deliver excellence in customer service and satisfaction.”

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#### **Forward-Looking Statements**

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**FOR IMMEDIATE RELEASE**

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**NICE Actimize Announces Hedge Fund Trading Compliance Solution**

*Leveraging Actimize proven industry trading surveillance analytical models,  
the solution is already being deployed within the hedge fund industry*

**New York – April 30, 2012** – NICE Actimize, a NICE Systems (NASDAQ:NICE) company and the largest and broadest provider of a single financial crime, risk and compliance software platform for the financial services industry, today announced the availability of a comprehensive hedge fund trading compliance solution designed to monitor the activities of hedge funds across all cash market and derivative asset classes (exchange-traded and OTC). NICE Actimize provides multiple deployment options, including on-premise, as well as hosting in a secure data center as an alternative delivery mechanism to help firms reduce the cost of operating and maintaining software in-house and acquiring market data.

The Actimize Hedge Fund Trading Compliance solution, based on a variation of existing market-proven NICE Actimize technology and representing many years of implementation experience, includes a broad range of analytical models designed to detect illicit or non-compliant behaviour by combining proven, out-of-the-box detection and investigation capabilities to ensure timely identification of potential compliance issues, such as insider trading, market manipulation, securities fraud, and deceptive practices. With comprehensive audit, query and reporting tools, the NICE Actimize solution provides end-to-end compliance risk management that specifically meets the needs of hedge funds' complex trading environments and a demonstrable system of surveillance for regulators.

“With the changes imposed by Dodd-Frank legislation, hedge funds must adopt more effective controls to ensure regulatory compliance and better equip themselves to address future regulations,” said Amir Orad, President and CEO, NICE Actimize.

Orad continued, “To accomplish this, hedge funds must effectively partner with a solutions provider whose approach supports a comprehensive compliance risk management strategy that provides quick assessment of company policies and procedures to combat improper and/or unauthorized dealings. We are already seeing positive response for our specific approach to market needs, due to our combined expertise in addressing customer needs in regulatory compliance and technology innovation.”

According to Miranda Mizen, Director, Equities Research for the TABB Group, a strategic advisory and research firm focused on capital markets, “Regulatory compliance and risk management are top of mind for U.S. hedge funds at the moment, and both regulators and investors are asking for much more information. As a heterogeneous group, hedge funds need quality products and custom solutions that fit the size and nature of their individual businesses to ensure they can balance regulatory compliance with the cost of doing business.”

Leveraging sophisticated analytics, along with configurable thresholds and scoring factors across all derivative asset classes, the Actimize Hedge Fund solution enables efficient use of resources by ensuring a manageable volume of alerts.. Detection scenarios cover a number of issues including: market price manipulation, wash transactions/painting the tape, parking/window dressing, trading ahead of market events (insider dealing), and short selling in connection with public offerings.

NICE Actimize is conducting a webinar, **“Hedge Funds: Practical Steps to Building an Effective Compliance Program” on May 3, offering insights on the latest regulatory requirements affecting hedge funds and the reputational and financial risks associated with non-compliance. Qualified hedge funds may register at <https://actimize.webex.com/actimize/onstage/g.php?t=a&d=798452593>.**

**NICE Actimize, a NICE Systems (NASDAQ: NICE) company,** is the world's largest and broadest financial crime, risk and compliance solutions provider. The company provides real-time and cross-channel fraud prevention, anti-money laundering, enterprise investigations, risk management and trading surveillance solutions built upon a single flexible software platform. Implemented by the majority of the world's largest financial institutions, including all of the top 10 banks, the company's solutions enable clients to mitigate financial crime risk, improve compliance, and reduce operational costs.  
[www.actimize.com](http://www.actimize.com).

### **About NICE Systems**

NICE Systems (NASDAQ: NICE) is the worldwide leader of intent-based solutions that capture and analyze interactions and transactions, realize intent, and extract and leverage insights to deliver impact in real time. Driven by cross-channel and multi-sensor analytics, NICE solutions enable organizations to improve business performance, increase operational efficiency, prevent financial crime, ensure compliance, and enhance safety and security. NICE serves over 25,000 organizations in the enterprise and security sectors, representing a variety of sizes and industries in more than 150 countries, and including over 80 of the Fortune 100 companies.[www.nice.com](http://www.nice.com).

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## **NICE's New Banking Module Selected by Bank Mizrahi Tefahot to Secure its Branches and ATMs for Ensuring Regulatory Compliance**

*New NICE solution enables Bank Mizrahi Tefahot to detect ATM fraud, improve claim settlement and enhance the physical security by capturing video recordings inside branches and from ATMs*

**Ra'anana, Israel, April 30, 2012, NICE (NASDAQ: NICE)**, announced today that Israeli bank, Bank Mizrahi Tefahot, selected the new NiceVision banking solution to secure its branches and ATM systems located throughout Israel. The new NiceVision banking solution captures video recordings inside branches and from ATMs for fraud detection and claim settlement, and allows for easy access and retrieval of video evidence; supporting compliance with law enforcement requirements.

The NICE banking solution includes new capturing devices tailored for ATMs and branches. It also features an innovative multi-site management dashboard for quick and efficient view of the status of video surveillance systems of all bank branches, enabling at-a-glance-detection of malfunctions and security alerts. Additionally, smart ATM integration enables banks to quickly and easily pinpoint ATM video footage for investigations, querying transaction IDs, locations or other ATM data.

"After extensive evaluations of different vendors, we are very confident about choosing NICE to enhance security at our branches and ATMs. We are proud to be the first bank in Israel to implement the new NICE security banking module. The cost effective recording platform together with cutting edge control room applications, created a unique solution, which perfectly complies with our internal regulations and national law enforcement requirements," said Rita Rubinstein Member of the Board of Management and Vice President at Mizrahi Tefahot Bank.

"We are honored to be selected by Bank Mizrahi Tefahot for its nationwide surveillance systems replacement. The combination of NICE's cutting edge technology and low total cost of ownership (TCO) was a key factor for the project's success. This new banking solution is part of our extensive offering to the financial institutions," said Guy Yaniv, General Manager, Surveillance Solutions Division, at NICE.

NICE's Security Offering addresses the needs of governments and enterprises with intent-based solutions for fighting crime and terror, by anticipating, managing and mitigating safety, security and operational risks. The offering enables capturing, analysis and correlation of data from multiple sensors and systems, including audio, video, radio, geo-location and web, providing a framework for fusing data silos into a single, holistic operational view. NICE Security solutions empower organizations to act effectively in real time to prevent, manage and investigate incidents, ensuring fast resolution and debriefing, and continuous security improvements. NICE Security solutions are deployed worldwide in transportation systems, critical infrastructures, city centers and enterprise campuses.

### **About Mizrahi Tefahot**

Mizrahi Tefahot is Israel's fourth largest bank by assets and offers a complete range of international, commercial, domestic and personal banking services. Total assets as of September 30, 2011 totaled USD 39.57 billion,

**About NICE**

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## **NICE Launches Mobile Reach – Redefines Customer Service Experience For Smart Mobile Devices**

*NICE Mobile Reach complements mobile self-service with assisted-service, creating a “smarter” customer experience which helps drive greater loyalty and revenue opportunities, while reducing costs*

**Ra’anana, Israel, April 30, 2012, NICE (NASDAQ: NICE)**, today introduced the NICE Mobile Reach (MR) solution, the industry’s only comprehensive offering for assisted customer service over smartphones and tablets, which will change how customers use smart mobile devices for interacting with companies. NICE Mobile Reach allows enterprises to help mobile customers choose the best channel for completing their transaction, enables a seamless and effective transition with context to other channels when necessary, and facilitates multimedia communication between customers and agents during interactions. This offering will create a differentiated customer experience, helping to achieve greater loyalty, higher revenue and lower service costs.

The proliferation of smartphones and tablets is accelerating, and they are quickly becoming the preferred communication device for many consumers. However, when communicating with companies’ service centers, the smartphone is essentially a “dumb phone,” used for just dialing a toll-free number, not utilizing its powerful capabilities and missing the opportunity for a rich and effective experience.

When a customer cannot resolve an issue – due to a problem, missing functionality, a need for clarifications, or a regulatory requirement – they are left alone to decide the best option to contact the service provider. Most of those customers decide to call the contact center, without knowing if that’s their best option.

In such cases, customers are then sent through the interactive voice response system (IVR), having to wait their turn, and then must start from the beginning with the service agent, re-authenticating themselves and explaining what they were trying to accomplish.

Udi Ziv, President NICE Enterprise Group, said that in contrast, “NICE Mobile Reach analyzes, in real time, a multitude of data sources from the mobile device and enterprise systems and then recommends for the customer the most suitable channel to continue the interaction when they need assistance.”

“If the customer decides to speak with a contact center agent, the solution seamlessly connects them with the appropriate representative while bypassing the IVR, and transferring the customer’s intent and context to appear on the agent’s desktop just before the conversation begins, enabling a great, personalized customer experience for the customer while reducing the call handle time of the agent,” Mr. Ziv continued.

As the customer and agent converse over the phone, multimedia collaboration tools such as text chat, image exchange, and document transfer will be available for both parties, making the interaction effective, increasing conversion rate, and driving quick and complete resolution on first contact.

Michael Maoz, research vice president and distinguished analyst of Gartner commented, “The mobile channel is emerging as the consumer’s primary choice for all possible service activity with service providers. The use of the mobile channel will accelerate once customers realize that their

needs will always be met through this touch point. Complementing mobile self-service with assisted-service is a natural and required evolution of the mobile channel. By adding these capabilities to their existing mobile self-service offering, industries such as banking, travel, telecommunications and retail are able for the first time to provide their customers with a true hybrid service channel that leverages smart mobile devices.”

### **About NICE Enterprise**

NICE's Enterprise Offering enables organizations to impact every customer interaction with targeted solutions for enhancing the customer experience, increasing service-to-sales revenue, streamlining operational efficiency, and complying to policies and regulations. Driven by real-time, cross-channel analytics – including speech analytics, text analytics, feedback analytics, web, and social media analytics – and coupled with real-time decisioning and guidance, NICE Enterprise solutions are implemented by contact centers of all sizes, branch networks, retail stores, trading floors, and back office operations.

### **About NICE Systems**

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