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Documents

6-K	zk1211661.htm
	6-K
EX-99.1	exhibit_99-1.htm
	Exhibit 99.1
EX-99.2	exhibit_99-2.htm
	Exhibit 99.2
EX-99.3	exhibit_99-3.htm
	Exhibit 99.3
EX-99.4	exhibit_99-4.htm
	Exhibit 99.4
EX-99.5	exhibit_99-5.htm
	Exhibit 99.5

Module and Segment References

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 June 2012 (Report No. 1)

Commission File Number: 0-27466

NICE-SYSTEMS LTD.

(Translation of Registrant's Name into English)

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

(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): ____

CONTENTS

This Report on Form 6-K of NICE consists of the following documents, which are attached hereto and incorporated by reference herein:

- 99.1 Press Release: NICE Systems to Share Insights into Optimizing Customer Interactions at Gartner Customer Strategies and Technologies Summit, Dated June 7, 2012
 - 99.2 Press Release: NICE Honored with STAR Award for Professional Services Excellence in Enabling Customer Success, Dated June 11, 2012
 - 99.3 Press Release: NICE Global Consumer Survey Reveals Greater Challenges in Meeting Customer Needs as Consumers Indicate they are Creating More Interactions across More Channels, Dated June 13, 2012
 - 99.4 Press Release: NICE Fizzback Voice of the Customer Solution Deployed by Severn Trent Water for Improving Customer Experience and Regulatory Compliance, Dated June 19, 2012
 - 99.5 Press Release: NICE Actimize Named No. 1 Anti-Money Laundering and Anti-Fraud Solutions Provider in Operational Risk & Regulation Magazine Rankings, Dated June 28, 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: July 5, 2012

EXHIBIT INDEX

- 99.1 Press Release: NICE Systems to Share Insights into Optimizing Customer Interactions at Gartner Customer Strategies and Technologies Summit, Dated June 7, 2012
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NICE Systems to Share Insights into Optimizing Customer Interactions at Gartner Customer Strategies and Technologies Summit

RA'ANANA, ISRAEL, June 7, 2012, NICE (NASDAQ: NICE) today announced its participation in the Gartner Customer Strategies and Technologies Summit on June 11-12 in London, UK. The company is a Platinum Sponsor of this event, which focuses on Customer Relationship Management (CRM), and will have a booth showcasing its portfolio of advanced solutions for optimizing customer interactions to enhance business performance.

A NICE expert and customer will deliver presentations offering insights into industry trends, opportunities, and technologies for achieving real-time impact on the engaged customer.

- **“An Offer You Can’t Refuse”** will discuss the use of interaction analytics to capture the voice of the customer, provide agent guidance, and enhance mobile reach. It will further demonstrate how new insights can be gleaned from real-time customer interactions to discover what drives customer behavior and ultimately corporate objectives. **Matthew Storm**, Director of Innovation and Solutions at NICE Systems, will present the session on Tuesday, June 12 from 12:30 to 1:00 p.m.
- **“Born Again Virgin: Virgin Media”** will offer a case study on improving customer experiences through the use of new tools, processes, and people capabilities. The session, led by Director of Quality Service at Virgin Media **Karen Ingham**, will include how performance can be improved without additional incentive costs. It will take place on Tuesday, June 12 from 9:15 to 10:15 a.m.

“An organization’s customers are its most valuable asset,” said NICE’s Storm. “Therefore, companies need to ensure that the customer journey, which is comprised of many interactions between the organization and the customer, can be easily navigated. To accomplish this, enterprises must be able to identify and act upon the decisive moments of each interaction. By leveraging from each interaction the meaningful, personal, and specific characteristics that drive customer behavior, a business can attain maximum impact and ultimately achieve its corporate objectives, which include increased efficiency, lower costs and higher revenues.”

The Gartner Customer Strategies and Technologies Summit delivers leading-edge insights into the latest customer strategies and technologies, how these strategies and technologies affect customer relationship initiatives, and how to manage the organizational and cultural changes that are required for successful projects. The Summit helps businesses maximize the potential of their CRM initiatives.

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.

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Forward-Looking Statements

This press release contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements, including the statements by Messer Storm, are based on the current expectations of the management of NICE-Systems Ltd. (the Company) only, and are subject to a number of risks and uncertainties that could cause the actual results or performance of the Company to differ materially from those described herein, including but not limited to the impact of the global economic environment on the Company's customer base (particularly financial services firms) and the resulting uncertainties; changes in technology and market requirements; decline in demand for the Company's products; inability to timely develop and introduce new technologies, products and applications; difficulties or delays in absorbing and integrating acquired operations, products, technologies and personnel; loss of market share; pressure on pricing resulting from competition; and inability to maintain certain marketing and distribution arrangements. For a more detailed description of the risk factors and uncertainties affecting the company, refer to the Company's reports filed from time to time with the Securities and Exchange Commission, including the Company's Annual Report on Form 20-F. The forward-looking statements contained in this press release are made as of the date of this press release, and the Company undertakes no obligation to update or revise them, except as required by law.

NICE Honored with STAR Award for Professional Services Excellence in Enabling Customer Success

NICE Recognized for Commitment to Improving Technology Services

Ra'anana, Israel, June 11, 2012, NICE (NASDAQ: NICE) announced it has been named the winner of the Spring 2012 Technology Services Industry Association (TSIA) STAR Award for Professional Services Excellence in Enabling Customer Success. The award was announced May 9 at the Technology Services World (TSW) 2012 Best Practices conference in Santa Clara, California.

The TSIA STAR Award for Professional Services Excellence in Enabling Customer Success is meant to recognize Professional Services organizations for demonstrating an organizational commitment to and record of achievement in enabling customer success. Successful candidates should not only be able to demonstrate a strong culture and process, but also a clear benefit to the Professional Services organization or to the company as a result of excellence in enabling customer success.

NICE was recognized for its Business Consulting Value Realization Score Card (VRSC). This innovative tool provides high-resolution assessments of realized customer value during project implementation by tracking the business consulting services progress. Furthermore, VRSC provides a quick method to accurately identify problems and opportunities during solution implementation. The tool also allows for customer-to-customer benchmarking. Since its implementation in 2008, customers have consistently reported that they were able to achieve better results thanks to the tool.

"We are honored to be a winner of this prestigious award," said Elliot Danziger, General Manager NICE Global Services. "We're proud of our proven track record in business consulting. With VRSC, NICE consultants are optimizing the implementation process by guiding customers and professional services personnel in a highly effective way."

"The STAR Awards program is a long-standing honor in the technology services industry, recognizing organizations that set the standard for leadership and dedication to this important market space," said J.B. Wood, president and CEO of TSIA. "NICE has clearly demonstrated its high-level commitment to delivering world-class results in the area of Professional Services Excellence in Enabling Customer Success, and it was an honor to recognize them at our TSW Best Practices event."

Companies seeking the STAR Award undergo a rigorous evaluation process, with the winners selected by TSIA's service discipline advisory board members. Since its inception in 1990, the STAR Awards have become one of the highest honors in the technology services industry, acknowledging the contribution of companies of all sizes to the continual improvement of technology services delivery industry-wide. For information on the STAR Awards, go to www.tsia.com/awards_and_certifications/star_awards.html

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About TSIA

The Technology Services Industry Association (TSIA) is the world's leading organization dedicated to advancing the business of technology services. Technology services organizations large and small look to TSIA for world-class business frameworks, best practices based on real-world results, detailed performance benchmarking, exceptional peer networking opportunities, and high-profile certification and awards programs. TSIA corporate members represent the world's top technology companies as well as scores of innovative small and midsize businesses in four major markets: enterprise IT & telecom, consumer technology, healthcare & healthcare IT, and industrial equipment & technology. www.tsia.com

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NICE Global Consumer Survey Reveals Greater Challenges in Meeting Customer Needs as Consumers Indicate they are Creating More Interactions across More Channels

While channel preferences and usage vary between financial services, insurance, healthcare, telecommunications and travel industries, the need for the contact center to address more complex customer interactions is found to be a common trend

RA'ANANA, ISRAEL, June 13, 2012, NICE (NASDAQ: NICE) announced today that the results for the NICE 2012 Consumer Channel Preference Survey are now available online and confirm that consumers are more empowered than ever before as they are communicating more often and using multiple channels to contact an enterprise. Consumers indicate that on average they are using six different channels for contacting service providers, while 86 percent note that on average, they are communicating more often, or at the same level, with businesses over all channels.

The Web continues to be the most popular and growing self-service channel, while smartphone applications and social networks have grown in popularity with more than 40 percent of respondents noting that they have increased their use of these channels.

Almost half of the respondents noted that if they are unable to accomplish a task on a company website, they will then turn to the contact center to resolve their issue. This is often due to the fact that respondents find complex tasks difficult to complete via the web self-service channel. As self-service channels are more often used for easier tasks, the contact center continues to evolve to "Tier 2" status, for taking care of escalated service requests.

Customer expectations are high as 40 percent of respondents want the live representative to already know about their experience before beginning their conversation in order to bring the issue to a quick and successful conclusion.

This trend reinforces the importance for the contact center organization to be able to understand and shape a customer interaction in real time. This is achieved by providing customer-facing employees with the context of the interaction, such as the customer's cross-channel journey, including their most recent activities, analyzing the Voice of the Customer (VoC) in real time, then using the insights from the VoC and workforce performance to drive the next-best-action and execute it in the most efficient manner.

"The empowered customer who uses more channels, more often, is in effect creating a big data challenge and opportunity for businesses," said Benny Einhorn, Chief Marketing Officer at NICE. "To maximize the value of these interactions, organizations need to Own the Decisive Moment™ by shaping the interaction as it happens. Service organizations that can impact that moment consistently across countless interactions and continuously throughout the lifetime of customer relationships will not only survive the rising tide of customer interactions—they'll thrive."

The survey, conducted in November 2011, polled around 2,000 people, between the ages of 18 and 65, living in major metropolitan areas in the United States, United Kingdom and Australia. Questions regarding channel preference when contacting organizations were categorized according to the following industries: financial services, telecommunications, travel/hospitality, insurance and healthcare.

Some other key findings:

- Within Financial Services, only 50% of customers indicated satisfaction in their interactions with a live phone representative. However, greater satisfaction was reported among respondents in the other verticals – here, 81% expressed satisfaction with the live rep channel.
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- The use of all interaction channels is growing, especially in the travel/hospitality and insurance sector. The healthcare industry lags behind in multi-channel service, and many of the advanced channels (e.g., social networks, smart phone applications) are still not prevalent. Healthcare customers prefer to use service centers (85%).
- The use of smartphone apps and SMS is on the rise (34%), with the strongest growth in the financial services sector (46%) and the travel sector (38%). FSI customers are substantially more successful (52%) and satisfied with smart phone apps than users in other industries (34% use this channel successfully).
- The role of IVR remains unclear; survey results indicate a failure to contain interactions and a significant negative impact on customer satisfaction and loyalty. One of the biggest motivators to use IVR is to get to a live representative who is aware of their IVR journey, or to use the callback option. Regardless of the vertical, around 60% of the respondents indicated that they try to bypass the IVR to get to a live representative.

A white paper summarizing the main points of the survey is available here
http://www.nice.com/summit/2012_Consumer_Channel_Preference_Survey/.

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

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**NICE Fizzback Voice of the Customer Solution Deployed by
Severn Trent Water for Improving Customer Experience and
Regulatory Compliance**

NICE Fizzback enables one of the UK's leading utility companies to increase customer satisfaction while adhering to water service regulations

Ra'anana, Israel, June 19, 2012, NICE (NASDAQ: NICE) announced today that Severn Trent Water, a leading utility company in the UK, has been using the NICE Fizzback Voice of the Customer (VoC) solution since 2011 to improve customer satisfaction and demonstrate service level compliance to OFWAT, The Water Services Regulation Authority.

Severn Trent Water serves over eight million customers across the UK. To provide its customer base with an exceptional customer experience and adhere to OFWAT's service incentive mechanism (SIM), the company deployed the NICE Fizzback solution in its contact center. The solution has been integrated with its SMS and IVR systems and immediately generates a customer feedback survey after the customer interaction.

OFWAT's SIM is designed to encourage water companies to provide quality service to customers. The SIM score measures, both quantitatively and qualitatively, the experience of customers who have contacted their water company to make a complaint or report a service failure, as well as for more routine transactions such as paying their bill or other enquiries. Quantitative measurements are based on the number of customer interactions expressing dissatisfaction and qualitative measurements are determined by a customer experience survey. By deploying NICE Fizzback, Severn Trent Water is able to gather the necessary information from its customer interactions to enhance its service levels and increase revenues while effectively complying with SIM guidelines.

The NICE Fizzback VoC offering is a real-time operational solution. It sends consumer requests for feedback relating to a specific interaction or transaction via mobile or online. Consumers are engaged immediately after their interaction with the organization, for example, following a call to the contact center, after visiting a website, using a mobile application, or visiting a branch or point of sale (POS). The feedback is analyzed by the system to determine a relevant response, and automatically conducts a dialog with the consumer in natural language rather than in survey format. The NICE Fizzback solution can result in up to 50 percent response rates, well above industry norms of less than 10 percent. The high response rates enable companies to deliver quality and statistically valid inputs to each relevant individual in the organization for prompt action, thus improving customer satisfaction and operational efficiency, and making the solution a strategic part of daily operations.

"NICE Fizzback is a good way for us to get an accurate understanding of the whole voice of the customer. The solution is helping us dramatically improve our customer experience," explained Tim Aucott, Business Change and Support General Manager, Customer Relations, at Severn Trent Water. "We are leveraging NICE Fizzback to bring customers to the center of everything we do and improve our customer service further."

"We are very excited that NICE Fizzback has been instrumental in helping Severn Trent Water enhance its customer satisfaction levels and meet its necessary compliance obligations. Our support for Severn Trent Water demonstrates how the NICE customer feedback solution can help utility companies offer a superior customer experience, increase customer loyalty, improve operational efficiency and employee performance, and mitigate compliance risks," said Rob Keve, Managing Director of NICE Customer Experience Management solutions.

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.

About Severn Trent Water

Severn Trent Water serves over eight million customers across the heart of the UK, stretching from the Bristol Channel to the Humber, and from mid-Wales to the East Midlands. Severn Trent Water is a member of the Severn Trent Group of companies. Severn Trent plc. is an international utility services and environmental solutions company. For more information, visit www.stwater.co.uk.

About NICE

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**NICE Actimize Named No. 1 Anti-Money Laundering and Anti-Fraud Solutions
Provider in Operational Risk & Regulation Magazine Rankings**

*Leading positions once again secured in financial crime categories – 'Anti-Fraud' and 'Anti-Money
Laundering' – based on survey of the financial industry*

NEW YORK - June 28, 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 that it has been ranked as the number one solutions provider in both the Anti-Money Laundering (AML) and Anti-Fraud software categories in *Operational Risk & Regulation* magazine's Compliance Software Rankings 2012.

"Regulatory approaches are changing, strengthening the argument for a unified and consistent company-wide approach to financial crime," according to Alexander Campbell, editor, *Operational Risk & Regulation*. "NICE Actimize, which ranked first in two of our six categories and third overall, supports this approach."

The NICE Actimize solutions provide a common framework for full-lifecycle detection, investigation, reporting and remediation of financial crime. With its customer-centric, enterprise-wide financial crime prevention capabilities, NICE Actimize enables financial institutions to address money laundering risks, new and emergent fraud threats, streamline processes, and better serve customers.

Each of the NICE Actimize solutions, Anti-Money Laundering and Anti-Fraud, can be easily integrated into a larger enterprise financial crime and compliance framework. Both solutions share a common technology platform, which offers IT cost benefits, operational efficiencies and performance benefits when compared to integrating disparate systems.

"We continue to invest in developing innovative solutions in order to stay ahead of the regulatory and criminal challenges facing the industry. With these two leading positions in financial crime, the rankings are continued proof of the success of our solutions," said Amir Orad, president and CEO NICE Actimize. "We thank the financial institutions which participated in the *Operational Risk & Regulation* survey for demonstrating their confidence in our technology and services in AML and fraud."

The Actimize Anti-Money Laundering solutions suite combines focused models, rules, and profiles with unique, advanced analytics, to help financial institutions comply with anti-money laundering regulations from agencies around the world, covering such functions as transaction monitoring, watch list filtering, accounting opening and onboarding, and effective identification of suspicious activities. The company's proven expertise and packaged offerings are dedicated to banking, securities, insurance and regulatory bodies.

The Actimize Integrated Fraud Management solution suite delivers real-time, customer-centric fraud prevention that supports a holistic enterprise fraud management program. The suite provides both channel and line-of-business specific detection solutions, including those for card fraud, web banking, deposit fraud, retail and commercial payment fraud, and employee fraud, that are fully integrated and seamlessly share data for true cross-channel fraud management. NICE Actimize fraud solutions provide financial institutions insight into customers and accounts, enabling them to effectively detect and prevent fraud, reduce financial losses, preserve brand reputation and protect customers.

Operational Risk & Regulation magazine's ranking methodology

The rankings were compiled from a survey conducted over four weeks in spring 2012. The survey was sent to readers of *Operational Risk & Regulation* from around the world and was also promoted through www.risk.net. Respondents were asked to rank their top five companies across six categories. The results were compiled by Incisive Research, a subsidiary of Incisive Media.

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.

About NICE Systems

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