

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 March 2011 (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 Form 20-F or Form 40-F.

Form 20-F  Form 40-F

Indicate by check mark if the Registrant is submitting this Form 6-K in paper as permitted by Regulations S-T Rule 101(b)(1):

Yes  No

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

Yes  No

Indicate by check mark whether by furnishing the information contained in this Form 6-K, the Registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes  No

If "Yes" is marked, indicate below the file number assigned to the Registrant in connection with Rule 12g3-2(b): 82-  
\_N/A\_

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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: Speaker Alert: NICE to Share Best Practices for Impacting Every Customer Interaction at Gartner Customer 360 Summit 2011, Dated March 21, 2011.
- 99.2 Press Release: NICE Introduces New Version of Security Situation Management Solution with Greater Openness and Interoperability, Dated March 22, 2011.
- 99.3 Press Release: NICE to Help Dallas-Fort worth International Airport Bolster Security Capabilities with IP Video Surveillance and Incident Information Management Solutions, Dated March 28, 2011.

## **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

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Name: Yechiam Cohen

Title: General Counsel

Dated: April 5, 2011

## EXHIBIT INDEX

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## Speaker Alert: NICE to Share Best Practices for Impacting Every Customer Interaction at Gartner Customer 360 Summit 2011

Ra'anana, Israel, March 21, 2011 - NICE Systems Ltd. (NASDAQ: NICE), the worldwide leader of intent-based solutions that extract insight to impact business performance, reduce financial risk and ensure safety and security, today announced that it will be sharing best practices for impacting every customer interaction, whether by phone, internet, or in-branch. NICE will be presenting at the Gartner Customer 360 Summit 2011, being held in Los Angeles, California, March 30 – April 1. The NICE presentation, titled "Impacting Every Customer Interaction," will take place on March 30 at 1:30 p.m. NICE was positioned by Gartner, Inc. in the Leaders Quadrant of the October 2010 "Magic Quadrant for [Workforce Optimization](#)" report.<sup>1</sup>

Gartner defines Leaders as companies that "provide functionally broad and deep WFO software solutions that can be deployed and supported globally. These solutions are suitable for all sizes and complexities of enterprises, and have broad industry coverage. Revenue is strong, and new references are readily available." The report evaluated NICE for "completeness of vision," which is based in part on market understanding and innovation. NICE was also evaluated for its "ability to execute," based in part on the product and service functionality and customer experience. Furthermore, Gartner's evaluation placed additional emphasis "on the degree of integration and workflow across these [product/service functional] domains," which "a degree of integration is essential for inclusion within the magic quadrant."

Benny Einhorn, Chief Marketing Officer at NICE, said, "At the core of every interaction is intent – a meaningful, personal, specific and detailed agenda that drives customer behavior which can ultimately contribute to achieving company objectives. NICE helps organizations gain insights on customer intent and make a true impact on every customer interaction. Our solutions give organizations the power to change the way their customers see them with real-time insights. This enables them to gain competitive advantages and achieve strategic goals such as turning inbound interactions into revenue, improving customer experience and reducing churn."

The NICE presentation will discuss how real-time, [cross-channel interaction analytics](#)-based business solutions help organizations uncover customer intent and deliver valuable strategic business insights, whether the interaction occurs on the phone in the contact center, while visiting a website, by chat, through social media, or in-branch.

The presentation will further discuss how these insights empower organizations with real-time decisioning and [agent guidance](#), allowing for the service to be tailored to the customer's past and current preferences and behaviors, providing a more personalized approach. The company is then in a position to present more compelling and attractive offers based on the specific context of the current interaction. For example, knowing whether or not it's best now to try to upsell a particular product or service; and knowing how to best prevent a customer from cancelling. By being able to impact every customer interaction, organizations can increase revenues, improve profitability, perfect the customer experience, ensure [regulatory compliance](#) and enhance [operational efficiency](#).

The **Gartner Customer Relationship Management Summit** delivers the leading-edge insights on how technology enables the marketing, sales, and customer service functions, adding value to the customer experience and delivering higher levels of customer satisfaction while increasing sales and saving money. The event attracts over 1,000 attendees, including CRM and IT strategists, marketing/sales leaders, customer experience/service executives and more.

To download a complimentary copy of the Gartner report, go to: <http://www.nice.com/content/gartner-magic-quadrant-workforce-optimization>.

<sup>1</sup> Gartner "Magic Quadrant for Contact Center Workforce Optimization, 2010 by Jim Davies, October 27, 2010.

**The NICE Enterprise** offering addresses the needs of customer-centric businesses with intent-based solutions that optimize. Driven by real-time, cross-channel analytics, NICE provides solutions for increasing revenue, enhancing customer experience, improving regulatory compliance, and optimizing contact center and back office operations. NICE Enterprise solutions are implemented by contact centers of all sizes, branches, trading floors and back offices.

## 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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*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 Einhorn, 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.*

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## **NICE Introduces New Version of Security Situation Management Solution with Greater Openness and Interoperability**

*New version of NICE Situator also offers enhanced visualization and workflow, and pre-configured packages for addressing growing compliance requirements and the specific needs of various vertical industries*

**RA'ANANA, ISRAEL, March 22, 2011 NICE Systems Ltd. (NASDAQ: NICE)**, the worldwide leader of intent-based solutions that extract insight to impact business performance, reduce financial risk and ensure safety and security, today announced enhancements to its open security situation management solution, NICE Situator. The new release of NICE Situator offers greater openness and interoperability, and enhanced situation visualization and workflow. NICE will debut the new version of NICE Situator in booth 7109 at the 2011 ISC West Conference, April 5-8, 2011 at the Sands Expo & Convention Center in Las Vegas.

NICE Situator, which was recently named the leading PSIM (Physical Security Information Management) software solution by independent analyst firm IMS Research, now provides a number of important enhancements. These include capabilities for precise, real-time tracking of relevant assets (whether vehicles, aircraft, ships, radar targets, sensors, or a host of other resources). These capabilities are ready-made and vertical-market specific. They also address specific compliance requirements and standards, such as those of NERC CIP, the North American Electric Reliability Council's regulations for protecting critical infrastructure, and those of the Federal Emergency Management Agency's (FEMA) National Incident Management System (NIMS). Customers can leverage pre-configured industry-compliant visualization packages or easily customize their own visualization icons and logic.

"We are happy to introduce these new capabilities in NICE Situator," said David Vortman, General Manager, Security Management Solutions, NICE. "With more than two hundred gateways to leading security and safety solutions, NICE Situator offers a very high level of openness, and introduces previously unavailable situation management capabilities to leading organizations in the transportation, utility, banking and public safety sectors worldwide. Extending NICE Situator's openness outside the organization through external business process integration was the next logical step. With the new NICE Situator version, organizations can leverage a wealth of external information sources for decision support when responding to situations or threats."

"For example, in an airport emergency landing, external data fed into NICE Situator, such as the aircraft's size or type, number of passengers, or any hazardous materials on board, might dictate a specific response scenario," Vortman continued.

NICE Situator provides adaptive workflows that guide operator actions based on standard operating procedures and internal situation triggers. The new version also provides the ability to leverage external correlation engines, enterprise systems, databases and web services for enhanced workflow and informed decision-making. NICE Situator can query these external systems and based on that input, dynamically proceed down another path in the response plan.

"Having worked with NICE to implement NICE Situator, I can tell you we are very impressed with the solution's capabilities, and in particular the direction that the company has taken with its newest release of NICE Situator," said Mark Moscinski, Sr. Vice President for SDI, a national systems integrator specializing in mission-critical systems and infrastructure. "When it comes to Situation Management solutions, NICE is setting the benchmark for openness, interoperability, visualization and workflow."

The new version of NICE Situator provides an off-the-shelf approach to integrating a broad number of external correlation engines or third party data sources into an organization's workflow, by avoiding the need for custom development. These sources could include background checks, watch lists, threat levels, weather service data, maintenance records, etc. Interoperability is also improved by enabling a faster, more accurate approach for sharing information that may reside in different agencies or departments, and which may be used for decision-making and response that can be audited post-incident.

**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 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 NICE Systems

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## Forward-Looking Statements

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## **NICE to Help Dallas-Fort Worth International Airport Bolster Security Capabilities with IP Video Surveillance and Incident Information Management Solutions**

*One of the world's busiest airports, serving over 56 million passengers annually, places multi-million follow-order to add multiple solutions from NICE's broad security offering to its existing NICE implementation*

**Ra'anana, Israel, March 28, 2011 - NICE Systems Ltd. (NASDAQ: NICE)**, the worldwide leader of intent-based solutions that extract insight to impact business performance, reduce financial risk and ensure safety and security, today announced that the Dallas/Fort Worth International Airport (DFW) has placed a multi-million dollar order to expand its NICE implementation. DFW will be deploying NICE's IP video surveillance solution and the NICE Inform incident information management solution. The expansion is part of a strategic modernization initiative to strengthen DFW's security, threat detection, emergency response and risk mitigation capabilities. The NICE solutions will address DFW's growing security requirements while providing a foundation for DFW to migrate to IP video surveillance. As part of this initiative, the Airport will also be expanding its audio recording capabilities, adding the NICE Inform multimedia solution which enables authentic incident reconstruction through synchronization of voice recordings and video.

DFW ranks third among the world's busiest airports in aircraft movements and eighth with respect to total passenger traffic, serving over 56 million passengers a year. The DFW Airport covers more than 29.8 square miles, an area roughly the size of Manhattan, and encompasses five terminals, seven runways, three control towers and 155 gates. NICE's video surveillance solutions have been an integral component of DFW's Security Surveillance System for eight years. With its plan to substantially increase the number of cameras and add modern IP video cameras into the mix, DFW will now deploy an IP video solution from NICE. The solution will give DFW scalability for its security expansion, while enabling the Airport to leverage its existing infrastructure investments as it migrates to IP. When the project is complete, DFW will be able to centrally monitor, record and manage all IP and analog cameras seamlessly in one system.

DFW will also be upgrading its recording and incident management capabilities with the NICE Inform multimedia incident information management solution. The addition of NICE Inform means that DFW, for the first time, will be able to synchronize voice recordings and surveillance video for authentic, 360-degree incident reconstruction.

"As one the world's busiest airports and a gateway for many millions of passengers, DFW has built a reputation as a leader in airport security," said Yochai Rozenblat, CEO and President of NICE Americas, "We are honored that DFW has entrusted NICE with its security needs."

**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 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 the Dallas/Fort Worth International Airport (DFW)**

Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, offering nearly 1,750 flights per day and serving over 56 million passengers a year. DFW provides non-stop service to 141 domestic and 42 international destinations worldwide. For the past four years in a row, DFW has ranked in the top five for customer service among large airports worldwide in passenger surveys conducted by Airports Council International. More information at [www.dfwairport.com](http://www.dfwairport.com).

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