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Documents

6-K	zk1313504.htm
	6-K
EX-99	exhibit_99-1.htm
	Exhibit 99.1
EX-99	exhibit_99-2.htm
	Exhibit 99.2
EX-99	exhibit_99-3.htm
	Exhibit 99.3
EX-99	exhibit_99-4.htm
	Exhibit 99.4

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 July 2013 (Report No. 3)

Commission File Number: 0-27466

NICE-SYSTEMS LTD.

(Translation of Registrant's Name into English)

22 Zarchin 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: Sky Selects NICE to Enhance Customer Experience and Operational Efficiency, Dated July 24, 2013
 - 99.2 Press Release: NICE Again Named Leading Contact Center Workforce Optimization Vendor by DMG Consulting, Dated July 29, 2013
 - 99.3 Press Release: NICE Introduces Contact Center Video Recording to Help Drive an Innovative, Personalized, and Compelling Customer Experience, Dated July 30, 2013
 - 99.4 Press Release: NICE Benchmark Survey Highlights Opportunities for Service Organizations to Better Engage Employees, Dated July 31, 2013
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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: August 8, 2013

EXHIBIT INDEX

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Sky Selects NICE to Enhance Customer Experience and Operational Efficiency

Sky will use a joint NICE-Silver Lining workforce optimization solution to more effectively manage its multi-site, multi-skill, contact center environment

RA'ANANA, ISRAEL, July 24, 2013, NICE Systems (NASDAQ: NICE) today announced that it has been selected by Sky (BSkyB) to further enhance customer experience and improve operational efficiency. Sky will utilize a joint NICE-Silver Lining workforce optimization (WFO) solution to more effectively manage its multi-skilled workforce in order to provide outstanding customer service, drive optimal business results, and reduce costs.

"Sky is making significant investments in workforce optimization technologies to further improve our great customer service and which will deliver a compelling return on investment," said Andy Webster; Head of Contact Design and Service Delivery at Sky. "We are confident that the combined offering from NICE and Silver Lining Solutions will help us extend our leadership in customer service."

Sky is among the leading UK home entertainment and communications companies and runs one of the largest contact center operations in the UK. The offering will provide the most complete visibility into actual agent activity and skill gaps for over 7,500 customer-facing employees. Using this performance data, the company can create, manage, and enhance tailored training plans at scale. It can also ensure that agents are able to quickly and easily access information needed during real-time customer interactions.

The solution comprises the following innovative technologies:

- NICE IEX Workforce Management helps to forecast staffing needs, schedule agents, and effectively manage daily changes in Sky's complex multi-site, multi-skilled call center environment;
- NICE Real-Time Activity Monitoring provides visibility into employee desktop activities, identifying process inefficiencies as well as best practices for improving productivity.
- Silver Lining Solutions' Optimizer highlights skill gaps at an individual level, allowing Sky to create personalized training plans for each employee;
- Silver Lining Solutions' Planner enables the automatic scheduling and management of these training plans for individual employees based on performance.

"We are pleased to play an important role in helping Sky achieve its business goals," said Benny Einhorn, President EMEA and Chief Marketing Officer at NICE. "While Sky has a rich and diverse product set, we were able to offer them a unified WFM and skills management strategic solution. The adoption of our solution by a major UK communications company strongly supports the value of our offering in providing scalable, multi-channel workforce optimization capabilities."

About BSkyB

Sky operates the most comprehensive multi-channel, multi-platform television service in the UK and Ireland. Over 10.3 million households across the UK and Ireland enjoy an unprecedented choice of movies, news, entertainment, arts and sports channels. www.sky.com

About Silver Lining Solutions

Silver Lining Solutions is a leader in performance optimization. Leading companies around the world use Silver Lining's unique solutions to transform the customer experience and achieve step change improvements in sales performance, customer experience and operational efficiencies. Operating since 2001, the company is headquartered in Birmingham, UK, with offices in Asia Pacific and the United States. In 2009, Silver Lining Solutions received the prestigious award for 'Best Product' at the Call Centre & Customer Management Expo. www.silverliningsolutions.co.uk

About NICE Systems

NICE Systems (NASDAQ: NICE) is the worldwide leading provider of software solutions that enable organizations to take the next best action in order to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. NICE's solutions empower organizations to capture, analyze, and apply, in real time, insights from both structured and unstructured Big Data. This data comes from multiple sources, including phone calls, mobile apps, emails, chat, social media, video, and transactions. NICE solutions are used by over 25,000 organizations in more than 150 countries, 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 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.

NICE Again Named Leading Contact Center Workforce Optimization Vendor by DMG Consulting

NICE increased its contact center WFO market share in 2012, according to DMG's report

NICE also leads the contact center performance management market, based on seat count

RA'ANANA, Israel, July 29, 2013 – NICE Systems (NASDAQ: NICE) announced today that it has again been recognized as the worldwide leader in the contact center Workforce Optimization (WFO) market by DMG Consulting LLC. This is the third consecutive year that NICE has been positioned as the top WFO vendor. NICE has also been named the market share leader for contact center Performance Management (CCPM), with a 39.5 percent market share based on number of seats, according to the 2013 DMG Contact Center Performance Management Market Report.

In the contact center WFO segment, NICE holds a 40.2 percent market share for 2012, which is an increase from 37.9 percent in the previous year. This is based on DMG's 2013 Workforce Optimization (Quality Management/Liability Recording) Market Share Report. According to this report, NICE also holds the leadership position in the fast-growing cloud-based WFO market. The report analyzes approximately 45 WFO vendors worldwide whose offerings include four or more of the ten modules found in WFO suites, including: quality assurance, workforce management, performance management, voice of the customer/surveying, speech analytics, text analytics, desktop analytics, coaching, eLearning, and call recording.

"NICE's ongoing leadership in the WFO market reflects our continued innovation and ability to deliver solutions that help organizations get closer to their customers in order to provide an exceptional customer experience. Our solutions enable enterprises to help meet customer needs by better understanding the user, engaging employees, acting in real time, and closing the loop to ensure ongoing improvement in agent performance," said Benny Einhorn, Chief Marketing Officer at NICE. "Additionally, our leadership in the cloud-based WFO market further demonstrates our commitment to our customers as we are providing them with a choice of different deployment platforms in order to help them obtain the greatest possible value from their investments."

"2012 was a strong year for the workforce optimization market and a good year for CCPM solutions," said Donna Fluss, President of DMG Consulting. "Tighter integration of CCPM with the other WFO modules is extending the benefits and output of the modules and breaking down information silos." DMG's CCPM report presents an in-depth analysis of this technology segment and covers both leading and emerging vendors.

NICE's WFO contact center suite contains all 10 modules to help their customers evaluate and improve all aspects of the customer experience: recording, coaching, e-learning, performance management, surveying, speech analytics, workforce management, desktop analytics, text analytics and a WFO back-office suite.

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NICE Introduces Contact Center Video Recording to Help Drive an Innovative, Personalized, and Compelling Customer Experience

Recording capability can improve compliance, quality monitoring and coaching for customer service delivered via video conferencing with contact centers

RA'ANANA, ISRAEL, July 30, 2013 – NICE Systems (NASDAQ: NICE) today announced the launch of its Contact Center Video Recording solution, which helps organizations deliver an excellent customer experience by monitoring and enhancing the quality of service provided via video-enabled contact centers. The solution combines NICE's extensive real-time audio capture expertise with its experience in video surveillance for security.

This launch expands NICE's multi-channel offering for enterprises and addresses a growing market trend in video-based remote customer service. According to Gartner, real-time visual communications can provide a richer and more personalized experience in specific industries such as financial services, telecommunications and healthcare. In these verticals, video-enabled contact centers allow organizations to extend their geographic reach and agent availability without having to add customer service personnel.

NICE Video Recording enables organizations to continuously monitor agent performance, provide additional coaching as needed, and maintain a single standard of performance across the operation. Quality monitoring is applied to both audio and visual recordings, enabling organizations to better understand not only what was said during a customer interaction, but also what was implied through the body language of the agent and the customer. These visual cues may help discern the customer's satisfaction or dissatisfaction with the interaction or transaction. The integration of audio and video recording within a single platform lowers the total cost of ownership and simplifies upgrades and training.

This solution is supported by NICE Interaction Management, and it provides the customer with the capabilities for quality monitoring, training and evaluation, based upon:

- Capturing and integrating both video and audio from a video conferencing call between a customer and agent
- Providing a playback experience which features enhancements for better evaluation such as:
 - o Side-by-side playback of agent and customer
 - o Simultaneous playback of audio, video and images of the agent's screen
 - o Isolation of the audio for playback and evaluation of either the agent or customer

"Companies are continuously enhancing their outreach to customers by seeking new channels through which they can better connect and personalize the customer experience," said Yochai Rozenblat, President of the NICE Customer Interactions Group. "NICE Video Recording is an innovative response to this market need. It helps ensure that companies are delivering the best possible service multiple interaction channels by providing real-time audio and visual monitoring for quality and compliance purposes."

About NICE Systems

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NICE Benchmark Survey Highlights Opportunities for Service Organizations to Better Engage Employees

Tools for bottom-up collaboration and motivation are used infrequently by enterprises and to a lesser extent than traditional, top-down approaches

RA'ANANA, Israel, July 31, 2013 – NICE Systems (NASDAQ: NICE) today announced that a benchmark study on trends and best practices in frontline performance management indicates that a majority of companies do not use collaboration and gamification to improve employee engagement. Only 12 percent of companies actively solicit ideas from frontline employees, and less than one third set daily or weekly performance goals.

Organizations that use gamification from the initial, onboarding stage drive better business outcomes such as performance, engagement, and retention, according to the Aberdeen Group. While technologies such as gamification can be applied to focus the frontline every day, the NICE survey found that companies continue to motivate performance through traditional contests, and two in three companies run those contests less than once per month.

According to the NICE study:

- Eighty-eight percent of companies run contests and competitions to motivate employees
- Contest kick-offs and results are most frequently communicated through email (86 percent) and verbally (49 percent)
- The most common rewards used in contests and competitions are trophies (78 percent) and financial incentives (57 percent)
- Gaming mechanics are used infrequently, with only 31 percent of companies exploring some form of digital rewards.

“Employee engagement is a prerequisite to delivering an exceptional customer experience,” said Yochai Rozenblat, President of the NICE Enterprise Group. “Other research has shown that service workers are the only type of employees that are less engaged today than they were three years ago. In order to remedy this, organizations should introduce bottom-up strategies like collaboration and gamification, both of which are included in our recently-launched NICE Performance Management v6.2 solution. We believe our solution can help companies gain a competitive edge in the market.”

The NICE survey results are based on a sample of over 160 respondents from more than 130 different companies, the bulk of which represent the financial services, insurance, and telecommunications industries.

A report highlighting the main findings of the NICE Performance Management Benchmark Study can be found [here](#).

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