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Documents

6-K	zk1211841.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

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 2012 (Report No. 3)

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 Takes Top Spot Again in Workforce Management Market according to DMG Consulting Report, Dated July 3, 2012
 - 99.2 Press Release: NICE to Discuss How to Optimally Leverage Inbound Interactions for Greater Business Value at Marketing World 2012, Dated July 13, 2012
 - 99.3 Press Release: NICE Impact Conference 2012 to Showcase Best Practices and Leading Enterprise Technologies for Shaping Customer Interactions, Dated July 24, 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: August 9, 2012

EXHIBIT INDEX

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NICE Takes Top Spot Again in Workforce Management Market according to DMG Consulting Report

Customers Give NICE a Perfect Score on Overall Vendor Satisfaction

RA'ANANA, ISRAEL, July 3, 2012, NICE (NASDAQ: NICE) today announced that it has once again been recognized as the global market leader in the contact center workforce management (WFM) market by DMG Consulting LLC, with a market share of 23.7 percent, based on the number of seats. The DMG report, which was issued in May, shows that NICE's WFM market share is up from last year's 22.5 percent, placing NICE in first place for the fifth consecutive year.

"2011 was an outstanding year for the contact center workforce management market," said Donna Fluss, President of DMG Consulting. "End-user interest in WFM solutions is at an all-time high, coming from both first-time adopters who are finally looking to automate their labor-intensive manual processes, as well as long-time WFM users who are adding seats or replacing an existing solution that has been outgrown."

According to DMG's 2012 *Contact Center Workforce Management Market Report*, NICE was ranked as the top vendor for customer satisfaction, which was evaluated on the basis of nine categories, including product, implementation, service and maintenance, training, professional services, innovation, communication, pricing, and overall vendor satisfaction. NICE was the only vendor to receive a perfect rating of "completely satisfied" in any category. NICE received this perfect score for implementation, training, professional services, innovation, communication, and overall satisfaction.

NICE has tailored various WFM solutions as part of its commitment to help its customers achieve measurable ROIs. NICE solutions are helping its customers increase agent productivity, enhance agent performance through training, strengthen customer loyalty, and bolster inbound sales revenue.

"We are very pleased to once again be recognized as the leader in the workforce management market and to have widened the gap from the second-place vendor," said Benny Einhorn, Chief Marketing Officer at NICE. "In addition to having the largest share of the market, we also achieved top vendor status in customer satisfaction. The findings in this report are a reflection of the quality of our products and our commitment to the success of our customers."

Highlights of the *Contact Center Workforce Management Market Report* can be found at http://www.nice.com/sites/default/files/nice_2012_wfm_report_reprint_final_june_2012.pdf

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 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 to Discuss How to Optimally Leverage Inbound Interactions for Greater Business Value at Marketing World 2012

NICE's interactive session and solutions showcase at the Frost & Sullivan Executive MindXchange will share best practices for shaping interactions in real time to help increase revenues

RUTHERFORD, New Jersey, July 13, 2012 – NICE (NASDAQ: NICE) today announced that it will share insights into how to maximize the business value of inbound customer interactions at Marketing World 2012: A Frost & Sullivan Executive MindXchange. During the event, which will take place on July 16-18, 2012, at the Hyatt Regency Boston in Boston, NICE will facilitate an interactive session titled, "Navigating the Transition from Outbound to Inbound Marketing," and will also host a solutions showcase.

Hovav Lapidot, Director of Business Development, NICE Service-to-Sales, will lead the interactive session where he will address the challenges of bridging the gap between assisted customer service channels and marketing efforts, running effective cross-channel marketing campaigns, measuring results, and maximizing revenues from inbound interactions. The session will take place on the morning of July 17 at 10:40, immediately following the NICE solutions showcase at 10:10.

The discussion will focus on recognizing and acting upon real-time opportunities, which occur during each interaction, in order to deliver excellent customer service and secure customer loyalty. Participants will gain insight into effective inbound campaign strategies, including how to prepare for real-time customer interactions by collecting and analyzing cross-channel customer data. This information helps guide the agent-customer dialog as it unfolds, enabling centralized decisioning and recommendations for the next-best action.

"Every inbound call can be a sales opportunity," said Lapidot. "But in order to identify this opportunity and maximize revenues, organizations must arrive at the interaction fully prepared and be able to shape it as it happens. By leveraging insights into customer behavior and guiding agents in real time, businesses can transition from providing a service to making a compelling offer and ultimately increasing revenues."

Representatives from NICE, which is a sponsor of Marketing World 2012, will also be available for one-on-one consultations at its booth.

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NICE Impact Conference 2012 to Showcase Best Practices and Leading Enterprise Technologies for Shaping Customer Interactions

*Line-up of customer success stories and presentations will highlight the role of Big Data
in understanding customer preferences and delivering better service*

Sydney, Australia, July 24, 2012, NICE (NASDAQ: NICE) today announced that over 150 industry experts will gather at the NICE Impact Conference 2012 in Melbourne, Australia to share knowledge and best practices on how enterprises can shape customer interactions as they happen and ultimately maximize their business value. One of the central themes of the event, which will take place on August 1 at The Langham hotel, is how to approach Big Data not as a challenge but as an opportunity to understand customers and to best meet customer needs.

Held in conjunction with the regional NICE User Group (NUG) Community, the event offers opportunities for the exchange of peer-to-peer information and for relationship building among business leaders and domain experts. It brings together the NICE user community in order to drive innovation and improvement in industry practices.

“We are excited to showcase the full customer interaction management portfolio for the Australian and New Zealand market, which is often at the forefront of the latest technologies. Our line-up of industry-leading presentations and customer success stories will empower our Australian clients to leverage Big Data in order to gain unique insights into customer interactions across multiple touch points,” said Glenn Parker, Managing Director for Australia and New Zealand at NICE.

Three breakout sessions will allow participants to focus on specific areas of improvement for their businesses:

- **Track 1: Workforce Optimization** – This discussion will focus on ways to capture, understand, analyze and optimize operations in order to increase efficiency, improve customer service, and increase revenue opportunities. Sessions will include a Performance Management customer case study and a discussion on “Hidden Opportunities in the Back Office.”
 - **Track 2: Interaction Optimization** – This track will explore NICE’s advanced business solutions for customer interaction optimization using cutting edge technologies such as voice print biometrics, process automation, cross-channel analytics, and real-time speech and text analytics. Sessions will include “Quality Management and Customer Experience using Analytics and Feedback – The Customer Story,” a presentation by Simon Fieldhouse, National Customer Quality Manager of AGL. He will demonstrate how AGL was able to go beyond individual agent performance to optimize contact center performance and quality of customer service at the business level.
 - **Track 3: Customer Experience Management (CEM)** – Sessions in this track will provide a practical approach to boosting customer retention. Attendees will learn how to listen to the Voice of the Customer (VoC) across all service touch points, including social media, and discover how to leverage customers’ preferred channels, like mobile devices, in order to have a consistently positively impact on the customer experience.
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Other conference highlights include an innovation showcase with exhibits demonstrating advanced applications from NICE and its business partners and a pre-conference workshop, on July 31, which will give participants an in-depth look at the NICE Workforce Management and Performance Management solutions.

For more information on Impact 2012, visit <http://www.nice-apac.com/impact/conference.html>. To register, <http://www.nice-apac.com/impact/register.html>

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