NICE Systems and Dimension Data expand their relationship with global distribution agreement

Ra'anana, Israel, and London, UK - March 16, 2004: NICE Systems (NASDAQ: NICE), a worldwide leader of multimedia digital recording solutions, applications and related professional services for business interaction management, and Dimension Data (LSE: DDT), a leading global technology company providing solutions and services that optimize and manage the performance of IT infrastructures to enable business to build competitive advantage, today announced that they have signed a global distribution agreement.

This agreement expands upon an existing local relationship through which Dimension Data has been delivering NICE solutions to the South African marketplace since 1997 as an award-winning member of the NICE Partnership Program. The expanded collaboration enables both NICE and Dimension Data to enhance the value of their respective offerings by building upon the expertise and reputation that each enjoys in its respective field. The two companies have already benefited from the new agreement with recent joint customer wins in Europe and Asia.

"Our close relationship with NICE is extremely important to us, as we look to extend our solutions offering, and we are proud to be joining the NICE Partnership program as a Gold-level member," commented Neville Cousins, technology director of customer interaction solutions global division, Dimension Data. "NICE is integral to our ongoing efforts to help our clients create contact centers that perform."

“Dimension Data and NICE can bring significant added value to our joint customers, thanks to our worldwide presence and market leadership,” said Koby Huberman, NICE’s corporate vice president for business development and strategic alliances. “Moreover, as we lead the migration to VoIP recording and analytics, our mutual expertise and close relationship with VoIP technology vendors such as Cisco and Avaya, further strengthen our partnership with Dimension Data.”

About Dimension Data
Dimension Data Holdings plc (LSE: DDT) is a leading global technology company. The Group provides solutions and services that optimise and manage the performance of IT infrastructures to enable business to build competitive advantage. To achieve this, the Group delivers solutions using its proprietary 'Application Network' architectural framework and its expertise in networking, application integration and managed services.

Dimension Data’s Customer Interactive Solutions delivers integrated management of customer interaction across channels to retain and grow the value of companies’ customer bases. It offers a unique combination of contact centre outsourcing, customer relationship management, technology and operational consulting capabilities. Dimension Data has CIS practices around the world and draws upon over 20 years’ experience to advise, build and integrate leading-edge contact centres.

Dimension Data, founded in 1983, had revenues of $2.1 billion in 2002 and operates in 30+ countries with over 8,000 employees. (Dimension Data website: www.didata.com)

About NICE
NICE Systems (NASDAQ: NICE) headquartered in Ra’anana, Israel, is a worldwide leader of multimedia digital recording solutions, applications and related professional services for business interaction management. NICE products and solutions are used in contact centers, trading floors, air traffic control (ATC) sites, CCTV (closed circuit television) security installations and government markets. NICE’s synergistic technology platform enables customers to capture, evaluate and analyze business interactions in order to improve business processes and gain competitive advantage. NICE’s subsidiaries and local offices are based in the United States, Germany, United

Kingdom, France and Hong Kong. The company operates in more than 100 countries through a network of partners and distributors. (NICE website: www.nice.com)

NICE's worldwide clients include: ABN Amro, Bank of England, Boston Communications, Compaq Computer Corporation, Deutsche Bank, Dresdner Bank, Emeraude Group, US Federal Aviation Administration, Hong Kong Airport, Japan Ministry of Transport, NAV Canada, Nokia, SNT Group, Software Spectrum and Sydney Airport.

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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 statements are based on the current expectations of the management of NICE Systems Ltd. (the Company) only, and are subject to a number of risk factors and uncertainties, including but not limited to 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, which could cause the actual results or performance of the Company to differ materially from those described therein. We undertake no obligation to update these forward-looking statements. 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.

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