



NICE and Avaya Selected by Leading Indian Outsourcer Allsec to Improve Outbound Services' Collections and Closing Rates

The NICE solution suite was chosen to help the outsourcer better serve its clients and their customers

Ra'anana, Israel, May 16, 2005 - NICE Systems (NASDAQ: NICE), the global provider of advanced solutions that enable organizations to extract insight from interactions, today announced that it has received a significant order from Allsec, one of India's largest business process outsourcers (BPO), to implement its industry leading solution for contact centers. Allsec will apply NICE's contact center interactions solutions for improved analysis of customer interactions, agent quality monitoring and reporting. The project will be implemented in partnership with NICE partner Avaya GlobalConnect, India's leading enterprise communication solutions provider.

Allsec, one of the largest outsourcers in India, serves top US customers, including Ford Motor and CompuCredit. The Chennai, voice-based BPO firm is planning to list its shares through an initial public offering to fund its expansion program and proposed acquisitions. As part of the expansion program Allsec has chosen NICE in its effort to achieve the highest levels of customer service and retention.

The implementation will focus on Allsec's outbound services. By applying NICE's solution for analysis and quality monitoring of customer interactions, with a targeted program, Allsec will be able to have focused, as opposed to random, monitoring. These capabilities give contact center supervisors the power to proactively identify which agent behaviors, such as negotiation skills, lead to higher closing rates or higher sales-per-hour.

Additional benefits NICE offers Allsec include capabilities for managing customer interactions with many different clients, while maintaining strict adherence to confidentiality and protecting proprietary and competitive information. Moreover, the advanced capabilities of the NICE solution will enhance agent training programs by decreasing the time required to train employees. In this way the NICE solution will assist in improving internal processes and overall efficiency, as well as the caller experience by promoting premier customer service.

"We have been working with NICE for several years and since we began our relationship, we have been able to leverage NICE's market-leading solutions for contact centers along with our leading communications networks and services to advance our leadership in the rapidly growing contact center outsourcing market in India," said Amit Mehta, National Marketing Manager-Call Center Solutions at Avaya Global Connect Ltd. "We are pleased by this latest win with Allsec, which is further validation that the Avaya-NICE partnership is a winning combination that successfully drives customer loyalty, revenues, and profitability for our mutual customers."

"We are extremely pleased that Allsec has chosen NICE along with Avaya to improve the performance of its contact center," said Doron Ben-Sira, President of NICE Asia Pacific. "This win clearly supports our leadership position with India's contact center outsourcers. Together with Avaya we are enabling our joint customers to differentiate themselves with tools that provide exceptional customer service and added value to their customers."

About Allsec

Allsec Technologies Limited Chennai's first ever outsourced multimedia BPO center, is based in Southern India. The company was founded in 1999. Allsec is currently a 700 seat center functioning from 3 facilities located in Chennai, a metropolitan city connected well by Rail, Road and Air. Allsec is expanding by an additional 1000 seats adjoining its existing Velachery center taking its total capacity to 1700 seats. The facilities engage state-of-the-art infrastructure, contemporary work environs and features, best-of-breed-technology and a well trained, highly efficient workforce. Our business model revolves around three key drivers - our people, our processes and our best-of-breed technology. These have been instrumental in successfully delivering our BPO services to our clients.

About Avaya GlobalConnect

Avaya GlobalConnect, formerly known as Tata Telecom, is India's number one Enterprise Communication Solutions provider. Its offerings range from converged voice, data and video networks to contact center solutions to unified messaging solutions, and customer services. It is a dominant player in the contact center and IP telephony market. In order to provide best-in-class converged communications products and solutions, Avaya GlobalConnect has partnered global technology leaders---Polycom, the world's leading video-conferencing solutions provider; NICE Systems, the Israel-based customer experience management specialist; LG, a leading global player in EPABX and KTS products and IEX, a Tekelec company and the leading provider of contact center workforce management solutions. The company has strategic alliances with systems integrators such as IBM, HP, Servion, Cable & Wireless, CMC and Tata Infotech. For more information about Avaya GlobalConnect, visit its Web site at www.avayaglobalconnect.com.

About NICE

NICE Systems (NASDAQ: NICE) is the leading provider of "Insights from Interactions", based on advanced content analytics - of telephony, web, radio and video communications. NICE's solutions improve business and operational performance, as well as security. NICE has over 15,000 customers in 100 countries, including the world's top 10 banks and 65% of the Fortune 100. More information is available at 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 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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