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> Insight from Interactions



NICE Expands its Market Leading Interaction Analytics Platform with Packaged Business Solutions to Revolutionize How Organizations Improve Performance

Ra'anana, Israel, August 20, 2008 - NICE Systems Ltd. (NASDAQ: NICE), a leading global provider of advanced solutions that enable organizations to extract Insight from Interactions to drive performance today announced the availability of its Interaction Analytics Packaged Business Solutions offering to help organizations improve business performance and operational efficiency.

Michael Maoz, Research Vice President at leading analyst firm, Gartner Inc., commented, "A package of tailored business solutions that is based on analytics is essential if an enterprise is to retain customers. Namely, an understanding of the customer's intentions and analyzing the customer experience are often ignored as part of many CRM initiatives, but they cannot be avoided. Understanding and managing the customer's intentions, expectations and experience is the next generation in CRM. And providing such a package is a key element of achieving this goal."

The new NICE Interaction Analytics packaged business solutions provide organizations with an innovative approach and quick turnaround in tackling some of their most pressing business issues. These solutions offer highly valuable integration with the organization's existing business processes where organizations can automatically analyze customer interactions and perform root cause analysis identifying potential problems as well as deriving immediate insight into potential resolutions. The new business packages constitute end-to-end, out-of-the-box solutions that include comprehensive reports, dashboards, and workflows, that enable rapid deployment and provide an accelerated return on investment.

The first packages to be introduced by NICE are First Call Resolution Optimization, Average Handle Time Reduction, Decreasing Churn, and Improving Customer Satisfaction.

"We are excited to announce the availability of our new packaged solutions to our customers. The packages are based on extensive in-market field work with tier-1 global companies that have been using our Interaction Analytics solution to solve critical business challenges with great success," said Barak Eilam, President, Interaction Analytics at NICE.

About NICE Systems

NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions solutions and value-added services, powered by the convergence of advanced analytics of unstructured multimedia content and transactional data – from telephony, web, email, radio, video, and other data sources. NICE's solutions address the needs of the enterprise and security markets, enabling organizations to operate in an insightful and proactive manner, and take immediate action to improve business and operational performance and ensure safety and security. NICE has over 24,000 customers in more than 135 countries, including over 85 of the Fortune 100 companies. More information is available at <http://www.nice.com>.

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