



NICE CXone Named Overall Leader in 2021 SPARK Matrix™ for Contact Center as a Service Report

Receiving the strongest ratings for technology excellence and customer impact, CXone recognized for holistic approach to improving agent and customer experiences via unified digital-first self-service and omnichannel capabilities

Hoboken, N.J., November 16, 2021 – **NICE** (Nasdaq: NICE) announced today that it has been recognized as the overall leader in the 2021 SPARK Matrix™ for Contact Center as a Service (CCaaS) report. The Quadrant Knowledge Solutions report, which provides market insights, competitive evaluation, and rankings for 23 vendors, gave NICE CXone the highest ratings in the technology excellence and customer impact performance parameters. The report also acknowledged CXone as the first platform to unify best-in-class omnichannel routing, analytics, workforce optimization, automation, and artificial intelligence on an open cloud foundation. For a complimentary copy of the report, [click here](#).

Citing numerous strengths, the Quadrant Knowledge Solutions report noted “NICE offers CXone, its cloud-native customer experience platform that enables CXone customers to self-select innovative products and extend the CXone solutions every day that will positively impact business outcomes. Additionally, CXone offers comprehensive capabilities, including customer analytics, omnichannel routing, workforce engagement, open cloud foundation, AI, and automation, amongst others.” The report also highlighted CXone’s strong partnership capabilities. “The company also offers integration with RESTful APIs and the DEVone developer program, which provides reliability, security, and flexibility needed to scale and innovate easily.”

“NICE offers CXone its cloud-native customer experience platform that enables CXone customers to self-select innovative products while extending and scaling the CXone solutions that will positively impact business outcomes. The company has received strong ratings across the parameters of technology excellence and customer impact and has also been positioned amongst the technology leaders in the 2021 SPARK Matrix™ of the Contact Center as a Service (CCaaS) market”, said **Sofia Ali, Analyst at Quadrant Knowledge Solutions**. “NICE CXone contact center solution offers a holistic approach for improving both agent and customer experiences via its unified digital first omnichannel capabilities, workforce optimization, and real-time monitoring of digital channels to boost agents’ efficiency and foster customer relationship”, adds Sofia.

“As customer demand for effortless service across digital channels intensifies, it is our goal to help businesses deliver proactive, digitally fluent and agile experiences to their digital doorstep,” commented **Paul Jarman, NICE CXone CEO**. “We are committed to offering innovative products that reach customers across digital touchpoints, expanding beyond the contact center and driving positive business outcomes.”

About Quadrant Knowledge Solutions

[Quadrant Knowledge Solutions](#) is a global advisory and consulting firm, which mainly focuses on helping clients and allows them to achieve business transformation goals with Strategic Business and Growth advisory services. At Quadrant Knowledge Solutions, our vision is to become an integral part of our client’s business as a strategic knowledge partner. Our research and consulting deliverables are designed to provide comprehensive information and strategic insights for helping clients formulate growth strategies to survive and thrive in ever-changing business environments. For more available research, please visit <https://quadrant-solutions.com/market-research/>

About NICE

With NICE (Nasdaq: NICE), it’s never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world’s #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center – and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform - and elevate - every customer interaction. 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 Mr. Jarman, are based on the current beliefs, expectations and assumptions of the management of NICE Ltd. (the "Company"). In some cases, such forward-looking statements can be identified by terms such as "believe," "expect," "seek," "may," "will," "intend," "should," "project," "anticipate," "plan," "estimate," or similar words. Forward-looking statements 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 changes in economic and business conditions, including as a result of the COVID-19 pandemic; competition; successful execution of the Company's growth strategy; success and growth of the Company's cloud Software-as-a-Service business; 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; an inability to maintain certain marketing and distribution arrangements; the Company's dependency on third-party cloud computing platform providers, hosting facilities and service partners; cyber security attacks or other security breaches against the Company; the effect of newly enacted or modified laws, regulation or standards on the Company and our products and various other factors and uncertainties discussed in our filings with the U.S. Securities and Exchange Commission (the "SEC"). 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 SEC, 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.