

NICE SYSTEMS LTD  
Form 6-K  
September 02, 2008

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 August 2008 (report no.1).

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 Form 20-F or Form 40-F.

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Form 20-F  Form 40-F

Indicate by check mark if the Registrant is submitting this Form 6-K in paper as permitted by Regulations S-T Rule 101(b)(1):

Yes  No

Indicate by check mark if the Registrant is submitting this Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Yes  No

Indicate by check mark whether by furnishing the information contained in this Form 6-K, the Registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes  No

If "Yes" is marked, indicate below the file number assigned to the Registrant in connection with Rule 12g3-2(b): 82-  
\_N/A\_

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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 Expands its Market Leading Interaction Analytics Platform with Packaged Business Solutions to Revolutionize How Organizations Improve Performance ,dated August 20, 2008.

**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 September 1, 2008

EXHIBIT INDEX

99.1 Press Release: NICE Expands its Market Leading Interaction Analytics Platform with Packaged Business Solutions to Revolutionize How Organizations Improve Performance ,dated August 20, 2008.

**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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*Trademark Note: Insight from Interactions(TM), 360<sup>0</sup> View(TM), Executive Connect&reg, Executive Insight(TM)\*, Freedom&reg, Investigator&reg, Mirra&reg, Universe&reg, My Universe(TM), NICE&reg, NiceCall&reg, NiceCall Focus(TM), NiceCLS(TM), NICE Learning(TM), eNiceLink(TM), NiceLog&reg, Playback Organizer(TM), Renaissance&reg, ScreenSense(TM), NiceScreen(TM), NICE SmartCenter(TM), NICE Storage Center(TM), NiceTrack(TM), NiceUniverse&reg, NiceVision&reg, NiceVision Analytics(TM), NiceVision ControlCenter(TM), NiceVision Digital(TM), NiceVision Harmony(TM), NiceVision Mobile(TM), NiceVision Net(TM), NiceVision Pro(TM), NiceVision NVSAT(TM), NiceVision Alto(TM), Scenario Replay(TM), Tienna&reg, Wordnet&reg, NICE Perform&reg, NICE Inform(TM), NICE Analyzer(TM), Last Message Replay(TM), NiceUniverse Compact(TM), Customer Feedback(TM), Interaction Capture Unit(TM), Dispatcher Assessment(TM), Encoder(TM), Freedom Connect&reg, FAST&reg, FAST Alpha Silver(TM), FAST Alpha Blue(TM) and Alpha&reg, Emvolve Performance Manager(TM), Performix Technologies(TM), IEX&reg, TotalView&reg and other product names and services mentioned herein are trademarks and registered trademarks of NICE Systems Ltd. All other registered and unregistered trademarks are the property of their respective owners.*

*\*in Australia only*

*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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