



NICE CORPORATE PROFILE

NICE Systems is the leading provider of Insight from Interactions™ solutions, based on advanced analytics of unstructured multimedia content – from telephony, web, radio and video communications. NICE's solutions address the needs of the enterprise and security sectors, and are changing the way organizations make decisions, helping them improve business and operational performance, address security threats and be more proactive.

With more than 24,000 customers in 100 countries, including the world's top 10 banks and over 85 of the Fortune 100 companies, NICE is the undisputed market leader.

Insight from Interactions™

NICE®

AREAS OF BUSINESS

NICE Insight from Interactions solutions are used throughout the enterprise market, and across the whole range of security market organizations.

Contact Center and Enterprise Market

NICE is the market leader in providing fast and efficient solutions for the capture, storage, retrieval and analysis of customer interactions for contact centers and the enterprise. NICE solutions are designed to help organizations simplify their complex environment and focus on those actions that generate business impact. They allow organizations to take action at the right time, provide insight into customer and market dynamics and enable proactive business management.

NICE interaction analytics, powered by a multi-dimensional solution and incorporating the broadest range of speech technologies and applications, help customers identify specific customer interactions and analyze their content. NICE provides cost-effective solutions that operate in VoIP, hybrid, and TDM environments for maximum flexibility and reliability.

Security Market

NICE's next generation security solutions empower security personnel to detect, prevent and respond to threats in real-time, and to investigate and reconstruct criminal and security cases using video surveillance and control services, incident monitoring, and reconstruction solutions.

NICE solutions provide a complete, unified, chronological, multimedia history of incidents implementing real-time video analytics, IP networking, recording and management for automatic threat detection, instant verification, event resolution and effective investigation. NICE provides advanced solutions for all four security market segments – homeland security and first responders, transportation, government and the private sector.

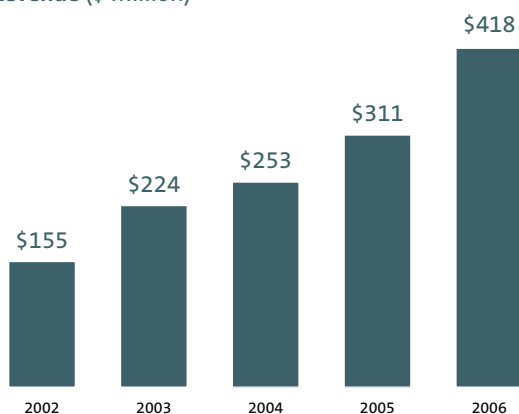
Customer Services

With more than 600 support professionals and 140 service partners around the world, NICE provides the highest quality of service to all customers, with complete life-cycle support – from discovery and requirements definition through success evaluation. NICE offers a wide range of global customer training and certification programs, designed to help customers get the very best out of their NICE solutions.

NICE OVERVIEW

Corporate Name	NICE Systems (founded 1986)
Stock Exchanges	NASDAQ (NICE) and TASE (NICE)
Locations	Corporate headquarters: Israel, International offices in North America, the UK, Japan, and Hong Kong
Distributors	In over 100 countries
Strategic Partners	Alcatel, Anixier, Avaya, BT, Cisco, Diebold, Dimension Data, Etrali, Honeywell, HP, IBM, IPC, Lockheed-Martin, Marconi, Motorola, Nortel, Plant, SAS, Siemens, Tyco and more.

Revenue (\$ million)



LEADING CUSTOMERS

Enterprise Market

- American Express
- JP Morgan
- Federal Express
- Ford Credit (Ford)
- GENPACT
- CITI Bank Hong Kong
- T-Mobile
- Reliance BPO

Security Market

- New York City MTA
- Los Angeles Police Department (LAPD)
- Federal Aviation Authority (FAA)
- Federal Communications Commission (FCC)
- Dallas-Fort Worth Airport (DFW)
- Eiffel Tower
- European Space Agency (ESA)

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Insight from Interactions™, 360° View™, NICE SmartCenter™, Executive Connect®, Executive Insight™, Freedom®, Investigator®, Mirra®, Universe®, My Universe™, NICE®, NiceCall®, NiceCall Focus™, NiceCLS™, NICE Learning™, eNiceLink™, NiceLog®, Playback Organizer™, Renaissance®, ScreenSense™, NiceScreen™, NICE Storage Center™, NiceTrack™, NiceUniverse®, NiceVision®, NiceVision Harmony™, NiceVision Mobile™, NiceVision Pro™, NiceVision NVSAT™, NiceVision Alto™, Scenario Replay™, Tienna®, Wordnet®, NICE Perform™, NICE Inform™, NICE Analyzer™, Last Message Replay™, NiceUniverse Compact™, Customer Feedback™, Interaction Capture Unit™, Dispatcher Assessment™, Encorder™, Freedom Connect®, FAST®, FAST Alpha Silver™, FAST Alpha Blue™ and Alpha® 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