Nice Named Among Fast Company's World's 50 Most Innovative Companies

Thursday 13 February, 2014

NICE Systems (NASDAQ: NICE) today announced that it was named as one of the “World's 50 Most Innovative Companies” in 2014 by Fast Company magazine. This places NICE among leading businesses like Google, Amazon, Airbnb, and Nike.

NICE ranked first in the magazine’s “Top 10” innovators in finance.

According to Fast Company, “The Most Innovative Companies” ranking is the magazine’s most significant, high-profile editorial effort of the year. The editorial team spends months gathering and sifting data, to identify those enterprises that exemplify the best in business from across the economy and around the world. The end result is a package that dares to be different, emphasizing not just revenue growth and profit margins but also progressive, sustainable business models and an ethos of creativity.

NICE was recognized for “making apps smarter and more sympathetic” with its Mobile Engage solution, which seeks to revolutionize customer service for mobile users in sectors like banking, retail, and insurance. When users require additional help beyond the app, the NICE solution enables them to seamlessly connect to a service agent and automatically transfers the user’s intent, history, and interaction context so that a customer service representative can pick up right where self-service left off.

Zeevi Bregman, President and CEO of NICE, said: “The proliferation of Big Data has a profound influence on our professional and personal lives. We are dedicated to providing our clients with innovative technologies and solutions to help them leverage insights from this data to transform their business. Our analytics-based advanced applications enable organizations to proactively predict and fulfill customers’ needs across channels, identify in real time events and opportunities that require attention, and help customer service teams be more efficient and effective. Our technologies are also applied by companies and organizations to fight financial crime, ensure compliance and increase security awareness.”

Fast Company’s Most Innovative Companies issue (March 2014) is on newsstands beginning February 17 and available online at http://www.fastcompany.com/MIC as well as in app form via iTunes.

About Fast Company

Fast Company is the world’s leading progressive business media brand, with a unique editorial focus on innovation in technology, ethical economics, leadership, and design. Fast Company and FastCompany.com inspire readers and users to think beyond traditional boundaries and create the future of business. Headquartered in New York City, Fast Company is published by Mansueto Ventures LLC, one of the U.S.’s leading media companies.

About NICE Systems

NICE Systems (NASDAQ: NICE) is the worldwide leading provider of software solutions that enable organizations to take the next best action in order to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. NICE’s solutions empower organizations to capture, analyze, and apply, in real time, insights from both structured and unstructured Big Data. This data comes from multiple sources, including phone calls, mobile apps, emails, chat, social media, video, and transactions. NICE solutions are used by over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies. www.nice.com.

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