

Recording and Analysis Developer Gains Opportunity to Capture New Business

NICE Systems expects Cisco Developer Network to help it better meet customer needs and to increase visibility.

EXECUTIVE SUMMARY
<p>NICE Systems Corporation</p> <ul style="list-style-type: none"> • Ra'anana, Israel
<p>CHALLENGE</p> <ul style="list-style-type: none"> • Gain access to Cisco expertise • Incorporate performance indicators in solutions • Increase visibility in marketplace
<p>SOLUTION</p> <ul style="list-style-type: none"> • Cisco Developer Network
<p>RESULTS</p> <ul style="list-style-type: none"> • Align product direction and reduce time to market with new Cisco releases by 10 percent • Accelerate response to specific customer needs by improving case resolution time by 10 percent • Gain greater visibility with Cisco ecosystem partners

Challenge

As the leading provider of solutions for capturing, managing, and analyzing multimedia transactions, NICE Systems helps financial services companies, contact centers, government agencies, first responders, and other organizations to capture and analyze data from a wide range of media. NICE solutions enable organizations to operate proactively, with insight and actionable information. Applications include audio recording in bank branches to meet compliance requirements; analyzing financial transactions to detect credit card fraud; and helping law enforcement agencies intercept terror, drug trafficking, and organized crime suspects.

NICE has a longstanding developer relationship with Cisco, focused primarily on contact center technology solutions. NICE solutions are tested and optimized with support from Cisco, and the two companies work closely together and share information when mutual customers

require assistance. Based on its past achievements, market position, and success with mutual customers, NICE was invited to participate in the Cisco Developer Network (CDN) program as a middle-tier Solution Developer.

Solution

As a Solution Developer, NICE Systems gains expanded access to Cisco technical, marketing, and sales support, and Cisco product development, channels, and customer advocacy teams. Expanded access to expertise helps developers create end-to-end solutions that operate within Cisco validated architectures.

"The new program puts considerably more emphasis on the business aspects of development than in the past," says Asaf Shalom, product manager for NICE. "Customers are looking for solutions from both companies that will help them drive results for their businesses. The Cisco Developer Network will enable us to develop and deliver more sophisticated, comprehensive solutions for our customers and open the door to larger opportunities."

Results

NICE and Cisco have an understanding of their respective customers' needs, and by sharing their perspectives through the Cisco Developer Network, both companies gain better visibility into customers' upcoming requirements.

"Through this newly enhanced program, we can better coordinate our product direction and improve our understanding of joint customers' needs," says Chip Dailey, vice president, strategic partners and alliances, NICE Systems. "The Cisco Developer Network represents an opportunity for NICE to more accurately anticipate future needs, rather than basing decisions solely on existing customer cases. We look forward to bringing new offerings to market more quickly, and ultimately delivering greater benefit to our joint customers."

Being able to tap expertise across Cisco enables NICE to accelerate its response to specific customer needs and deliver added value in its solutions. For example, a NICE customer implemented a Cisco® Presence solution and wanted to integrate it with their NICE solution. Cisco Presence experts were able to work in near-real-time with the NICE team to resolve integration challenges and help ensure a highly satisfactory experience for the customer.

"The Cisco Presence professionals were very supportive in helping us resolve issues with our joint customers," says Shalom. "It is rare for us to encounter a need for Cisco Presence in our environment, but Cisco quickly connected us with the right people and helped us understand the issue to move forward to a solution. The responsiveness of Cisco professionals is one of the many reasons we have chosen to be a part of Cisco Developer Network."

The NICE team also gains greater visibility, which helps it add even more value to its solutions. With the economic downturn, many customers have instituted aggressive timelines for return on investment (ROI) of new solutions. Through the Cisco Developer Network and its Web 2.0 social networking approach, NICE is collaborating with other software partners who have solutions that utilize the same Cisco technologies or hardware modules. For example, the company is currently offering a branch recording solution that resides on the Cisco Application eXtension Platform (AXP) and is working with other partners to optimize complementary AXP applications to increase customers' ROI.

For many of NICE's customers, the Network is the Platform for all mission-critical operations and integral to their ability to capture interactions and data. As NICE solutions increasingly leverage network capabilities, the company can add tremendous business value to its offerings.

"We see customers increasingly wanting to analyze interactions across their enterprises for many different reasons: maintaining a competitive advantage, developing successful programs, and identifying areas that the company can do to continuously improve its business," says Shalom. "As customers can obtain Key Performance Indicators from their Cisco networks, we can incorporate that data into solutions that deliver a more complete view of the customer and the enterprise, thus extracting even more business value."

Even though NICE has been a Cisco developer for many years, the company is pleased with the Cisco Developer Network's increased emphasis on marketing and sales enablement.

"With Cisco's increased support and focus on joint sales, we're very much looking forward to see how this program can get us to the next level with customers," says Dailey. "We are excited and optimistic about the new Cisco Developer Network program, and we have high expectations for this program's success."

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—Chip Dailey, Vice President, Strategic Partners and Alliances, NICE Systems

For More Information

To find out more about the Cisco Developer Network Program, visit: <http://www.cisco.com/go/cdn>.

To learn more about NICE Systems, visit <http://www.nice.com>.

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