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PROLIFICS AND CUSTOMER, INSURANCE DATA PROCESSING, TO SERVE ON PANEL AT IBM'S BUSINESS AGILITY EXECUTIVE FORUM IN NEW YORK CITY

Insurance Data Processing will also be featured speaker at event

NEW YORK, New York – October 12, 2011 – Prolifics, an end-to-end systems integrator specializing in IBM technologies, today announced that along with its customer, Insurance Data Processing, it will serve on the panel at IBM's Business Agility Executive Forum in New York City on Wednesday, October 19th.

Bob Blitshtein, President & CEO, Insurance Data Processing, will be a featured speaker during the event discussing IDP's innovative SaaS solution, InsuraSphere™ Agent Portal, which empowers small- and mid-size property and casualty insurance companies to compete with the largest of insurance businesses by providing real-time quoting, 24/7 agent access, a customized portal environment and a host of functions that satisfy the business needs of agents.

After the speaking spot, Blitshtein will be joined by Anant Gupta, Vice President, BPM & Connectivity, Prolifics, on a panel moderated by Information Week entitled, "*Turn Change and Complexity Into Your Advantage!*"

The Business Agility Executive Forum showcases leading experts that illustrate how an integrated strategy for business agility software and services will position companies to leap beyond the competition and maneuver toward revenue-generating opportunities. Attendees will learn how to streamline business processes and monitor at-risk methodologies before they become problems; exchange best practices on designing, developing, and deploying new applications and services on platforms that best suit business needs; and more.

Winner of the IBM IMPACT Best BPM and SOA Solution Awards, Prolifics helps customers to build out a Center of Excellence as well as design and implement their BPM initiatives. Prolifics has developed and tested a BPM methodology that fosters success and identifiable return on investment in customers BPM initiatives via a set of tooling, execution plan, and a systematic approach for the right solution.

About Prolifics

Founded in 1978, Prolifics is a systems integrator specializing in IBM technologies, having garnered awards for technical excellence across IBM's entire software portfolio. A Premier Level IBM Business Partner, Prolifics provides expert services including architectural advisement, design, development, and deployment of end-to-end SOA and Portal solutions.

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