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## **PROLIFICS INVITES CUSTOMERS AT IBM'S INFORMATION ON DEMAND CONFERENCE TO "CRACK THE CODE" AND RAISE THEIR BUSINESS IQ**

### **Prolifics named finalist for 2009 "Most Distinguished Achievement" Award**

**New York, NY. – October 26, 2009** – Prolifics, the largest end-to-end systems integrator specializing in IBM today announced that it was named a finalist for the "Most Distinguished Achievement Award" by IBM for its IOD contributions and successes in 2009. Earlier this year, Prolifics obtained IBM's Information on Demand (IOD) Specialty Mark.

Prolifics is currently represented at IBM's 2009 Information on Demand Conference being held in Las Vegas where on the show floor (Booth #112F), they are inviting attendees to "Crack The Code" in an innovative Dan Brown/"The Lost Symbol" type mystery. The contest was designed to challenge and educate customers on Prolifics' "Raise Your Business IQ" messaging which focuses on smarter performance, people, processes and systems.

With Information on Demand as a key focus, Prolifics is dedicated to company initiatives including information integration, data transformation, content management, data cleansing, business intelligence (via Cognos), master data management and regulatory compliance. Prolifics' dedicated IOD practice works in harmony with its award-winning SOA and portal solutions.

By leveraging existing IT resources, introducing new capabilities, and integrating business processes, Prolifics enables its clients to be more agile and responsive to any changing business priorities, pursue new markets, beat the competition, drive down costs and maintain corporate compliance.

### **About Prolifics**

Founded in 1978, Prolifics is the largest 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. In 2008, Prolifics joined with SemanticSpace Technologies and Arsin Corporation to form SemanticSpace Group – expanding its global presence and offerings. Prolifics has serviced more than 3,000 customers worldwide across a broad range of industries.

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