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PROLIFICS - WORLD'S LARGEST SYSTEMS INTEGRATOR SPECIALIZING EXCLUSIVELY IN IBM TECHNOLOGIES INDUCTED INTO THE IBM INFORMATION ON DEMAND SPECIALTY

New York, NY. – January 5, 2009 – Prolifics, the largest end-to-end systems integrator specializing in IBM technologies, today announced its acceptance into the IBM Information on Demand Specialty after successfully completing IBM's rigorous IOD technical and business requirements.

Prolifics' Information Management Services help companies leverage their key asset — information — and make that information available to employees, partners and customers. Creating solutions with the IBM suite of Information Management products, Prolifics provides flexibility and agility into businesses around the world whether it's deeper understanding of customer information for sales tactics, adherence to audit and regulatory requirements or other information-related objectives.

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.

"Information on Demand continues to be an incredibly important business requirement for organizations because of the need to better understand, cleanse and manage their data. Having keen insight into a company's information allows for a strong competitive advantage," said Nicolas Jabbour, CEO of Prolifics. "Prolifics' commitment to Information on Demand provides our customers with a powerful way to Extract, Transform and Load data within their infrastructure and exploit it throughout their required divisions with BI dashboards."

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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