

Media Contact:
Eric Snow
Email: esnow@blancandotus.com
Phone: 617.451.7350

Prolifics Hosts Webinar to Help Insurers Improve Their Competitive Advantage Featuring Industry Expert, Dr. Stephen Timme

Event to Detail How to Conduct Financial and Competitive Gap Analysis

New York, NY, August 11, 2008 — Prolifics, the largest independent end-to-end systems integrator specializing in IBM technologies, today announced that it will host a live webinar featuring special guest speaker and industry expert, Dr. Stephen Timme which is designed to help insurance companies identify new paths to improving their financial performance.

Registration is now open for the webinar which will take place at 11:00 a.m. (U.S. EDT) on Wednesday, August 20. Visit Prolifics' website to register at <http://www.prolifics.com/bva-insurance-webinar.htm>

Regulation and consolidation make the insurance industry one of the most challenging markets in which to compete. To remain competitive, providers must offer consistent, first-class service and continually strive for incremental improvements in employee productivity. This webinar will cover technology and innovation in business models which are two keys to success in this high pressure environment.

Other topics to be covered in this compelling event include:

- Competitive and financial gap analysis walk-through to identify opportunities for incremental improvements that can have a direct impact on increasing ROI
- Supporting improved business processes for claims management, insurance quoting, and underwriting
- Benefits of portal technologies to improve information sharing, workflow, and productivity

"Throughout my career, I have helped companies understand how to harness the power of innovation and translate process improvements into bottom line results," stated Dr. Timme. "Companies need to know how to quantify and communicate the impact of the process improvements they make. For those in the insurance industry, there has never been a more important time to leverage technology to help drive that change."

Dr. Timme is president of FinListics Solutions, a global consulting firm that helps organizations directly link the financial impact of business process change with specific financial metrics. Dr. Timme has taught over 20,000 executives to speak the language of finance, teaming with groups like CFO, BusinessWeek and Forbes to deliver short courses, seminars and webinars around the world. He has also authored numerous articles in trade publications and recently authored the chapter "*Financial Management*," in *Handbook of Global Supply Chain Management*, Sage Publications, 2007.

About Prolifics

Founded in 1978, Prolifics is the largest independent end-to-end systems integrator specializing in IBM technologies, having garnered awards for its technical excellence across IBM's entire software portfolio. The company provides expert services including architectural advisement, design, development, and deployment. In 2008, Prolifics joined with SemanticSpace Technologies and Arsin Corporation to form SemanticSpace Group – a global organization offering clients a "blended-shore" delivery model with a componentization strategy for building

custom applications. Based in New York, Prolifics has serviced more than 3,000 customers worldwide across a broad range of industries including financial services, insurance, government, telecommunications, manufacturing and healthcare and enjoys an unparalleled 96% success rate delivering projects on time, on budget, and to specification. For more information, visit www.prolifics.com.