

**Media Contact:**  
Craig Brockman  
[cbrockman@prolifics.com](mailto:cbrockman@prolifics.com)  
Phone: (646) 825-4093

## **PROLIFICS UNIVERSITY WITH FOCUS ON SOA CONTINUES TO PROVIDE VALUABLE RESOURCES FOR IT MANAGEMENT**

*Webinar replays and library of white papers, podcasts, demos now available*

**NEW YORK, New York – September 18, 2008** – Prolifics, an end-to-end systems integrator specializing in IBM technologies, today announced that its second annual “Online Educational Conference for Executives and IT Management” once again proved to be an overwhelming success. Prolifics University, focusing on building end-to-end SOA, kicked off on Monday, September 8<sup>th</sup> with special guest speaker, Sandy Carter, Vice President, SOA and WebSphere Marketing, Strategy and Channels for IBM, who discussed business drivers and their influence on SOA and BPM. Concluding the week-long conference was special guest speaker, Tom Inman, Vice President of Information on Demand Acceleration for IBM who explained the current and future applications of Information on Demand within an SOA Infrastructure. Replays and a comprehensive library of assets are now available via <http://www.prolificsuniversity.com>.

Each day Prolifics presented experts from its award-winning staff and IBM on a variety of specific topics surrounding End-To-End SOA. Topics during the week included key issues in an SOA implementation — Integration, BPM, Security, Governance and Monitoring. On Friday, the topics centered on newer SOA initiatives: building situational applications using Web 2.0 and WebSphere sMash, performing complex business event processing, becoming more efficient with virtualization and transforming information into a trusted strategic asset. In addition to live webinars, each day ProlificsUniversity.com offered relevant white papers, demos, podcasts, and related links.

### 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](http://www.prolifics.com).

###

Prolifics is a registered servicemark of JYACC, Inc. d/b/a Prolifics. IBM and WebSphere are registered trademarks of International Business Machines Corporation in the United States, other countries, or both.