

PROLIFICS OBTAINS IBM'S SOCIAL BUSINESS CAPABILITY AUTHORIZATION

Marks 8th IBM Industry and Capability Authorization for Prolifics

NEW YORK, New York – January 4, 2012 – Prolifics, an end-to-end systems integrator specializing in IBM technologies, today announced that it has obtained the IBM Authorization for Social Business. Previous IBM industry and capability authorizations obtained were for Healthcare and Life Sciences, Finance, Banking, Insurance, Energy & Utilities, Security, and Enterprise Content Management.

IBM's Software Value Plus (SVP) Authorization initiative is designed to meet the demands of clients who are looking to drive more value from their technology investments. The program enables trusted IBM Business Partners to set themselves apart by gaining credentials in their focus areas and industries for proven solutions.

Leveraging leading social software from IBM, Prolifics delivers innovative solutions - helping companies meet their organization's specific social needs. For years, Prolifics' experts have been working closely with customers to build and expand their collaboration and social business strategies including wikis, blogs, activities, forums, profiles and communities to link together disparate operating units around the world. Prolifics helps bring better results and gain a competitive advantage for customers who are looking to build a business case for social, plan for social adoption, or advance an established social business strategy.

Prolifics can implement social business solutions to:

- Empower employees with tools to share and discuss ideas, detailed profiles identifying subject matter experts, status updates and instant messaging.
- Provide a secure platform for collaboration within the firewall.
- Create online communities (public and private) to help build and maintain trusted relationships with your employees, prospects, customers and partners.
- Increase the brand awareness for your organization.
- Improve user experience through customized Web content.
- Share documents and files easily through content libraries.

Prolifics will be presenting at IBM's Lotusphere 2012 in Orlando from January 15th – 19th and have a booth promoting its workshops for Social and Mobile Adoption.

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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