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## **PROLIFICS, AUTHORIZED COGNOS RESELLER, HELPS CUSTOMERS OPTIMIZE THEIR BUSINESS PERFORMANCE**

**NEW YORK, New York – August 18, 2009** – Prolifics, the largest end-to-end systems integrator specializing in IBM technologies, is helping customers improve their bottom line and optimize their business performance with the Cognos Software suite of products.

Business intelligence is easily the number one investment priority among CIOs. It improves the decision making process and directly improves the bottom line as more decision makers access complete, consistent, and trustworthy information.

Prolifics, recognized as one of the leading authorized resellers of Cognos, is creating solutions for businesses across all industries which provide insight into their data via KPIs, dashboards and scorecards creating the ultimate business intelligence snapshot to assist in reporting, planning, and forecasting.

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

### **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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