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## **PROLIFICS, WINNER OF IBM'S 2010 OUTSTANDING BUSINESS PROCESS MANAGEMENT SOLUTION AWARD, HEADS TO IMPACT 2011**

**NEW YORK, New York – April 11, 2011** – Prolifics, an end-to-end systems integrator specializing in IBM technologies, today announced that it will be encouraging companies to go “From a Smart Start to a Smart Finish” with their SOA and BPM projects at IBM Impact (Booth G1). Already an industry leader for SOA and BPM solutions, Prolifics has enhanced its focus and expertise to include IBM's latest BPM and BRMS products, WebSphere ILOG and WebSphere Lombardi. Additionally, Prolifics will be presenting in four distinct speaking tracks. Schedule is as follows:

**Monday, April 11<sup>th</sup>, 2011. 3:45 PM – 5:00 PM – Venetian Lando 4201A**  
WebSphere Business Monitor Supporting Fine Grained Data Entitlements

**Tuesday, April 12<sup>th</sup>, 2011. 1:30 PM – 2:45 PM – Venetian Murano 3205**  
Scaling BPM at Horizon Healthcare by Building

**Tuesday, April 12<sup>th</sup>, 2011. 3:15 PM – 4:30 PM – Venetian Murano 3205**  
BPM & Salesforce.com Integration Improves ROI for Royal Bank of Scotland

**Wednesday, April 13<sup>th</sup>, 2011. 12:00 PM – 1:00 PM – Venetian Marcello 4402**  
IBM Document Capture and File Transfer for Insurance and Health Industries

In addition to four speaking spots, Prolifics is offering clinics which are sessions designed to explore business requirements and provide a “Smart Start” into SOA and BPM initiatives with highlights covering Pattern Driven SOA, Prolifics' BPM Center of Excellence, Messaging and File Transfer and Managing Large Scale WebSphere Environments. During these clinics, conducted by Prolifics subject matter experts, we will work with attendees through a series of interactive questions to understand current IT landscapes, as well as key business objectives.

### **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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