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IBM'S LARGEST END-TO-END SYSTEMS INTEGRATOR, PROLIFICS, NAMES NIRAL JHAVERI AS NEW USER EXPERIENCE PRACTICE LEADER

New York, NY – August 06, 2010 – Prolifics, the largest end-to-end systems integrator specializing in IBM technologies, today announces that it has named Niral Jhaveri as its new User Experience Practice Leader. The User Experience Practice specializes in Portal, collaboration, Web 2.0 and social networking, and mashups. With over \$10 million in Portal business in 2009 and recently being awarded two prestigious IBM Lotus Awards – “Best End User Experience” and “Best Industry Solution” – Mr. Jhaveri will continue to grow Prolifics’ world-renowned Portal expertise and reputation.

“I believe my expertise in the IBM Lotus, WebSphere and Rational family of products, and the great people I work with, will help elevate the practice to great heights,” stated Jhaveri. “I am excited to take on the new role and challenge myself to further expand the technology vision of the practice and enable the next generation of solutions for our customers. Leveraging Prolifics’ reputation as an industry leader, I look forward to contributing to our ongoing success in delivering high-performance, sophisticated and cost-effective innovations worldwide.”

Kadeer Beg, CTO for Prolifics, stated, “Over the recent years Niral has done an excellent job leading, architecting and delivering solutions across several industry verticals like Finance, Retail, and Insurance. He will continue to grow Prolifics’ User Experience Practice, assist our sales team in providing innovative solutions, and create new offerings for our customers.”

Niral Jhaveri was most recently a Senior Consultant at Prolifics and has played a key role at several strategic clients by providing technical leadership. Niral has an extensive background in the design and development of IBM WebSphere Portal, SOA and Web 2.0 applications with a proven track record of consulting and architecting solutions for Fortune 1000 companies across the world.

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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