

PROLIFICS OFFERS INFORMATION MANAGEMENT EXPERTISE TO CUSTOMERS

Mitchell Halpern Joins Prolifics As Dedicated Information Management Practice Manager

NEW YORK, New York – September 24, 2007 – Prolifics, an end-to-end systems integrator, today announced the launch of its new Information Management practice with the hire of a new Practice Manager. Through this new focus area Prolifics rounds out its ability to deliver secure, end-to-end Portal and SOA solutions built with IBM technologies to customers worldwide. This practice will look to help customers cleanse and transform data to reach the quality required for compliance, risk assessment, analytics and mass data integration. As a natural evolution to its dedicated focus and major push around SOA (service oriented architecture), Prolifics will now be able to deliver high volume data as services on demand --- making the data reusable and consumable by all applications and business processes.

“We are excited to bring Mitchell Halpern on board as Information Management Practice Manager to head up our strategic initiative,” said Mike Chadwick, EVP of Business Development. “Mitchell is a certified IBM Information Management Solutions Sales Professional and has brought over 25 years of Information Management, Data Warehousing, Business Intelligence Information Architecture, Business Intelligence, and Reporting experience. In the Information Management space, Mitchell has led initiatives for such companies as AIG, AT&T Solutions, AT&T Operations Analysis group, Lehman Brothers, Price Waterhouse, and a number of Data Warehouse consulting groups.”

With proven customer success in the Information Management space, Prolifics understands that these services are an essential component and key asset to today’s growing businesses because of the need to make information available to employees, partners and customers “On Demand.” Utilizing a family of products within IBM’s software portfolio, such as Information Server which includes former Ascential products, Prolifics can assist its clients to achieve flexibility and agility regarding customer information for sales tactics, adherence to audit and regulatory requirements, and combining product information to control costs or other information-related objectives.

About Prolifics

Prolifics, in business since 1978, is an end-to-end systems integrator specializing in IBM technologies. A Premier IBM Business Partner, Prolifics has garnered top awards for its customer solutions and its level of technical excellence. Our depth of experience with secure, end-to-end SOA and Portal solutions can help you with all aspects of the full project lifecycle including software procurement, architectural advisement, design, development through deployment, administration and training. With our unparalleled 96% success rate delivering projects on time, on budget, and to specification, let Prolifics be your technology partner. For more information, visit www.prolifics.com.

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