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## **PROLIFICS TO PRESENT IN PRIVATE SESSIONS AT INAUGURAL RURAL SMART GRID SUMMIT 2010**

**New York, NY – October 21, 2010** – Prolifics, the largest end-to-end systems integrator specializing in IBM technologies, today announced that it will be presenting at the inaugural Rural Smart Grid Summit 2010, which will be held at the El Conquistador Resort in Puerto Rico from October 26<sup>th</sup> through October 29<sup>th</sup>, on the subject of Security and SOA for Smart Grid Infrastructure Solutions.

Prolifics, invited by its business partner and one of the sponsors of the event, Avnet, will also speak to attendees about its successful implementations at such utilities as ISO New England, American Water and Southside Electrical Cooperative (SEC). The latter was the recipient of IBM's SOA Process Solution Award.

Securing and monitoring the smart grid is about managing risk across all of the components of the grid, from the central power station through the network of substations down to the house meter. Prolifics has helped corporations within the utilities industry implement sophisticated security policies and monitoring solutions that "police" the health and performance of the power grids.

In addition, Prolifics has delivered SOA and Portal solutions to provide utility employees with accurate and consistent information, enabling them to dispatch service units more quickly and efficiently, and better serve customers. Information gathered from the field can be updated across systems in real time, eliminating the manual data-transfer processes that could impede growth and customer service. Prolifics' solutions have also helped customers with their Automated Meter Reading initiatives for a Smart Grid.

The Rural Smart Grid Summit is a conference for the 865 Rural Electrical Cooperatives in 47 states who service over 50 million customers. An exclusive, by-invitation-only group of Rural Electric Cooperative Executives will connect with the leading smart grid technology vendors, analysts, media experts and industry association representatives in a forum where emerging and current technologies will be discussed.

### **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.

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