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## **IBM PREMIER BUSINESS PARTNER, PROLIFICS, LAUNCHES PORTAL PRACTICE IN THE UNITED KINGDOM**

**London, England – January 13, 2010** – Prolifics, the largest end-to-end systems integrator specializing in IBM technologies, today announces significant expansion of its Portal and User Experience Practice into the UK. Seeing tremendous opportunity in the collaboration, Web 2.0 and mobile computing markets, Prolifics has relocated Sharad Kumar, User Experience Practice Director, to London to expand its focus around Portal, Content Management and Collaboration services. 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” – Prolifics looks forward to replicating success seen in the U.S.

“With solid year-after-year growth, the Prolifics UK division welcomes Sharad and views the new practice as the perfect complement to its award-winning SOA and Governance practices,” says Nitesh Thakrar, General Manager Europe, “enabling them to add additional revenue streams in the UK and across Europe.”

Sharad Kumar, who holds a MBA in Strategy and Finance from NYU Stern School of Business, has over ten years of experience in technology consulting playing various roles including of architecting complex systems, of managing accounts and of holding responsibility of technical pre sales. In his current role as Practice Director User Experience, Sharad is responsible for building rich Web 2.0 applications, integrating systems on the glass (Portals, Mashups etc), authoring and managing content across enterprises, and establishing collaboration platforms.

“Playing multiple roles at Prolifics for the past 7 years, I have built a solid understanding of the business,” states Sharad Kumar. “I am excited to bring what I’ve learned to our UK operations to provide greater structure and support for our overall business and specifically the User Experience consulting services. Leveraging Prolifics’ reputation as an industry leader, I want to extend that and really make a difference for our UK customers. Analyzing a customer’s business and either giving them a competitive edge or solving their challenges with technology is what makes this industry exciting to me.”

### **About Prolifics**

Founded in 1978, Prolifics is the largest systems integrator specializing in IBM technologies and provides expert services including architectural advisement, design, development, and deployment of end-to-end SOA and Portal solutions.

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