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**IBM PREMIER BUSINESS PARTNER PROLIFICS LAUNCHES VIRTUAL TRADESHOW
ON "STRATEGIES FOR OPTIMIZING YOUR BUSINESS" ON MARCH 16**

*Online-Only Event To Focus on Business Process Management,
Business Intelligence and Collaboration*

NEW YORK, New York – MARCH 11, 2010 – Prolifics, the largest end-to-end systems integrator specializing in IBM technologies, today announced that it will launch its virtual tradeshow "Strategies for Optimizing your Business" on March 16, 2010. "Doors" will open at 9am EST for this special online-only event that focuses on Business Process Management, Business Intelligence and Collaboration with sessions running all day. A special "sneak peek" of Prolifics' "Autonomic Monitoring Platform" will also be featured.

Attendees will experience a unique informational tradeshow right from their desk that will help them learn how to optimize their business and realize ROI while learning more about integrated and intelligent solutions that expand teamwork, enhance performance and provide real-time and trusted information. In addition to the sessions, visitors will be able to chat live with subject matter experts or other tradeshow attendees and download valuable information from the resource library.

Registration information and the schedule of live chats with subject matter experts can be found on Prolifics' [event page](http://www.prolifics.com/strategies-optimizing-business-agenda.htm). (<http://www.prolifics.com/strategies-optimizing-business-agenda.htm>)

Featured Sessions

Collaboration & Social Networking

Description: Promote innovation and enable people to work together in cost-effective ways. Make your business smarter by bringing the power of collaboration and social networking. This session discusses an integrated solution that builds communities inside the organization, stores content in a centralized location and uses online project management tools and team spaces to meet and collaborate.

Business Process Management

Description: Optimize your business with business rule management solutions that allow your organization to make easy, safe, and reliable decision changes. Work smarter through automating processes where appropriate and enabling them to change quickly to react to business and technical changes.

Business Intelligence

Description: Get peak business performance through reporting, scorecards and dashboards with trusted business intelligence. The session includes both a presentation and demonstration of IBM Cognos® Express, a lightweight integrated business intelligence and planning solution.

Plus - Get a sneak peek at Prolifics' new autonomic environment for application management - an intelligence-based autonomic monitoring platform giving your business the ability to self-identify, self-diagnose and self-heal.

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.

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