

Go Mobile with Prolifics and IBM Mobile Portal Accelerator

In a more mobile world, customers today expect to use their Smartphones easily and quickly to do just about anything. Whether texting, browsing the Web, connecting on social media or purchasing a product or service, businesses must be able to efficiently respond to customer demands and marketplace challenges.

Let Prolifics demonstrate the value of extending your portal to mobile devices. Our experts will work closely with you to help you understand how you can:

- ◆ Deliver services, content and applications quickly to mobile customers, employees and subscribers in real time, worldwide.
- ◆ Leverage the value of the cellular data network to increase customer loyalty and improve employee productivity.
- ◆ Provide intelligent content-adaptation capabilities to mobile devices without device-dependent authoring.
- ◆ Introduce new mobile devices without changing existing business logic.
- ◆ Update and maintain current profiles of new devices as they become available to the marketplace.

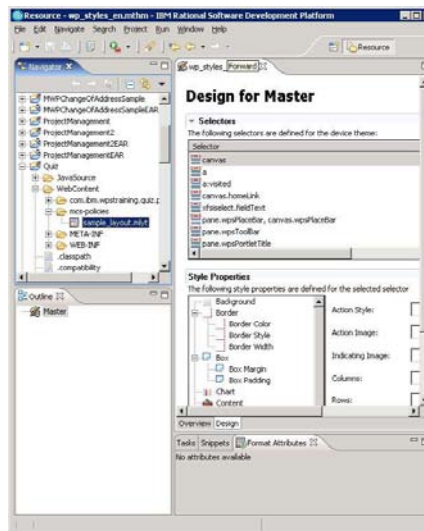
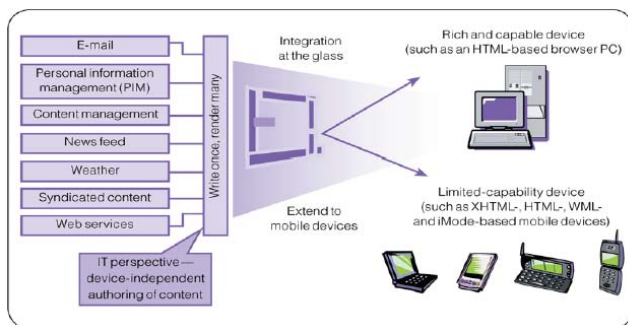


Exceptional Web Experiences on any Mobile Device

Web portals allow partners, employees and customers to have an optimal user experience, with personalized applications based on role, context, actions, location, preferences and team collaboration needs. By leveraging and providing access to portal services and data from many of the 2.7 billion mobile devices in use, enterprises can potentially gain marketplace advantage, increase their customer's loyalty, and increase revenue.

Contact Prolifics for a detailed exploratory call to determine what it takes to extend your B2B or B2C Web-Sphere Portal application to mobile devices such as Blackberries, iPhones, and Androids.

Prolifics can review your existing applications and provide an analysis, cost estimate, resources requirements, as well as provide a demonstration, suggest best practices and provide mentoring and administrative services.



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