

Prolifics, 2010 winner of IBM's Outstanding BPM Solution Award; 2008 winner of IBM's Outstanding SOA Solution; and two-time winner of the Overall Technical Excellence Award and 1 of 3 WebSphere Service Providers retained by IBM, specializes in delivering SOA solutions, content and collaborative portals, business intelligence dashboards, data cleansing strategies and security models. We look forward to assisting with your project and can help with governance and application management strategies to ensure a smooth rollout and ongoing maintenance.

Intelligent e-Commerce Solutions

with Prolifics and IBM WebSphere Commerce

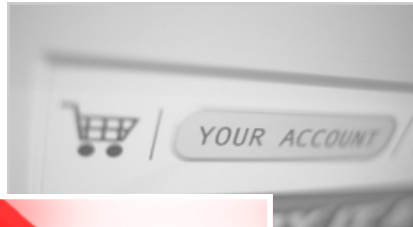
Building an effective e-marketplace will impact your bottom line— not just a storefront for selling your goods and services over the Internet, but a global, sophisticated marketplace that is tightly integrated to your back-office order processing, accounting, customer management, and marketing systems, all the way through to your suppliers and distributors.

Prolifics' end-to-end Intelligent e-Commerce Solutions bring your business offerings to your consumers & partners for purchase, and then drive the results directly into your organization's business workflow. WebSphere Commerce provides companies of all sizes with a powerful customer interaction platform for cross-channel and online commerce - supporting all business models. The combination of IBM WebSphere Commerce, our strong partnership with IBM, and our wealth of WebSphere expertise, enable us to deliver an online store that communicates with and leverages your valuable, existing business processes.

Our Integration Approach is your Technology Advantage. Prolifics uses a proven methodology that starts at the **core** of your business. After analyzing your existing business services for consumer purchases, we use these to build up an enterprise repository that is based on Web services. This approach will:

- ◆ Tie your existing practices with the new e-commerce system, safeguarding from redundant processes that may increase costs
- ◆ Open up new revenue streams, with the additional business channel
- ◆ Enable your organization to main a competitive edge
- ◆ Produce an open, flexible infrastructure that grows with business demands

With online sales continuing to grow at double-digit rates, and with the Internet influencing at least 20 percent of sales in other channels, companies big and small recognize e-commerce as a strategic priority. They now realize that e-commerce is more than just an online shopping cart; it's an integral part of their overall business strategy. It's not just about doing new business in a single channel; it's about doing business more effectively in all channels. And doing business more effectively means meeting the increasing demands of consumers and business customers to interact with your business on their terms, whenever, wherever and however they want — whether on the Web, in a store or using a call center.



Integrate Your Enterprise

Integrate Your Business

Integrate Your World

Prolifics®

A SEMANTICSPACE COMPANY

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SOLVING BUSINESS PROBLEMS WITH TECHNOLOGY SOLUTIONS SINCE 1978

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