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PROLIFICS WINS PRESTIGIOUS 2012 IBM COLLABORATION SOLUTIONS AWARD FOR INDUSTRY ORIENTED SOCIAL BUSINESS SOLUTION

Prolifics Named Finalist for Delivering an Exceptional Web Experience Driving Business Value Award

NEW YORK, New York – January 10, 2012 – Prolifics, the largest end-to-end systems integrators specializing in IBM technologies, has been awarded the 2012 IBM Collaboration Solutions Award for its Insurance “Industry Oriented Social Business Solution.” Prolifics was also a finalist for the “Delivering an Exceptional Web Experience Driving Business Value” award.

The award is being given to Prolifics for their work on Insurance Data Processing’s (IDP) innovative SaaS solution, InsuraSphere(TM) Agent Portal, which empowers small- and mid-size property and casualty insurance companies to compete with the largest of insurance businesses by providing real-time quoting, 24/7 agent access, a customized portal environment and a host of functions that satisfy the business needs of agents. Prolifics also worked with IDP to create its groundbreaking SaaS Insured Portal enabling small- and medium-sized insurance companies the ability to give their policyholders the self service capabilities that they expect.

“With InsuraSphere, we’ve created a software as a service platform that will allow us to serve thousands of insurance companies in a way that no one else has been able to do in the insurance industry before,” stated IDP’s President and CEO, Bob Blitshtein. “And that’s owing to our architecture, our IBM technology stack and our services provider, Prolifics. This award is wonderful recognition of everyone’s hard work.”

“Prolifics has worked hard creating valuable solutions across many industries such as Finance, Healthcare, Energy & Utilities, Insurance and more – recognized by the highest number of IBM Industry Authorizations,” stated Satya Bolli, President and CEO of Prolifics. “We are honored and proud to have won this award for Social Business, which is a true testament to our company’s dedication to providing clients with solutions that promote collaboration, empower conversation and bring together communities.”

The ICS Awards honor exceptional IBM Business Partners who have dedicated time and energy to building innovative solutions using IBM Collaboration Solutions software (social collaboration, content and analytics).

About Prolifics

Founded in 1978, 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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