

PROLIFICS WINS IBM'S 2010 IMPACT AWARD FOR OUTSTANDING BUSINESS PROCESS MANAGEMENT SOLUTION

Prolifics Encourages IBM IMPACT SOA Conference Attendees to get a "Smart Start" – Presenting on Four Key Topics and Offering Clinics

NEW YORK, New York – May 3, 2010 – Prolifics, the largest end-to-end systems integrator specializing in IBM technologies, today announced that it would be accepting IBM's 2010 Outstanding BPM Solution Award for its work with Equinox Fitness which helped them improve their efficiency, flexibility, and control of their key business processes across the enterprise. Implementing SOA has made Equinox more agile with the ability to reuse encapsulated business processes, develop applications more quickly and be more reactive to business needs. (Video Case Study: <http://www.youtube.com/watch?v=AYyzUJQV4-0>)

During the conference, Prolifics will be encouraging companies to get a "Smart Start" with their SOA and BPM projects at their Booth (#G4). Additionally, Prolifics will be presenting in four distinct speaking tracks. Schedule is as follows:

Tuesday, May 4th, 2010. 10:15 AM – 11:30 AM – Room 703 (Marco Polo)
Prolifics: See BPM In Action

Tuesday, May 4th, 2010. 12:00 PM – 1:00 PM – Room 601 (Casanova)
Prolifics: Extending MQ: File Transfer and Monitoring Strategies

Tuesday, May 4th, 2010. 1:30 PM – 2:45 PM – Room 504 (Casanova)
Huntington National Bank & Prolifics: The Way To Safe, Secure Banking: Our WebLogic to WebSphere Journey

Wednesday, May 5th, 2010. 4:45 PM – 6:00 PM – Room 701 (Marco Polo)
Prolifics: An Approach to Design and Implement Robust SOA

In addition to four speaking spots, Prolifics is offering SOA and BPM clinics at their booth (#G4) which are private sessions designed to explore business requirements and provide a "Smart Start" into SOA initiatives. Topics include SOA, BPM, Integration, Governance, Messaging and Monitoring. During these clinics, conducted by Prolifics subject matter experts, we will work with attendees through a series of interactive questions to understand their current IT landscape, as well as key business objectives. Prolifics' goal is to collaborate and provide insight on your initiatives with:

- An analysis of business requirements and challenges
- A mapping of related customer experiences that share similar pain points and solutions
- Identify the ideal IBM products that will help satisfy your business objectives
- Recommended next steps with a roadmap for achieving these business objectives based current infrastructure

Prolifics' SOA Practice is a dedicated and focused team that has helped organizations around the world build out successful SOA infrastructures. Many of these solutions have been distinguished with IBM Awards recognizing the company's business value attained by the SOA solution. Providing assistance on best practices, governance, architecture and implementation, Prolifics brings expertise to both Integration and Business Process Management initiatives, helping customers be more flexible while rapidly adapting to business demands.

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.

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