



Think Big - Start Small - Scale Fast

## CellExchange Announces Strategic Partnership Alliance with SkillsNET

*Will further enhance the ability to bring value-added solutions to clients*

**Cambridge, MA, March 8, 2005** — CellExchange, a system integrator; which focuses on building and integrating business applications for broad transformation needs of DoD/ military and homeland security, human capital management, energy and utilities, and life-sciences and healthcare, sectors; announced its agreement to partner with SkillsNET.

**SkillsNET** is a leading applied science organization specializing in Skill Standards, Talent Optimization Systems, Labor Market Intelligence, Job Profiling, Job/ Task Analysis, and owns and operates the National SkillObject Library. SkillsNET solutions have helped the US Navy, state governments, and corporations establish solid skills management and workforce systems.

CellExchange team concluded discussions and planning sessions with SkillsNET, and are moving forward with an exciting initiative coined "Human Capital Optimization". The Human Capital Optimization initiative is a structured process to:

- Gain prospective client interest and
- Point the clients' interest to deploying a Human Capital Strategy towards the Human Capital Optimization workshop. The Human Capital Optimization workshop and backroom processes will be used to define Enterprise requirements and implement a prototype intervention to demonstrate the power of an integrated Human Capital Strategy.

A three-week process is designed to create an innovative vision for transforming a company's human capital into an effective work force. The process is centered on a competency market framework that optimizes the value of each skill required by an organization. A team from CellExchange and SkillsNET works closely and exclusively with the client team to identify opportunities to optimize talent within the client organization. Workshop teams present a clearly visualized solution through the development of a customized prototype supported by a business case.

*"The alliance of SkillsNET (Human Capital Content) and CellExchange (Technology Integrators) to provide this solution will be superior and difficult to beat if we demonstrate historical performance levels,"* said **Michael Brown – Founder and CEO, SkillsNET Corporation.**

The SkillsNET and CellExchange Professional Sales and Marketing team will be sharing the responsibilities

to identify and secure qualified prospective clients. The Skill Analytics team will share workshop responsibilities (Cambridge) and will contribute to the Enterprise Solution design.

Equally delighted about the alliance, **Bhaskar Panigrahi – CEO, CellExchange** said: *"We are very pleased to be a strategic partner of SkillsNET as this will help us to bring to our customers a new and exciting range of technology solutions to meet their business needs in the net economy."*

### **About SkillsNET**

SkillsNET Corporation provides a revolutionary tool suite and consulting services that will allow an enterprise to rapidly capture the work, worker and workplace skill data and it's relationship to performance required to meet the demands in today's market. The SkillsNET methodology used allows employers to capture their workforce environment through web-based applications with minimal worker and capital investment. Highly trained Skills Analysts and Organizational Psychologists, available on-site or via phone to assist the employee and employer through the data collection process, support the web-based applications. At the end of the process the employer will have a detailed analysis of the skill base required in their workforce, the level of skill in the current workforce, how to organize it and the performance standard needed to operate in today's environment. SkillNET methodology is aligned with Department of Labor O\*NET standards.

For more information please visit [www.skillsnet.com](http://www.skillsnet.com) or call 888-987-6549.

### **About CellExchange**

CellExchange is a system integrator with a focus on building and integrating business applications. CellExchange's core competency lies in its collaborative delivery model, a solution delivery approach that aligns business, technical, and user stakeholders; includes partner technologies and services as necessary; and uses a general contractor model to deliver end-to-end solutions on a fixed price and fixed time frame basis.

For more information, please visit [www.cellexchange.com](http://www.cellexchange.com).