

# CellExchange

Think Big - Start Small - Scale Fast

## Burc Oral, PhD, to Speak at SOA E-Government Conference

**Cambridge, MA, April 23, 2007** — CellExchange, a systems integrator with a focus on business transformation and IT change, announced today that Burc Oral, PhD of CellExchange, has been invited to speak at the 3rd Annual Service Oriented Architectures for E-Government Conference. The conference, sponsored by The Federal CIO Council and The MITRE Corporation, will be held May 1-2, 2007 at the MITRE facilities in McLean, VA. Panelists will discuss the Practical Guide to SOA Implementation and when to use custom, proprietary, open-source or community-source software.

CellExchange is a Participant Member of the SOA Consortium, an advocacy group committed to helping the Global 1000 successfully adopt Service Oriented Architecture (SOA) by 2010. Other SOA Consortium participants include HP, Cisco, IBM Corporation, and SAP AG.

At the conference, Dr. Oral will team with Peter Bostrom, Federal CTO at BEA Systems in presenting the SOA Practitioners' Guide. The Guide is a body of knowledge that acts as a standard reference encyclopedia for SOA stakeholders; it provides a standard vocabulary and presents key learnings and best practices.

### **About CellExchange**

Founded in 1999 in Cambridge, MA, CellExchange is a small-business systems integrator that assembles innovative IT solutions. CellExchange focuses on developing high-volume transactional systems integrated with legacy infrastructures. The company uses standards-compliant technologies and a disciplined collaborative process to enable rapid incremental delivery. CellExchange is an active member of the SOA Consortium. For more information, visit [www.cellexchange.com](http://www.cellexchange.com).