



Think Big - Start Small - Scale Fast

## Jim D'Augustine, CTO of CellExchange, to conduct seminar on Service-Oriented Business Applications at AFITC

**Montgomery, AL, August 13, 2007** – Jim D'Augustine has been selected to speak at the annual Air Force Information Technology Conference in Montgomery, Alabama, along with Mike Kennick, Chief, Systems Engineering Section (554 ELSG/PNIE). Their presentation is titled **Service-oriented Business Applications (SOBAs) - Embedding BPM Engines Inside Services for Human-driven Processes**. The presentation will highlight key architectural elements, benefits, and practical lessons learned in designing a service-oriented business application (SOBA) that must both enforce process rules for business processes that are driven by people and execute business processes that are driven by "the system" itself.

The presentation incorporates a major program that CellExchange is developing, the vPSC application. The Air Force Virtual Personnel Services Center (vPSC) is an enterprise-class, high-transaction volume SOBA that is being implemented over multiple releases. vPSC incorporates a self-service user interface, process automation, and substantial integration with existing applications. The application must both enforce process rules for business processes that are driven by people and execute business processes that are driven by "the system."

The Air Force Information Technology Conference (AFTIC) is taking place from August 13 to August 16, 2007 in Montgomery, Alabama on the campus of Auburn University Montgomery. The conference focuses on providing the IT user community with current and planned efforts of the industry and various government agencies in promoting Global Effects Through Integrated Information. More information about the conference can be found here, <http://afitc2007.gunter.af.mil/Info.aspx>.

### **About CellExchange**

Founded in 2000 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).