



Think Big - Start Small - Scale Fast

## Burc Oral, PhD, Speaks at Two SOA Events

**Cambridge, MA, October 2, 2007** –Burc Oral, Senior Architect at CellExchange, spoke at the SOA Consortium meeting in Jacksonville, FL, on September 26, 2007 as well as the Fourth Service Oriented Architecture for E-Government Conference on October 1, 2007.

At the SOA Consortium meeting, Burc Oral presented "A Unified Standards Knowledgebase Enables Participants to Effectively Practice SOA." The presentation focused on the concept of a Service-Oriented Enterprise (SOE) and its practical implementation.

At the E-Government Conference, Burc Oral presented "SOA and ITIL Convergence: Towards a Business Service Information Library." The presentation was a part of the SOA Practitioners' Guide to managing "service sprawl". It explored best practices for business agility, expanding SOA and service lifecycle activities and processes, and assembling an Information Library for Business Services.

CellExchange is an early member of 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. Burc Oral is a member of SOA Consortium's Steering Committee, Service Oriented Architecture (SOA) Planning Committee, and Standards Committee

### **About CellExchange**

Founded in 2000, CellExchange is a Cambridge, MA, based enterprise systems developer. The Company emphasizes standards-compliant architectures and technologies and uses a disciplined process to deliver and integrate its systems rapidly. CellExchange's rapid delivery enables visible progress, predictability, innovation, and lower total cost. CellExchange is an active member of the SOA Consortium and Homeland Security and Defense Business Council. For more information, visit [www.cellexchange.com](http://www.cellexchange.com).

More information about the SOA and the SOA Practitioner's Guide can be viewed by visiting: <http://www.cellexchange.com/soa/soa.shtml>

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