

## ASUG Launches Multi-City Education Seminar Series

*North American Users' Group Presents a Traveling Series of Seminars Dedicated to Delivering Focused, High-Value Education*

CHICAGO, Oct. 18, 2011 – The Americas' SAP Users' Group (ASUG), the world's largest independent community of SAP professionals, today announced the launch of the ASUG Seminar Series, a new series of focused, in-depth seminars to help attendees leverage SAP technologies and achieve enterprise success.

The ASUG Seminar Series are local, one-day events dedicated to important topics and issues facing the SAP ecosystem. The first ASUG Seminar Series, titled "Planning and Managing Your Data Quality Initiatives," will focus on critical data management.

"Sound and effective data management is an important goal, and companies are looking for optimal solutions and approaches," said Josh Blair, Vice President of Strategic Initiatives, ASUG. "Critical data management is the perfect subject for our first Seminar Series. As an extension of ASUG's great education programs, the Seminar Series will help ASUG deliver ideas and approaches to help companies stay ahead of evolving and emerging issues," Blair added.

The first series will consist of four seminars taking place in Chicago, Atlanta, Dallas, and San Francisco. During their speaking sessions, ASUG Seminar Series sponsor, BackOffice Associates, LLC, will be providing answers on how to restructure company data to ensure it is ready for SAP. BackOffice will also discuss actionable data metrics and provide tips for putting processes in place to eliminate master and transactional data errors to enhance the value of a business's SAP system.

Representatives from Fortune 500 companies, such as Johnson & Johnson, will share their insights and answers. Carl Carusso, Director of Enterprise Data Management, Johnson & Johnson, and Claude Viman, Manager of North American Enterprise Master Data, Johnson & Johnson, will share case studies and provide insight based on real-world experience in critical data management.

An ASUG-sponsored event, the Seminar Series is an opportunity to network with other influencers in the SAP ecosystem. Participants will have access to networking at the face-to-face seminar events and a live, online question-and-answer session with BackOffice Associates one week after the seminar on the dedicated ASUG Seminar Series [website](#).

Online registration for the ASUG Seminar Series is available at: [seminarseries.asug.com/register.php](http://seminarseries.asug.com/register.php) and is open to both ASUG members and non-members. For questions, please contact [seminarseries@asug.com](mailto:seminarseries@asug.com).

For more information on ASUG, please visit the [ASUG Press Room](#).

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