

## FOR IMMEDIATE RELEASE

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### **BackOffice Associates Receives Investment from Goldman Sachs**

*Goldman Sachs Invests \$30 Million in Global Provider  
of SAP Data Quality Solutions*

**HARWICH, MASS., January 10, 2008** — BackOffice Associates, LLC, the leader in SAP data quality, data migration and data governance solutions, announced today that The Goldman Sachs Group, Inc. has invested \$30mm in the Company. The investment by Goldman will enable BackOffice to continue its expansion across North America and internationally.

BackOffice has been the thought leader in SAP Data Quality Solutions since 1998. After 11 years of growth and profitability, based on successful market penetration in the SAP Data Quality market, BackOffice will continue to focus product development on providing simple solutions to the complex issue of data quality for global ERP customers. With a staff of nearly 300 professionals throughout the United States, Europe, Australia, and Mexico, BackOffice Associates is considered one of the industry's most experienced providers of SAP data quality solutions.

“We are pleased that Goldman has decided to invest in our industry-changing ideas on data quality,” said Patricia Kennedy, President and CEO of BackOffice. “BackOffice now has the funding to increase spending in product development, continue our rapid expansion into Europe and Asia Pacific, and allow the Company to keep pace with the strengthening market pull for our new Data Governance applications that provide a business process for the management of master data.”

“After considerable review of the Company and its products and services, Goldman made the decision to partner with BackOffice,” said David Campbell, Goldman Sachs Vice President. “BackOffice represents a significant innovation in delivering the data quality required for ERP customers.”

BackOffice pioneered the “Boring Go Live<sup>®</sup>” process that delivers a smooth and uneventful startup for any customer implementing SAP, using a unique approach of simple-to-use technology and methodologies to ensure “Business Ready Data<sup>™</sup>”. In addition, BackOffice has developed the industry's only “Firewall” for creation of Master Data in SAP installations. This “Firewall” enables SAP customers to maintain the “business ready” level of data quality required for effective operation of SAP and provides true Data Governance. Many Global 500 and Fortune 500 companies employ this technology and methodology today.

## **About BackOffice Associates**

BackOffice Associates is the leading provider of data quality and data governance solutions for global SAP® customers. Concentrating on SAP data quality for more than a decade, BackOffice Associates™ products and services are the recognized best practice for companies implementing SAP. The Company's solutions focus on eliminating risk associated with poor data quality and generating the value required from global ERP projects. Delivering the industry's only "Boring Go Live®" process to deliver an uneventful startup for customers implementing SAP, BackOffice continues to be the choice of the Global 500 and the Fortune 1000. BackOffice Associates is headquartered in South Harwich, Massachusetts with offices in Europe, Australia and Mexico. Company information is available at [www.boaweb.com](http://www.boaweb.com).