

## FOR IMMEDIATE RELEASE

BackOffice Associates

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## BackOffice Associates Launches New Web Experience

**HARWICH, MASS, August 9, 2008** – [BackOffice Associates, LLC](#), the leader in [SAP® data quality](#), [data migration](#) and [data governance](#) solutions, announced today the official launch of its new website.

[BackOffice Associates](#) has launched a new website, [www.boaweb.com](http://www.boaweb.com), to improve the presentation of [BackOffice Associates'](#) solutions to better serve customers and soon to be customers. Users can quickly find key information about the various [BackOffice Associates' solutions](#) and [industries](#) and can learn more about the [Company's vision](#).

Visually, the website balances the images of the [BackOffice Associates'](#) corporate headquarters and gives customers an opportunity to peer into the world of [BackOffice Associates](#).

“We believe the new website will provide the perfect blend of style and ease of use for our customers. Our partner in the development of the website, [Mediatavern](#), recognized our vision and provided flawless execution”, said Patricia Kennedy, President and CEO of BackOffice Associates.

“[Mediatavern](#) appreciates clients like [BackOffice Associates](#) who recognize the need to stand out and differentiate themselves from the competition”, said Josh Newman, Executive Managing Director and Partner at Mediatavern. “This site allows [BackOffice Associates](#) to establish their unique positioning to their clients on their own terms.”

### ABOUT BACKOFFICE ASSOCIATES:

BackOffice Associates is a leading provider of data migration 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 solutions. 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<sup>®</sup>" process to deliver an uneventful startup for customers implementing SAP solutions, BackOffice continues to be the choice of the Global 500 and Fortune 1000. BackOffice Associates is headquartered in South Harwich, Massachusetts with offices in Europe, Australia, India and Mexico. Company information is available at [www.boaweb.com](http://www.boaweb.com).