



BackOffice Associates® Announces Premier Sponsorship at SAP Insider's IT & BI Conference

Tom Kennedy to Present "How to Create a Comprehensive Data Governance Strategy on a Global Scale"

South Harwich, Mass., March 10, 2011 – [BackOffice Associates, LLC](#), the leader in ERP [data migration](#), [data governance](#) and [master data management \(MDM\)](#) solutions for [SAP®](#), [Oracle®](#) and other ERP vendors, today announced its premier-level sponsorship of [SAP Insider's IT](#) and [BI](#) 2011 events. The events will each take place at the [MGM Grand Conference Center](#) in [Las Vegas](#), NV from March 15-17, 2011.

BackOffice Co-Founder and CTO, Tom Kennedy, will present "[How to Create a Comprehensive Data Governance Strategy on a Global Scale](#)" on Wednesday, March 16th from 10:15 – 11:45 a.m. in room 110. The presentation will focus on gaining an understanding of how to manage the on-going creation, collection and maintenance of data for your integrated ERP solutions to optimize performance and profitability.

"Having valid, [Business-Ready Data Every Day™](#) helps customers achieve success with any ERP solution," said Tom Kennedy, BackOffice CTO and Co-Founder. "BackOffice Associates® has always been dedicated to delivering 100% successful ERP projects."

Visit [BackOffice Associates](#) at booth #301 in the exhibit hall.

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About BackOffice Associates

BackOffice Associates® is the leading provider of ERP [Data Migration](#), [Data Governance](#) and [Master Data Management](#) (MDM) solutions for [Oracle®](#), [PeopleSoft®](#), [JD Edwards®](#), [SAP®](#), [Infor®](#) and other leading ERP solutions. Concentrating on enhancing ERP data quality since 1996, our products and services are the recognized best practice for companies using Oracle, SAP and other solutions. BackOffice Associates delivers the industry's only "[Boring Go Live®](#)" process for the uneventful implementation of ERP. For data governance solutions, BackOffice Associates is the choice of customers who require "[Business-Ready Data Every Day™](#)". BackOffice Associates is a global corporation with offices in Europe, Australia, India, Mexico, Singapore and the United States, in addition to our headquarters in Massachusetts. Company information is available at [www.boaweb.com](#).

BackOffice Associates, LLC
John Kelly, Vice President Global Marketing
508-430-7100 x486
JohnKelly@boaweb.com