



BACKOFFICE ASSOCIATES® ANNOUNCES MARKETPLACE SPONSORSHIP AT GARTNER SYMPOSIUM/ITxpo 2010

BackOffice to present “How to Create a Comprehensive Data Governance Strategy on a Global Scale”

South Harwich, Mass., October 18, 2010 - [BackOffice Associates, LLC](#), the leader in ERP [Data Migration](#), [Data Governance](#) and [Master Data Management](#) (MDM) solutions for [Oracle®](#), [SAP®](#) and other ERP vendors, today announced its Marketplace Sponsorship of the [Gartner Symposium/ITxpo](#). The 20th annual [Gartner Symposium/ITxpo](#) will take place October 17-21 at the [Swan and Dolphin Hotel](#) in Orlando, FL.

BackOffice EVP of Global Sales and Business Development, Chuck Nardi, will present “How to Create a Comprehensive Data Governance Strategy on a Global Scale” on Tuesday, October 19th from 3:30pm – 4:30pm in room Asia 2 in the Dolphin Hotel. 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.

“The DNA of Your Business is in your Data™,” said Tom Kennedy, BackOffice CTO and Co-Founder. “Having valid Business-Ready Data Every Day™ is especially critical to operators looking to improve their data governance business processes and ensuring optimal delivery of information, all while maximizing their ERP investment. Understanding the unique data requirements and data quality levels to achieve Business-Ready Data™ takes experience as well as specialized tools and methodology, all built to handle complex data requirements.”

BackOffice Associates can be found at booth MP3 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 headquartered in Massachusetts with additional offices in the U.S., Europe, Asia, India and Mexico. Company information is available at [www.boaweb.com](#).



Gartner Symposium/ITxpo 2010

Gartner Symposium/ITxpo is the industry's largest and most important annual gathering of CIOs and senior IT leaders.

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