



## **BackOffice Associates® Announces Premier Sponsorship at SAP Insider's HR/GRC/Financials 2011 Conference**

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

**South Harwich, Mass., March 1, 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 the [SAP Insider](#) conference for [HR](#), [Financials](#) and [GRC](#). The event will take place at the [MGM Grand Conference Center](#) in [Las Vegas](#), NV from March 8-11, 2011.

BackOffice Co-Founder and CTO, Tom Kennedy, will present "[How to Create a Comprehensive Data Governance Strategy on a Global Scale](#)" on Tuesday, March 8<sup>th</sup> from 10:30 – 11:45 a.m. in Premier 314. 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.

Tom Kennedy will also present "[Planning and Managing Your Data Migration Processes: Key Activities and Best Practices to Mitigate Project Risk](#)" on Wednesday, March 9<sup>th</sup> from 2:30 – 3:45 p.m. in Grand 108. The presentation will focus on key tips, processes and best practices to ensure a smooth, uneventful data migration.

"The DNA of how companies do business is in their data," said Tom Kennedy, BackOffice CTO and Co-Founder. "Knowing that DNA from the beginning can help customers achieve the best outcome and potentially save their SAP project millions of dollars."

Visit [BackOffice Associates®](#) at booth #815 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](#).



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