



**FOR IMMEDIATE RELEASE**

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**BACKOFFICE ASSOCIATES TO PRESENT MDM<sup>b™</sup>  
AT 2010 MDM SUMMITS IN SAN FRANCISCO & TORONTO**

*BackOffice Associates CTO and Founder, Tom Kennedy, to present “MDM<sup>b™</sup> – Master Data Management for the Business”*

**South Harwich, Mass., June 2, 2010** – [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 that it will present at the [MDM Summit San Francisco](#), June 2-3 at the [Hyatt Regency San Francisco](#) as well as the [MDM Summit Canada](#), June 3-14 and the [Hyatt Regency Toronto](#). BackOffice Associates is a Platinum sponsor at both events.

At the MDM Summit San Francisco, Founder and CTO Tom Kennedy will present “[MDM<sup>b™</sup> - Master Data Management for the Business](#)” on June 3 at 11:15a.m. – 12:00p.m., in the Seacliff CD general session room. The presentation will explore the key differences between master data management and data governance and attendees will learn best practices and strategies for implementing the right MDM solution for their company. BackOffice Associates will exhibit in the MDM San Francisco solutions hall at booth #19.

At the MDM Summit Canada, Tom Kennedy will present “[MDM<sup>b™</sup> - Master Data Management for the Business](#)” on June 14 at 11:15a.m. – 12:00p.m., in the general session room. BackOffice Associates will exhibit in the MDM Toronto solutions hall at booth #10.

The MDM Summit San Francisco and Toronto are part of the MDM Summit Series, designed to reinforce the importance of data governance as a key factor to an MDM program’s success while providing real-world experience and all-in-one access to solutions providers.

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**About BackOffice Associates**

[BackOffice Associates](#), LLC is a leading provider of [data migration](#) and [data governance](#) solutions in support of ERP solutions for global customers. BackOffice Associates pioneered the industry’s only “[Boring Go Live®](#)” migration process to deliver a smooth startup for customers implementing ERP solutions. The company exclusively focuses on SAP data migration and data governance delivering [Business-Ready Data Every Day™](#) for users worldwide. BackOffice Associates is headquartered in South Harwich, Mass., with offices in the United States, Europe, Australia, Mexico, Singapore and India. Company information is available at: [www.boaweb.com](http://www.boaweb.com)