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BACKOFFICE ASSOCIATES INTRODUCES MDMb™ - MASTER DATA MANAGEMENT FOR THE BUSINESS SOLUTION AT GARTNER MDM SUMMIT

Company Delivers New Master Data Management Solution that turns MDM on its head

Las Vegas, Nev., April 15, 2010 – [BackOffice Associates, LLC](#), the leader in [ERP data migration](#), [data governance](#) and [Master Data Management solutions](#) for [SAP](#), [Oracle](#) and other ERP vendors, today announced its new Master Data Management for the Business solution, [MDMb™](#), at Gartner's [Master Data Management Summit](#). [MDMb™](#) provides companies with real-time access and visibility to master data in order to apply global standards and build global business processes that improve an organization's efficiency and cost effectiveness. MDMb provides One View of the Truth™ and Global Visibility. Now!

MDMb allows business users to gain global visibility and access to their master data stored in multiple and disparate legacy applications. Organizations can monitor, measure, and produce metrics and global data standards leading to a high level of quality and consistency in their global data. With MDMb global data standards can be applied to data that is hosted by multiple applications providing Business-ready data no matter how many, or what ERP landscape system the company has in place.

“Achieving one view of the truth is a short journey requiring virtually no development or retraining of end users,” said Tom Kennedy, CTO and founder, BackOffice Associates, “The choice is simple: Attempt to build a dream for the ever changing future – or get global visibility now.”

BackOffice Associates' MDMb provides organizations with key business benefits by eliminating costly development time. MDMb leverages existing resources without required end-user retraining and it maintains performance of source systems. One View of the Truth is more than a goal -- it can be a reality with the BackOffice MDM^b solution. One application allows a business user to find any customer, vendor, employee or material regardless of the source system. Finding a customer in any system-EBS, JDE, or BPCS, is one mouse click away. Business users can find and track duplicate materials, customers, or vendors, all from the same web enabled screen. Organizations can now achieve complete visibility into master data across all applications globally **within 90 days!**

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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.