



BackOffice Associates® Announces Premier Sponsorship at SAP Insider's Logistics and Supply Chain Management 2011 Conference

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

South Harwich, Mass., March 16, 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 [Logistics and Supply Chain Management](#) that will take place March 22-24, 2011 at the [Swan and Dolphin Hotel](#) in [Orlando, FL](#).

BackOffice Co-Founder and CTO, Tom Kennedy, will present "[How to Create a Comprehensive Data Governance Strategy on a Global Scale](#)" on Tuesday, March 22 from 10:30 – 11:45am in [Europe 1](#). 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.

"BackOffice Associates® has always been dedicated to delivering 100% successful and affordable ERP projects," said Tom Kennedy, BackOffice Associates CTO and Co-Founder. "Our focus on delivering Business-Ready Data™ enables the project team to stay on track, minimize politics, deliver fact based configuration of ERP and experience a [Boring Go Live®](#)."

Visit [BackOffice Associates](#) at booth #300 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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