



## BackOffice Associates® Announces Platinum Sponsorship of the 2011 Gartner Business Intelligence Summit

*BackOffice along with customer Johnson & Johnson to Present “How Data Quality Drives Production Excellence”*

**South Harwich, Mass., April 25, 2011** — [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 Platinum sponsorship of the 2011 [Gartner Business Intelligence Summit](#). The event will take place at the [Hyatt Regency Century Plaza](#) in [Los Angeles](#), CA from May 2-3, 2011.

BackOffice Associates® will be presenting as part of the [solution provider sessions](#) while at the event. BackOffice Co-Founder and CTO, [Tom Kennedy](#), will co-present with [Carl Caruso](#), Director, Enterprise Data Management, from [Johnson & Johnson](#). Their session will take place on Tuesday, May 3, 2011 from 4:15pm – 5:15pm PT in the Los Angeles room and will discuss BackOffice’s success with Johnson & Johnson, a BackOffice customer, on “[How Data Quality Drives Production Excellence](#).”

The presentation will focus on Johnson & Johnson’s business success achieved through improving data quality with BackOffice’s [tools](#), [experts](#) and [methodology](#).

“BackOffice Associates believes there is no such thing as an acceptable error rate – ramifications of data errors can only lead to problems,” said Tom Kennedy, BackOffice Co-Founder and CTO. “An initial error rate is no measure of the impact it could have on our business – it most likely shows only the tip of an iceberg that could become extremely costly to your enterprise.”

Visit [BackOffice Associates](#) at booth #5 in the exhibit hall.

### 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 US, Europe, Asia, India, Australia and Mexico. Company information is available at [www.boaweb.com](#).

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