

For Immediate Release:



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BackOffice Associates, LLC Announces Marketplace Sponsorship at Gartner Symposium/ITxpo 2009

BackOffice Associates Founder and CTO, Tom Kennedy, to present “Active and Passive Data Governance is a Journey”

Gartner Symposium/ITxpo, Orlando, FL, October 15, 2009 – [BackOffice Associates, LLC](#), the thought leader in [data migration](#), [data governance](#), and process governance solutions, in support of [SAP®](#) solutions, today announced its Marketplace Sponsorship of the [Gartner Symposium/ITxpo](#). The Gartner Symposium/ITxpo will take place October 18-22 at the [Swan and Dolphin Hotel](#) in Orlando, FL.

Additionally, BackOffice Associates Founder and CTO, Tom Kennedy will deliver a presentation on data governance at this year’s event with an introduction by [Gartner](#) VP, Ted Friedman. [Tom Kennedy’s](#) one-hour session: “*Active and Passive Data Governance: Data Governance is a Journey*,” will occur on Wednesday, October 21 at 12:30 p.m. in the Oceanic 1 Room of the Dolphin Hotel, focusing on the benefits of the active and passive methods of data governance and the best ways to leverage these methods for better efficiency. BackOffice Associates can be found in booth B11 in the Exhibit Hall.

According to a BackOffice customer and Fortune 100 Life Sciences company, “We tried many tools available in the marketplace to solve our ongoing need to control the creation and maintenance of master data in SAP, and BackOffice is the only company we found that has a true end-to-end solution for SAP Data Governance.”

About BackOffice Associates

[BackOffice Associates, LLC](#) is the leading provider of data migration, data governance and process governance solutions for SAP. BackOffice Associates pioneered the industry’s only “[Boring Go Live®](#)” migration process to deliver a smooth startup for customers implementing SAP solutions. BackOffice focuses on 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 and India. Company information is available at: www.boaweb.com.

About Gartner Symposium/ITxpo 2009

[Gartner Symposium/ITxpo 2009](#) is the industry’s largest and most strategic conference, providing business leaders with a look at the future of IT. For more than 10,000 IT professionals from the world’s leading enterprises, Gartner’s annual Symposium/ITxpo events are key components of their annual planning efforts. Attendees rely on Gartner Symposium/ITxpo to gain insight into how their organizations can use technology to address business challenges and improve operational efficiency. For more information, please visit <http://www.gartner.com/it/sym/2009/sym19/sym19.jsp>.

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