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Contact:
John Kelly
Marketing
BackOffice Associates, LLC
508.430.7100 x486
JohnKelly@boaweb.com

BackOffice Associates Expands Marketing Reach with Onyx-level Sponsorship at SAPPHIRE® 2009 Orlando, May 11-14

BackOffice Associates Founder and CTO, Thomas Kennedy, to present “Active and Passive Data Governance,” highlighting why Business-Ready Data Every Day™ leads to success with any SAP® solution

ORLANDO, Fla. – May 11, 2009 – [BackOffice Associates, LLC](#), a thought leader in data quality, [data migration](#) and [data governance](#) solutions in support of SAP® solutions, announced today that it will participate in [the SAPPHIRE® 2009](#) Orlando conference, being held here May 11-14 at the Orange County Convention Center. BackOffice Associates is an Onyx-level sponsor of SAPPHIRE 2009 and will exhibit in booth No. 912.

BackOffice Associates Founder and Chief Technology Officer, Thomas Kennedy, will present a Partner Session titled “Active and Passive Data Governance – A Detailed Look at the Two Methods,” on Wed., May 13, at 11:45 a.m. in the Trade Industries Village. Actor [Brent Spiner](#) of “[Star Trek: The Next Generation](#)” will co-present BackOffice Associates’ “Enterprising” and innovative solutions.

“Your Data is the DNA of your business,” said Thomas Kennedy, “Having valid, [Business-Ready Data Every Day™](#) helps customers achieve success with any [SAP solution](#). Understanding the unique data requirements and data quality levels required by SAP solution-based systems has been cited by many companies as a key success factor. Achieving Business-Ready Data involves knowledge of SAP functionality, specialized tools and methodologies, all built to handle data requirements.”

[About BackOffice Associates](#)

[BackOffice Associates, LLC](#) is a leading provider of data quality and [data governance solutions](#) in support of SAP solutions for global customers. The company’s solutions focus on eliminating risk associated with poor data quality and generating the value required from global ERP projects. BackOffice Associates pioneered the industry’s only “[Boring Go Live®](#)” migration process to deliver a smooth startup for customers implementing SAP 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 and India.

Company information is available at: www.boaweb.com.

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