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BackOffice Associates, LLC Announces Presentations at the National Retail Federation 99th Annual Convention and Expo

BackOffice Associates Founder and CTO, Tom Kennedy, to Co-present with Retail Customers on Data Governance and Master Data Management

South Harwich, MA, January 6, 2010 – [BackOffice Associates, LLC](http://www.boaweb.com), the thought leader in [data migration](#), [data governance](#), and process governance solutions, in support of ERP solutions, today announced it will present at the [National Retail Federation 99th Annual Convention and Expo](#), which will take place January 11-13 at the [Javits Convention Center](#) in New York City.

BackOffice Associates Founder and CTO, Tom Kennedy, will co-present with a major retail customer a case study entitled, "[Active and Passive Data Governance - Data Governance is a Journey!](#)" on Tuesday, January 12th from 9:30-10:00 a.m. in room 3D08 of the Expo Hall. This session will explore two methods of data governance — active and passive — and provide a detailed look at the benefits and uses of each.

Tom Kennedy will also co-present with a major retail customer a case study entitled, "[MDM: Noun or Verb](#)" on Tuesday, January 12th from 3:00-3:45 p.m. in room 3D08 of the Expo Hall. The session will focus on buy vs. build considerations around MDM, the IT and business use-cases for MDM, differences between MDM and data governance and which form of data governance best fits retail organizations.

Please visit BackOffice Associates in [booth #2837](#) at this year's convention.

About BackOffice Associates

[BackOffice Associates, LLC](http://www.boaweb.com) 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.

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