



## **BackOffice Associates® Announces Premier Sponsorship of the 2011 Gartner Master Data Management Summit**

*Tom Kennedy along with customer Johnson & Johnson to Present on “How Master Data Governance Drives Production Excellence”*

**South Harwich, Mass., April 27, 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 Premier sponsorship of the 2011 [Gartner Master Data Management Summit](#). The event will take place at the [Hyatt Regency Century Plaza](#) in [Los Angeles](#), CA from May 4-5, 2011.

BackOffice Associates® will be presenting as part of the [solution provider sessions](#). BackOffice Co-Founder and CTO, [Tom Kennedy](#) will co-present with [Carl Caruso](#), Director, Enterprise Data Management, from [Johnson & Johnson](#). Their presentation, “[How Master Data Governance Drives Production Excellence](#),” will take place on Thursday, May 5, 2011 from 10:30am – 11:30am PT in the Beverly Hills room. The presentation will focus on successes achieved by Johnson & Johnson in production through better master data governance, as supported by BackOffice.

“By partnering with BackOffice Associates, you can reap the benefits of business process harmonization,” said BackOffice Co-Founder and CTO Tom Kennedy. “We provide virtual, real-time access to – and visibility of – your master data so you can apply global data standards and build global business processes that improve efficiency and cost effectiveness for your entire ERP landscape.”

BackOffice Associates will host a [Mojito Social](#) on Thursday, May 5 from 7:30pm – 9:00pm in the Park hospitality suite. Stop by for a chance to win an [iPad](#).

Visit [BackOffice Associates](#) at booth #2 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 U.S., Europe, Asia, India, Australia and Mexico. Company information is available at [www.boaweb.com](#).

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