



## **BackOffice Associates® Names Technology Executive Krish Datta as CEO of Asia Pacific Japan**

**South Harwich, Mass., August 9, 2011** – [BackOffice Associates, LLC](#), the leader in [data quality](#), [data governance](#) and [data migration](#) solutions for [SAP®](#), [Oracle®](#) and other ERP vendors, announced today the appointment of [Krish Datta](#) as CEO of [BackOffice Associates®](#) Asia Pacific Japan and [CPM Consulting](#), where he will oversee all operations in the region.

Krish Datta will focus on corporate strategy for Asia including sales, marketing and channel development. He brings 24 years of industry experience, including 18 years across Southeast Asia, Pakistan, Bhutan, India, The Maldives and Indochina. His regional leadership experience in scaling Southeast Asia from early stage to over \$400 million in revenue, as well as his commitment to customers, will help [BackOffice](#) and [CPM Consulting](#) continue to build best practices in [data quality](#) and [Enterprise Performance Management \(EPM\)](#) across the Asia Pacific Japan marketplace.

“I am pleased Krish has joined the [BackOffice](#) team. He is a proven technology executive who has been instrumental in growing regional business for successful global technology companies, including SAP,” said [David Booth](#), CEO of BackOffice Associates. “Krish will lead BackOffice’s continued commitment to provide innovative and cost-effective data quality solutions for our customers in the Asia Pacific Japan region.”

Previously, Mr. Datta served as President Southeast Asia for [SAP in Singapore](#), where he spent 16 years. At SAP, he was responsible for driving revenue across all lines of business in Southeast Asia and emerging markets. While at SAP he served as Managing Director of [SAP Indonesia](#), [SAP Philippines](#) and [SAP Malaysia](#). He launched SAP Indonesia in 1995, SAP [SMB](#) and [Channel](#) business in India in 1999 and [SAP Vietnam](#) in 2003. As a result, he grew the Southeast Asia region over 35 percent from 2009 to 2010, despite the worldwide recession. Mr. Datta has been recognized as a winner of the [SAP Winners Circle](#) in 11 of the 14 years it has been awarded.

Prior to SAP, Mr. Datta held management roles at [APEX Systems](#), where he served as the Regional Country Manager for the Southeast Asia and Japanese markets and at [ICL](#) and [PCL](#) in India. He has twice been named the Entrepreneur of the Year in Indonesia by the [Ministry of Trade and Industry](#) and has been honored with a number of awards as top performer in ICL, Atlas Club and others.

“After sixteen years at SAP, I am excited to join BackOffice and continue to bring value to customers in the Asia Pacific Japan region,” said Krish Datta. “BackOffice and CPM have rock solid value propositions focused on solving customer problems and I look forward to contributing to the continued growth and success of the company.”



## About BackOffice Associates

[BackOffice Associates](#)® is the leading provider of [Data Quality](#), [Data Governance](#) and [Data Migration](#) 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](http://www.boaweb.com).

## About CPM Consulting

[CPM Consulting](#), a division of BackOffice Associates, LLC, is the leading provider of financial consolidation, integrated closed-loop planning, budget and analytics solutions for global SAP customers. CPM solutions focus on eliminating risk associated with poor implementation execution and generating the value required from EPM projects. CPM exclusively focuses on the implementation of SAP EPM solutions. CPM Consulting has been named [Best SAP® EPM Partner](#) from 2006-2010.

BackOffice Associates, LLC  
John Kelly  
508-430-7100 x486  
Vice President Global Marketing  
[JohnKelly@boaweb.com](mailto:JohnKelly@boaweb.com)