



**FOR IMMEDIATE RELEASE**

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**BACKOFFICE ASSOCIATES® ANNOUNCES DATAFACTORY™  
CLOUD-BASED DATA MIGRATION AUGMENTATION STRATEGY**

*Accelerate Implementation and Reduce Costs with a Repeatable, Scalable, Cloud-Based Data Migration Augmentation Strategy*

**South Harwich, Mass., August 25, 2010** – [BackOffice Associates, LLC](#), the leader in ERP [data migration](#), [data governance](#) and [master data management \(MDM\)](#) solutions for [SAP®](#), [Oracle®](#) and other ERP vendors, announced today its new cloud-based data migration augmentation strategy, [DataFactory™](#). DataFactory offers the full capabilities of BackOffice’s onsite data migration experts, while providing remote resources across the globe and around the clock. By integrating onsite consultants with remote support, DataFactory improves collaboration, decreases cost and development time for multi-year data migration projects.

DataFactory provides the [tools](#), [methodology](#) and [experts](#) that BackOffice is known for. The DataFactory strategy provides the same repeatable and scalable processes that have delivered consistent success to over 450 “[Boring Go Live®](#)” data migration projects. DataFactory increases the resource pool available to support customers 24/7 in a global environment. BackOffice’s DataFactory strategy will allow for an ERP go live three to five times faster than most competitors regardless of platform, data quality or environment.

“DataFactory was developed to reduce costs for our customers without adding risk,” said Trish Kennedy, BackOffice Associates co-founder and CEO. “The collaboration between the remote data migration experts and the onsite team ensure a successful Boring Go Live® is delivered on-time and on budget for the world’s largest ERP implementations.”

For more information visit: [www.boaweb.com](http://www.boaweb.com)

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### **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 with offices in Europe, Australia, India, Mexico, Singapore and the United States, in addition to our headquarters in Massachusetts. Company information is available at [www.boaweb.com](http://www.boaweb.com).