



BACKOFFICE ASSOCIATES® ANNOUNCES SPONSORSHIP AT THE NATIONAL RETAIL FEDERATION ANNUAL CONFERENCE AND EXPO 2011

BackOffice to Present on Data Migration and Data Governance

South Harwich, Mass., January 5, 2011 - [BackOffice Associates, LLC](#), the leader in ERP [Data Migration](#), [Data Governance](#) and [Master Data Management](#) (MDM) solutions for [Oracle®](#), [SAP®](#) and other ERP vendors, today announced its sponsorship of the [National Retail Federation \(NRF\) Annual Conference and Expo](#) in New York. The 100th annual NRF Conference, "Retail's Big Show," will take place January 10-11 at the [Jacob K. Javits Convention Center](#) in New York City.

BackOffice Co-founder and CTO, Tom Kennedy, will present "[Planning and Managing Your Data Migration Processes](#)" on Monday, January 10th at 1:45pm – 2:30pm in room 3D09 in the EXPO hall. The presentation will focus on best practices, tips and lessons learned for uncovering and dealing with obsolete, incomplete, duplicate and unnecessary data prior to go-live.

In addition, Kennedy will also present "[How to Create a Comprehensive Data Governance Strategy on a Global Scale](#)" on Monday, January 10th at 3:45pm – 4:30pm in room 3D08 in the EXPO hall. The presentation will focus on gaining an understanding of how to manage the on-going creation, collection and maintenance of data for your integrated ERP solutions to optimize performance and profitability.

[BackOffice Associates®](#) can be found at booth #143 in the exhibit hall with the theme "We Know Retail Data."

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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](#).

NRF Annual Conference 2011

Retail's BIG Show celebrates retail leadership along with one-of-a-kind education, networking opportunities and pioneering solutions and services.



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