



BackOffice Associates Acquires European Data Migration Leader ENTOTA

Strategic Acquisition Complements BackOffice Associates' Core Data Migration, Integration and Governance Offerings; Further Strengthens SAP Data Services Expertise Globally

South Harwich, MA and Farnborough, Hampshire UK – December 16, 2013 – Strengthening its position globally, [BackOffice Associates](#)®, the worldwide leader in [information governance](#) and [data migration](#) solutions, today announced it has acquired ENTOTA Limited, the largest SAP Data Services consultancy in EMEA. ENTOTA's industry proven solutions in data migration, information governance, data integration and data warehousing will further enhance BackOffice Associates' market-leading data management solutions and expertise as well as deepen the company's EMEA presence.

"We're excited to welcome ENTOTA into the BackOffice family and provide to our customers an unparalleled solution in EMEA by pairing BackOffice's premier [data solutions and services](#) with ENTOTA's scalable product set and extensive technical knowledge on SAP Data Services," said [David Booth](#), president and CEO of BackOffice Associates. "This acquisition positions us for continued growth and further solidifies BackOffice's position as the go-to provider of data migration and information governance solutions across all major industries for the Global 2000."

As both companies have strong partnerships with SAP, BackOffice Associates and ENTOTA have been collaborating for more than a year with several joint customers. Based in Farnborough, U.K., ENTOTA supports a global client base and has a strong presence throughout EMEA. A recent Gartner study of more than 140 companies in various industries and geographic regions showed that organizations estimated losing an average of \$8.2 million annually as a result of data quality issues. The combined company is poised to help customers gain control over their [data quality](#) challenges and better leverage data to accelerate growth.

"By joining forces with BackOffice, we've created unrivaled market access to top-quality information governance solutions and best practice expertise for minimizing the costs, risks and time associated with data projects," said Clive Bellmore, founder and managing director of ENTOTA. "We couldn't be more thrilled to combine our strengths and help bring the market forward."

ENTOTA's Farnborough office will serve as the main BackOffice Associates headquarters for the EMEA region. ENTOTA's employees have joined the BackOffice Associates team effective December 6, and Bellmore's role has expanded to managing director of European operations for BackOffice Associates, reporting to David Booth. Financial terms of the acquisition were not disclosed.

About ENTOTA

ENTOTA Limited is the largest specialist SAP Data Services consultancy in EMEA providing best of breed solutions in Data Migration, Information Governance, Data Integration and Data Warehousing. Formed by experienced SAP Information Management industry specialists, ENTOTA is a SAP Best Practice development partner and has played an active role in both the development and deployment of the SAP Data Migration framework. Based in Farnborough, United Kingdom, ENTOTA was formed in 2010. For more information on ENTOTA, please visit [entota.com](#).



About BackOffice Associates

BackOffice Associates is a worldwide leader in information governance and data migration solutions, focusing on helping customers manage their most critical asset – data. The company's range of products, built on a revolutionary platform, address the needs of business users seeking to unlock the value of their data assets. BackOffice Associates' products and services enable organizations to accelerate growth, gain actionable visibility and reduce risks. Founded in 1996, BackOffice Associates has an unparalleled track record of success in the most complex data environments across a variety of industries. Customers include many Fortune 1000 companies including Eli Lilly, Kraft and Graybar. BackOffice Associates is a global corporation headquartered in Massachusetts with additional offices in the US, Australia, Canada, Dubai, India, Singapore and the UK. To learn more, please visit www.boaweb.com.

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