



## October Press Release 2016

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### **Kenandy ERP on Salesforce Bridges the Gap between CRM and ERP**

REDWOOD CITY, CALIF. October 31st, 2016 — Kenandy, an ERP solution built natively on the Salesforce platform, demonstrated leadership with over nine presentations at Dreamforce in San Francisco earlier this month, for one of the largest business software conferences in the world. Led by Kenandy customers, partners, and ERP experts, these sessions showcased how Kenandy Cloud ERP on Salesforce delivers an enterprise resource planning solution that manages the processes in between CRM and ERP.

“Dreamforce was a fantastic opportunity for us to show the success of our customers and help businesses understand that ERP can be as flexible and easy to use as CRM,” said Chuck Berger, CEO at Kenandy. “It was exciting to demonstrate how our customers are able to map Kenandy’s Cloud ERP to their existing business processes, not the other way around. Fast implementations, incredible flexibility and accelerated innovation—people aren’t used to associating these things with ERP, but now you can with Kenandy.”

Visibility into business operations empowered Kenandy’s customer to execute on new ideas that their legacy ERP system had previously prevented, “We took a company that was stuck and turned into a company that innovates,” said Charlie Merrow, CEO Merrow Sewing Machine Company in a presentation on how Kenandy and Salesforce enabled fast-paced growth for the 180-year-old family-owned business.

Kenandy was a gold sponsor for Dreamforce 2016 and the only ERP provider featured at the Salesforce Sales Lodge at the San Francisco Marriott.

Salesforce executives emphasized the importance of putting customers first in Dreamforce sessions that explored the Future of Manufacturing. Kenandy breakout tracks covered multiple industries including manufacturing, IoT, application development and customer’s ERP journeys. These sessions throughout the conference focused on helping companies unlock the power of Kenandy’s Cloud ERP to improve operational efficiencies and empower customer innovation. “ERP is a critical part of Salesforce’s strategy in the enterprise, and I’m really excited about what Kenandy is doing to revolutionize enterprise resource planning,” said Bruce Richardson, Chief Strategist at Salesforce in a webinar on the Evolution of ERP. “Kenandy may be the first ERP solution where you can sit down and immediately be productive.”

Learn more about driving business innovation with Kenandy Cloud ERP in the following articles:

- Salesforce Product Innovation and Kenandy’s Flexible ERP: <https://goo.gl/RdNla2>
- Salesforce Explores the Future of Manufacturing at Dreamforce: <https://goo.gl/Xyn1Rj>
- Meet Kenandy at Dreamforce, by Aaron Korsen, EVP Global Sales: <https://goo.gl/jQEeYq>
- Kenandy Sessions at #DF16: <https://goo.gl/bUCGXR>
- Salesforce CPQ and Kenandy Cloud ERP Deliver A Winning Solution for Sales Teams: <https://goo.gl/IXVvzP>

### **About Kenandy**

Kenandy’s cloud ERP empowers business innovation. Built on the Salesforce platform, Kenandy has redefined enterprise resource planning by allowing customers to map their ERP to their existing business processes. Kenandy is dedicated to giving companies the freedom to innovate products, services, operations and relationships with cloud ERP that is flexible and ready for growth. Unlike traditional ERP systems, Kenandy provides an end-to-end cloud ERP in 150 Business Ready Objects™, not thousands of tables. Now you can, with Kenandy. [www.Kenandy.com](http://www.Kenandy.com)

EMBED VIDEO:

<https://www.youtube.com/watch?v=54fZ8-7v5rQ>