



Media Contact:
Media Relations
Kenandy, Inc.
(650) 468-2000 Ext. 200
pr@kenandy.com

Kenandy, Inc. Announces Cloud ERP for Product Companies

First social end-to-end ERP built on Force.com for companies that design, manufacture and distribute products

CHICAGO – May 2, 2012 – Kenandy, Inc. today announced release 2.0 of Kenandy™ Social ERP, the first cloud ERP built entirely on Force.com, salesforce.com’s social enterprise cloud computing platform specifically for product companies. The new release adds financials and order management to Kenandy’s manufacturing management core, creating end-to-end enterprise management. Kenandy Social ERP is built for companies that design, manufacture, and distribute products to give them new ways to get control and visibility into their supply and distribution networks. The product is to be unveiled at salesforce.com’s Cloudforce event in Chicago.

“With the addition of financials and order management, Kenandy Social ERP becomes the backbone of the social enterprise,” says Sandra Kurtzig, Chairman and CEO of Kenandy. “It’s time to re-think ERP, and that’s what we’ve done. Kenandy release 2.0 now offers fully integrated end-to-end ERP and it’s entirely on the cloud, easy to use, fast to deploy, mobile, global, and social.”

“Kenandy Social ERP gives our customers the ability to transform into social enterprises across both the front and back office, entirely in the cloud,” said Ron Huddleston, senior vice president, ISV and Alliances, salesforce.com. “With the rich set of add-on apps in the AppExchange and user extensibility through Force.com, companies are only limited by their imagination.”

Highlights of Kenandy Social ERP:

- Financials: accounts receivable, accounts payable, general ledger, fixed assets, employee expense reporting, and financial reporting.
- Order Management: expanded capabilities for operations and distribution with order entry, fulfillment, shipping, invoicing, and cash management all integrated with salesforce.com CRM for complete opportunity-to-cash management
- Manufacturing Management: inventory management, purchasing, engineering, production and material requirements planning (MRP)

What Customers Are Saying:

"With Kenandy we are able to take care of our customers much quicker than with our previous system. The ability to interface Kenandy with our fulfillment center means that we can get product out the door much quicker than we could before. Having access to all the information we need to run our business in the cloud has been a huge benefit to us."

— **Craig Rickenbach, CEO, Persnickety Clothing**



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“We are on the frontier of the green lighting revolution. We have to maintain a rapid pace of innovation, delivering new products in lock step with our sales efforts. Tight planning for key components in our supply chain and accurate cost accounting are critical to us. Streamlined order processing to our outsourced fulfillment teams is essential. We chose Kenandy to provide the backbone we need for managing our orders, purchasing, and accounting, all in the cloud.”

— Michael Keddington, CEO, Lunera Lighting

Business Applications Get Social:

With this announcement, Kurtzig, who as CEO of ASK Computer Systems first pioneered the enterprise software market with MANMAN manufacturing management on minicomputers, once again re-visions ERP and is leading the new social ERP era. Social cloud computing creates a new foundation for connecting companies to their larger business community. Social business applications promise to change the way companies operate, simplifying their business processes through better end-to-end visibility into their supply and distribution networks.

Says Kurtzig, “Social networking has been a big part of the consumer world for years but I believe looking forward the value of Social will have an even more dramatic impact on the way companies operate. Static information will be replaced with employees, customers, and suppliers discussing, collaborating, sharing ideas, documents, and solutions in real time about such things as engineering changes, shipment status, supplier issues, and more. We’re only beginning to understand the impact that ‘social’ can have on the global enterprise.”

Pricing for Kenandy Social ERP is \$195 per-user-per month. Kenandy provides a quick start program that can get customers up and running in 30 days, putting complete enterprise management within easy reach of small to mid-sized businesses as well as larger enterprises.

About Kenandy:

Kenandy Social ERP: Enterprise Management built for the Cloud! All the end-to-end ERP functions you’ve always wanted only better, faster, global, mobile, and social. Order Management, Inventory Control, Engineering, Purchasing, Production and MRP, Financial Reporting, GL, AP, AR, and more for companies that design, manufacture, and distribute products. It’s time to re-think ERP. Visit us at www.kenandy.com

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