

Kenandy to Showcase New Innovations at Dreamforce

Kenandy Continues to Expand Global ERP Footprint with Trade Promotion Management and Other Significant Innovations

REDWOOD CITY, CALIF.—October 9, 2014—[Kenandy, Inc.](#), the leader in cloud ERP for the global enterprise, announced today that they will be showcasing new innovations at Dreamforce, which takes place October 13-16 in San Francisco, Calif. The innovations, including [Kenandy Trade Promotion Management](#), continue to expand the company's global ERP footprint, confirming Kenandy's position as the most comprehensive cloud ERP platform targeted to global enterprises.

Trade promotion management is the process of planning, budgeting and executing incentive programs that occur between the manufacturer and retailer to enhance the sales of specific products. The process is typically used by companies that produce consumer goods, medical devices, technology, and other products that are sold through marketing and discount programs. The new application represents a big opportunity for Kenandy, since consumer goods companies alone spend 20-30 percent of their revenue on trade promotions, and 40 percent of companies still use spreadsheets to manage them.

"Kenandy is pushing the boundaries of cloud ERP for global enterprises," said Sandra Kurtzig, Chairman and CEO of Kenandy. "We continue to add new applications and features that make modern enterprises more efficient and agile, while still retaining the integrity of one integrated platform. Our customers always have real-time visibility into every aspect of their operations, from any device, anywhere in the world. And with built-in collaboration, they can take action at a moment's notice—with a colleague or someone in their supply chain—and never leave the system."

Kenandy is also introducing other significant innovations to benefit global enterprises including:

- Real-time general ledger, including multi-ledger and accounting rules for complete automation
- One system for managing all deductions and claims
- Credit management, that can be checked from each step of the order process
- Real-time traceability, which includes complete details on product history, including components and ingredients
- Formulations and production bills-of-material
- Advanced consigned inventory management
- A transportation optimizer, which accommodates multiple orders to the same customer to reduce transportation costs
- Purchase agreements, to set up negotiated agreements with suppliers and track their compliance to terms
- Advanced financial reporting and analytics



Media Contact:
Media Relations
Kenandy, Inc.
650.468.2000 x200
pr@kenandy.com

Kenandy Trade Promotion Management is integrated with Kenandy Cloud ERP, so users have a comprehensive view of promotion, supply chain and financial performance across all business functions. This helps companies increase their revenue, reduce days of sales outstanding and increase inventory turns. The application is available on any device, so all the people involved in promotions have real-time visibility no matter where they are, and can take immediate action with their companies and channel partners using social collaboration.

Kenandy already has a foothold in the consumer goods industry, with clients like [Big Heart Pet Brands](#) (formerly Del Monte Foods). Kenandy implemented its cloud ERP solution at Natural Balance, a new Del Monte acquisition, in 2013. The implementation, which took 90 days and went live within minutes of the acquisition close, has allowed Natural Balance to cut costs, improve customer service and easily adapt to Big Heart Pet Brands' corporate standards. Big Heart Pet Brands is now replacing their corporate systems with Kenandy.

Dreamforce is the premier annual event for salesforce.com clients, ISVs and anyone else who is interested in the latest trends in cloud computing. Kenandy is one of the sponsors of the event, and will be represented in several sessions including "Consumer Goods Trade Promotion Management: Creating a System Salespeople Like," "Designing Enterprise Applications for Speed and Agility," "Moving Your ERP into the Cloud," and "Digital Demystified—Making Sales and Service Investments Pay Off." Kenandy will be in Booth N1129 in Moscone North, and will also have a kiosk in the Consumer Goods area of the Industries Showcase, which will be held in the Gateway Ballroom in Moscone South. For more details about Kenandy's activities at Dreamforce, please visit Kenandy's [Dreamforce page](#).

About [Kenandy](#)

Kenandy is the cloud ERP platform for the modern global enterprise. Kenandy empowers people to work the way they want to work on any device anywhere in the world—it's easy to use, implement and change. The system automates all of your core business processes including order-to-cash, procure-to-pay, planning and production, and global financials. Kenandy creates enterprise agility and provides a foundation for business innovation and transformation. For more information, please visit: www.kenandy.com.

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