

## **Scott Fetzer Electrical Group Supports Innovation with Kenandy Cloud ERP**

*Subsidiary of a Berkshire Hathaway company replaces ERP to re-engage users and support growth*

**REDWOOD CITY, CALIF.—January 20, 2015**—[Kenandy, Inc.](#), the leader in cloud ERP for the global enterprise, announced today that [Scott Fetzer Electrical Group](#) (SFEG), went live on Kenandy Cloud ERP to support their changing business needs. SFEG, a designer and manufacturer of American-made electrical power products, is a subsidiary of Scott Fetzer, a Berkshire Hathaway company.

SFEG produces electrical products, such as motors, blowers, power supplies, transformers, and electromechanical timers, for large and small OEMs and distributors. Their products are used in items you might use or see everyday, such as blenders, commercial printers, consumer appliances, and electrical signs. Before deploying Kenandy, they had an on-premise ERP system, but the software was very difficult to use and was not agile enough to support their growth objectives.

“Our business was encumbered by our ERP system, not enabled by it,” said Rob Goldiez, General Manager at SFEG. “The software was so hard to use that many people simply stopped using it. The data got stale. We wanted the benefits of a modern cloud platform that’s easy to use, has built-in social and mobile capabilities, and is always current with the latest version of the software.”

SFEG wanted to modernize their operations to support business automation and robotics. They also plan to add features to their product that require the support of a cloud-based system. Kenandy enables them to quickly respond to best industry practices and business innovation.

“Moving to Kenandy eliminates legacy challenges and allows us to focus on quickly growing and extending functionality,” said Goldiez. “We’re excited that we’ll be able to use Kenandy to support innovations, such as enabling our products to be connected over the Internet. We’re committed to living and breathing our innovation vision throughout the company, and Kenandy is integral to that vision.”

Since deploying Kenandy in November, SFEG’s operations have become more efficient. With the previous system, SFEG’s controller required physical signatures on purchase orders. With Kenandy, the process is managed through an automated approval process. SFEG also uses Salesforce Chatter to attach conversations to their sales orders and purchase orders, keeping all the related information together for easy reference. The employees enjoy using the system so the data is always current. They also appreciate the real-time visibility into the business, which helps them make decisions more quickly.

“SFEG’s story is not an uncommon one. Because legacy ERP systems are difficult to use, manage and upgrade, they’re written off as a burden by many users,” said Sandra Kurtzig, Chairman and CEO of Kenandy. “Since Kenandy is built native on the cloud, it offers flexibility that just hasn’t been available



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before. Modern enterprises need an ERP system that helps them adapt to the needs of their business as quickly as possible.”

SFEG was also interested in Kenandy because it’s built on the Salesforce Platform. They were attracted to the ease of customization, the strong reporting tools, and the robust security down to the field level. They also knew they would benefit from the third-party apps available on the Salesforce AppExchange.

“I evaluated other cloud-based ERP systems and Kenandy really stood out. There was nothing else out there that could compete,” said Goldiez. “We also wanted a system that would be easy to implement. We were up and running on Kenandy four months after signing the initial agreement. That’s fast!”

Kenandy met all the key criteria for SFEG’s new ERP system including:

- Ease of use for technical and non-technical staff
- Customizable workflows and approvals
- Real-time, tailored dashboards and reporting
- Customer portal to allow direct access to status and shipping updates
- Collaboration to facilitate communication around orders
- Mobile interface for anytime access to the system
- Business rules enforcement

For more information, see the [Scott Fetzer Electrical Group case study](#).

### **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, global financials, and trade promotion management. Kenandy creates enterprise agility and provides a foundation for business innovation and transformation. For more information, please visit: [www.kenandy.com](http://www.kenandy.com).

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