



# Now You Can Rent, Sell, and Subscribe: Kenandy Expands Opportunities for its Customers' Growth

*Kenandy Announces Cloud ERP Product Innovation in the Summer '16 Release*

REDWOOD CITY, CA, UNITED STATES, August 10, 2016 /EINPresswire.com/ -- Kenandy, the Cloud ERP built on the Salesforce App Cloud for product companies, today announced its Summer'16 release. Kenandy Cloud ERP now includes full support for businesses wanting to deliver their products to market through rental and subscription models. The release further expands the ways Kenandy Cloud ERP can map to a company's business processes to support innovation and growth.

U.S. revenue from rentals are on pace to set a record of \$47.9 billion in 2016, and are projected to grow to an unprecedented \$55.6 billion in 2019, according to the American Rental Association. Because of this steep trajectory, the ability for organizations involved in product manufacturing and distribution to manage a rental operation together with the fulfillment process, consolidated billing, returns, and fixed asset management of their rental inventory is becoming a must-have capability for their business. Kenandy makes it simple for businesses to support a hybrid model of sales, rentals, and subscriptions by mapping to the business processes needed for their market.

"Manufacturers who had until now been focused on simply selling and servicing their products are now looking aggressively to new market opportunities in the global, connected economy," said [Rod Butters](#), CTO and President of Products and Services at Kenandy. "In industries where equipment rental intermediaries do not exist, providing a rental or subscription offering can be game changing, but traditional enterprise software can be a major impediment. With [Kenandy's no-modules architecture](#), adding rentals can be a direct extension to our customers' business processes with Kenandy taking care of invoicing, accounting, and asset management all within the Salesforce App Cloud."

In addition to rentals and subscription management, Kenandy has expanded other areas of the Cloud ERP product to better map to a company's business processes. Product Traceability has been enhanced for broader support of embedded lot and serial information along with chain of custody detail needed in the pharmaceutical and food products industries. The Summer'16 release also includes new capabilities for the management of multi-step manufacturing operations along with the option to outsource operations for contract manufacturing.

"We're really excited to launch our 2016 Summer release," said [Jennifer Roberts](#), Vice President of Product Management at Kenandy. "With the development of our proprietary lot tracking and serial genealogy Kenandy's end-to-end Cloud ERP solution continues to set the bar on our customers' ability to manage and improve operations."

## 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 mid-sized 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)

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