



# TRENDING IN HARWICH

BY LISA SIMUNDSON

Zudy's new training facility and AppFactory at 940 Route 28, South Harwich.

**W**ould you like to see Harwich develop into the tech center of the Cape? There's an app for that.

And that app is Vinyl, a revolutionary no-code platform developed by Zudy Software that builds mobile and web applications – an app that builds apps, if you will – but does it at speeds that leave existing app builders like Java, HTML and CSS in the cyber-dust.

“Where companies were barely getting one or two apps done a year using other technologies, now they can do 50, a hundred, as many as they want,” says Trish Kennedy, who together with husband Tom founded Miami Beach-based Zudy and recently opened a new training facility and AppFactory at 940 Route 28 in South Harwich.

“But not only are we building these apps fast, we’re creating new revenue models for these companies,” Kennedy says. “We’ve allowed them to digitally transform... and we’ve brought down the price of apps so they can build more.”

Moving into Harwich was a homecoming of sorts for the Kennedys, as they took over the former headquarters of another software and services company they founded, BackOffice Associates, which was sold to Goldman Sachs in 2012.

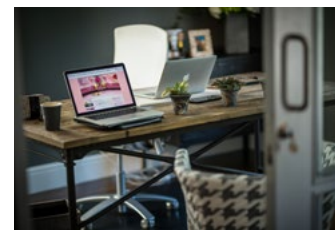
“It was a great location for what we were doing then, and we had access to the incredible facilities all around us, including restaurants and resorts. We loved coming to Cape Cod and so did our clients. No business they had ever dealt with was

on Cape Cod,” Kennedy says. “So we thought, how about if our training center in the winter was in Miami and Cape Cod in the summer?”

Indeed, get ready to see some new faces in town as Zudy will be bringing in customers from all over the world to train them on application building using the Vinyl platform. Current clients include Brooks Brothers, Stericycle, DXL and the Kraft Group/New England Patriots, along with such Cape-based corporations as Cape Medical Supply and Mid-Cape Home Centers.

Servicing their growing clientele will be a projected 350 new employees by the end of 2018, with about a hundred of those based in Harwich handling app

development, training, consulting, sales/marketing and finance.



“Harwich has bent over backwards helping us get this done,” Kennedy

says. “We’re back because we were so successful last time and the town was always there for us. It takes a village, not just to raise a family but to raise a company.”

**For employment opportunities visit [www.zudy.com/about-us](http://www.zudy.com/about-us)**



**Tom Kennedy, co-founder and CTO; Trish Kennedy, co-founder and CO; Charles Nardi, CEO**