



To: Randy Davis
NexGen Consultants

December 7, 2017

Dear Randy and the NexGen team,

I would like to take this opportunity to outline the business value we've received from our Salesforce.com partner, NexGen Consultants, Inc.

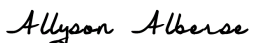
Five years ago, when 7Park data was founded, we began using Salesforce for our CRM. We worked with a consulting partner to get us up and running, but as we grew we recognized the need to have a more experienced partner who could work with us to analyze and make the needed architectural changes, and to serve as a true partner to work with us to utilize the platform as the hub of how we run our business.

After a thorough vetting process to choose a partner, we engaged NexGen to optimize our Salesforce environment to track sales performance against a complex quota structure, and to streamline our sales to contract process. NexGen also helped us optimize our lead generation and marketing processes to more effectively align marketing with sales.

After this successful initial effort, we expanded our Salesforce strategy to automate and manage the backbone of our business on Salesforce. Now, the management and scheduling of our report distribution portfolio is fully managed in Salesforce.

NexGen has been an outstanding partner in leading us on our journey to expand our Salesforce environment to drive much greater enterprise value. Their expertise in Salesforce design, best practices and technical expertise had led to increased productivity and valuable operational efficiencies for 7Park Data. Always responsive, knowledgeable and friendly, we are delighted to have NexGen as our Salesforce partner.

Please let this letter serve as an endorsement of your services.

DocuSigned by:

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Allyson Alberse
Finance & Operations