

Aurora

NexGen Consultants
665 Balbriggan Court
Cincinnati, OH 45255

September 24, 2013

Dear Matt,

As you know, Aurora Casket Company is largest privately owned casket manufacturer in the country. We now have more than 900 employees and have more than 60 service centers nationwide. Before our Salesforce implementation, we did not have a CRM system, and we needed to implement a solution from the ground up.

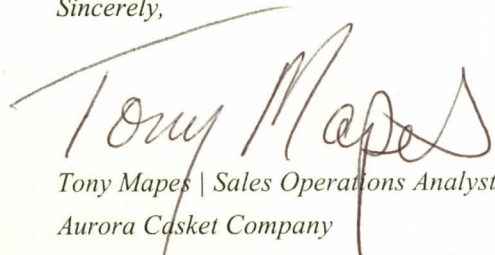
One of our main goals was to streamline and simplify our sales process in order to improve sales. We needed to open the visibility of the pipeline across regions and executive management levels. We worked with Shannon Brown to utilize basic tools within Salesforce to improve the sales process, replacing our use of Excel spreadsheets as our primary CRM tool. In addition, we implemented workflows to automate the business process and aid in identifying bottlenecks in the opportunity pipeline.

Another goal we had for Salesforce was to give us a way to compare sales to budget by sales rep and across sales regions. NexGen implemented a solution that allows reporting on actual sales versus sales rep budget. Joined reports were created to display sales invoices and budget data by sales rep, region, and account.

Finally, in the past we had faced frustrations with reports and data "not matching". Shannon worked closely with Aurora's IT dept to understand the data and then focused on designing Salesforce to house the data. The free Salesforce Data Loader was utilized to setup nightly data integration with Aurora's Caskets in-house data management system.

Please feel free to forward my letter to other potential clients that are looking for a Salesforce.com partner. Thank you for all of your help.

Sincerely,


Tony Mapes | Sales Operations Analyst
Aurora Casket Company
800-457-1111 | direct. 812-926-5610
T.mapes@auroracasket.com

