

This letter is Coverys' endorsement for NexGen Consultants, specifically Randy Davis, Keith Watters, Cathy Bedell and John Schneider as Salesforce.com consultants. The NexGen team assisted us with optimizing and enhancing Salesforce Sales Cloud to better support our sales and underwriting organizations including migration to the Lightning interface for over one-hundred (100) users.

Coverys is a nationally recognized medical professional liability insurer and a leader in helping the medical community address the challenges of healthcare delivery in today's rapidly changing landscape. We do this through a range of insurance products that offer traditional first dollar coverage to reinsurance and alternative risk solutions. Additionally, we provide risk management, education, analytics, claims management, and various other support services to our policyholders. We offer these products and services through a traditional channel based approach – selling primarily through independent agents and brokers including targeted outreach efforts to drive large provider group and hospital submissions.

When I was hired by Coverys I was tasked with building out an existing instance of Salesforce to better support our field sales and underwriting teams. Salesforce had been in place for about a year prior to my arrival and had close to zero adoption by the sales team. In addition to the adoption challenges there were also more general challenges related to data integrity, the scalability of our data model, submission (i.e. new business opportunity) tracking and management across multiple business units, prospect management, pro-actively engaging renewal opportunities, and a general inability to quickly or effectively measure agency/agent production.

The NexGen team provided tremendous value by helping us define our business requirements, work through data clean-up/migration efforts, and by building out a solid foundation for Coverys business development efforts, submission tracking and agency management. More so, they enabled an enhanced data visibility/security model, provided in depth training and tailored a solution for our team to evaluate (effectively) how to strategically grow the Salesforce application to support marketing, risk management, agency operations, and claims operations moving forward.

As a result of their support, we were able to design an efficient data model for managing agencies, agents and brokers, which is customized to support our multiple sales processes. Their team partnered with us to provide recommendations around data management, structure and workflow automation to build a foundational model to capture business intelligence, competitive intelligence, submission details, agency hierarchies, loss/binding results, customer relationships (parent/child) and policy related data as well.

NexGen was exceptionally detailed, analytical and skilled on gathering requirements while understanding these needs to build an optimal solution for our team. Above all else, they always highlighted practical applications through experience, best practices, third party applications, standard configuration and industry recommendations as their work for our team was pivotal for operational efficiency and incremental revenue generation.

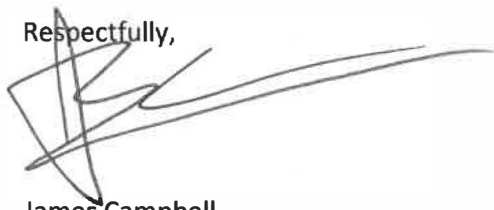
As part of our engagement the NexGen team completed the following:

- Migration from Classic to Lightning
- Account/Contact Enhancements (including Record Types)
- Lead Configuration
- Custom Object For Competitive Intelligence
- Pipeline Management & Revenue Forecasting
- Business Analysis and Process Reviews for Sales and Marketing Activities
- Custom Object For Agency Appointments
- Centralized Submission Clearance and Tracking
- Target Account & Broker Sales Processes
- Agency Financials and Key Metrics
- Deployed an in-depth Data Visibility & Security Model
- Data Cleanse & Duplicate Prevention
- Report, Dashboard & Analytics Development
- Salesforce Chatter Rollout
- End User, Report & Dashboard & Administrator Training
- Utilized Workflow, Process Automation & Process Builder

The NexGen team has been an exceptional consulting partner and firm for guiding us on our Salesforce journey to design and implement a scalable solution while driving value with our team and ensuring user adoption. Their expertise to build an efficient design, data model, best practices and technical expertise, gave us the ability to be productive and efficient as we continue to grow as a business. Overall, they were very receptive, tenured and skilled to work with and we are pleased to have NexGen as our Salesforce consulting and implementation partner.

Please accept this referral letter as a recommendation for any company or business considering NexGen as a Salesforce consulting and/or implementation partner!

Respectfully,

A handwritten signature in black ink, appearing to read 'James Campbell', with a long horizontal flourish extending to the right.

James Campbell
Director - Business Development Operations
Salesforce Project Sponsor/Champion
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