



June 1, 2014

To Whom It May Concern:

It is my pleasure to recommend the services of NexGen Consultants. We recently contracted with NexGen to implement and configure Salesforce at our company. Frey Gaede is the premier manufacturer's representative group concentrating on the following markets: Office Product, Contract Furniture, Janitorial, Break Room and Safety. We serve 14 states with 12 professionals, and our headquarters are in Cincinnati, Ohio. With the help of NexGen, and specifically Shannon Brown and Debbie Fanning, we created a configuration that is unique to our business model.

Our Salesforce instance is a manufacturer representative implementation designed to support our needs with many manufacturers and customers. It provides better reporting for our manufacturers, who want to see our activities and pipeline associated with their products. This provided a tool to help the reps be more productive in their day to day jobs.

Our project consisted of the following:

- Sending mass email to a filtered group via Salesforce
- Building record types to allow us to track information specific to each type of account
- Creating a custom opportunity object to track sales pipeline
- Implementing Chatter for better collaboration
- Building a restricted data visibility model to limit data access by user
- Developing Reports & a Dashboard specific to our business needs
- Integrating Outlook to synch events, tasks and email to Salesforce

In addition, Shannon and Debbie spent time training our users on the new environment. NexGen had the flexibility to make this project successful. The team took the time to listen to our needs and then translated them into a configuration that is unique to our business model. We confidently recommend NexGen as a Salesforce Implementation Partner.

Sincerely,

A handwritten signature in blue ink that reads 'John N. Frey Jr.' with a stylized flourish at the end.

John Frey Jr.  
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