



To Whom It May Concern:

This reference letter is my official recommendation for NexGen Consultants, specifically Keith Watters, Gretchen Allnutt and Janelle Hunter, as Salesforce.com consultants where they assisted us with our implementation of Salesforce (Sales Cloud).

Knighthouse Media publishes B2B magazines for readers across North America and we have offices in Chicago, Boston and Los Angeles; we also produce content that helps top executives achieve success and also specialize in target markets like foodservice and construction.

Our business challenge prior to working with their team was not having a scalable CRM platform in place for launching a new business unit as we wanted to track lead, account and contact data while measuring sales activity and our opportunity pipeline. The value of the solution built by NexGen for our team was to measure, quantify and qualify lead and sales opportunities as we continue to grow as a business.

NexGen was extremely professional, diligent and analytical on gathering requirements while interpreting these requests to build an effective solution for our team. Most importantly to us, they always indicated practical applications through best practices and recommendations, and their work for our organization was pivotal for future revenue generation.

As part of our implementation, the NexGen team completed the following items as part of our engagement:

- Account/Contact Configuration
- Lead Enhancements (Lead Queues, Assignment Rules)
- Creation of standard Email Templates
- Business and Process Reviews around Sales Activities
- Opportunity Management/Configuration
- Data Migration from Excel
- Implemented a Data Visibility Model
- Report & Dashboard Development
- Utilized Workflow Automation & Process Builder

NexGen has been an exceptional partner in leading us on our Salesforce journey to design and implement Salesforce for driving value with our team and ensuring user adoption. Their expertise to deploy an efficient data model, best practices and technical expertise, has given us the ability to be productive and efficient as Knighthouse Media seeks to obtain incremental revenue. Their team was responsive, experienced and pleasant as we are delighted to have NexGen as our Salesforce partner.

Please let this referral letter serve as an endorsement for any company considering NexGen as a Salesforce partner!

Sincerely,

A handwritten signature in black ink, appearing to read 'M. Grist', with a stylized, cursive script.

Martin Grist

VP of Network Administration | Knighthouse Media