

August 12, 2016

Dear Doug:

Our most recent project with NexGen is complete, and I am writing to take note of all that was accomplished. The team that worked with us (Kim Scharstein, Sheryl Shepherd and Gretchen Allnutt) was outstanding and should be applauded. The NexGen model for engaging and understanding customer needs and putting them through to requirements and design is very good. We came to you with a Salesforce situation that needed a major overhaul and the team rose to the occasion. Our project included Account and Contact design, Pardot setup and training, significant dupe cleanup and CRM Fusion training. As a result of our work, we now have an environment with:

- Increased adoption
- Data reliability and accuracy
- Improved user productivity based on best practice design and use
- Greater Salesforce administrator self-sufficiency
- Improved business insight based on use of Salesforce reporting and dashboards
- Optimal use of Salesforce for Outlook
- Improved usability
- Formal change management process
- Process for supporting on demand needs
- Decreased risk of data loss based on standard backup procedures
- Streamlined process for Salesforce improvements
- Improved alignment between the business and use of Salesforce via a governance model

The consultants were very flexible when moving through development and provided excellent value on how they managed their resources to meet our development needs.

Sincerely,



James Gain  
Chief Technology Officer