



July 29, 2019

Maria:

I wanted to thank you and Justin Davis for all of your help in getting our Salesforce environment up and running. With your help, we were able to deploy to our sales team (Sales Cloud), service team (Service Cloud) and our distributors (Customer Community). Prior to Salesforce, we did not have a CRM system and tracked all of our interactions within our Ross ERP system. In speaking with the Salesforce.com team, we felt confident that their platform would allow our sales and service teams to provide better service to our end customers and our distributors. NexGen was recommended to us and your firm has been very easy to work with.

Now that we are live, our distributors can submit questions/issues to our service team without having to call us. They have the ability to see their open and historical orders, as well as request a quote or freight rate. Finally, they have access to our catalog, marketing materials and social posts. On the backend, all of these requests are routed internally to the correct Turf Care employees so that we can provide quick and correct responses.

Our customers have been very happy that the community has provided them with all of the new capability and visibility. By providing this capability, it has increased the effectiveness of our service team and our distributors are very happy with the information they now have access to.

NexGen has been a great partner to work with and we look forward to a great partnership as we continue to build on our success.

Thanks again,

A handwritten signature in black ink that reads "Mark Austin". The signature is written in a cursive style.

Mark Austin  
VP of IT