



Completion With a Purpose®

February 7, 2019

To Whom It May Concern:

This reference letter is my official recommendation for NexGen Consultants, specifically Keith Watters, Matt Scholl, Cathy Bedell and Chad Shaffer as Salesforce consultants. Their group assisted us with an Org consolidation and implementation of a new, and consolidated Salesforce Sales Cloud environment, for 125+ users.

Strada Education Network, headquartered in Indianapolis, Indiana is a national higher education nonprofit organization providing education to employment solutions. Strada Education Network is comprised of six operating companies, each delivering products and services to higher education institutions, employers and students.

Strada evaluated CRM tools and ultimately chose Salesforce as its enterprise solution moving forward and set forth a goal of collapsing five separate environments into one by implementing a new, consolidated and centralized environment. As a result, it was a key critical decision for Strada to choose the right consulting partner for this implementation.

NexGen presented and deployed a solution that reduced technical overlap, standardized operating processes and enabled Strada to have a platform to scale and grow efficiently as it continues to expand. Additionally, NexGen enabled Strada to have a consolidated view of all leads, accounts, contacts, activities, marketing initiatives, opportunities, revenue, sales pipeline and forecasting of all its operating companies to rapidly segment and measure data effectively.

NexGen was skilled, diligent and provided strong analytical support on gathering requirements while interpreting these requirements to build an effective enterprise solution for our team. The NexGen team provided practical applications through best practices, third party applications, standard configuration, custom development and industry recommendations.

The NexGen team completed the following items as part of our engagement:

- Account/Contact Configuration
- Lead Enhancements
- Pipeline Analysis & Revenue Forecasting
- Business Analysis and Process Reviews for Sales, Service & Marketing Activities
- Opportunity Management & Configuration of Record Types
- Custom Object Creation & Configuration
- Implemented AppExchange Products for Marketing & Contact Management
- Multiple Data Migrations (Salesforce & Hubspot CRMs)

- Implemented a Robust Data Security Model to Share & Restrict Visibility across 5 Operating Companies
- Report, Dashboard & Analytics Development
- Utilized Workflow Automation

We have been very satisfied with the implementation consulting and work conducted by NexGen. They continue to help lead Strada and its affiliates on our Salesforce journey and help us design and implement solutions that drive value within our team and ensure high user adoption. Their knowledge to deploy an efficient data model, best practices and technical expertise, has allowed us to be productive and efficient as we continue to grow and acquire new operating companies.

We've found the NexGen team to be professional, responsive, diligent and experienced. We would recommend NexGen as a consulting partner to others considering a similar Salesforce implementation.

Sincerely,

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