



June 22, 2017

Brown Smith Wallace Advisory Services
Business Process and Systems Group
6 City Place Drive, Suite 900
St. Louis, MO 63141

BSW has been consulting with SouthernCarlson for the past 8 months as we have worked through the process of identifying and selecting an ERP system to replace an aging legacy system. We are in the final stages of the selection process and I want to commend BSW and especially Henry Struckel and Jeff Gusdorf as we are bringing this process to a successful conclusion. It was very apparent early on that Jeff and Henry were far more knowledgeable than anyone on our team about the many software companies offering their services; what their strengths and weaknesses were and which companies would most likely be the best fit for us. They helped us map our many business processes and helped us identify what was really mission critical. Now that we are close to making our final selection, I am very pleased that BSW has stayed very close to schedule and stayed within their initial budget. I have no hesitation in recommending BSW to assist any hard goods distributor in a complex software selection process. They are Top Drawer in my book!"

George

George Morgan
Director
SouthernCarlson
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