



THE PRESERVE

Culverwell Conservation Co. Pty Ltd

6 Intaba Estate, Zinnia Road, Kyalami, 1648, Johannesburg, P.O. Box 71675, Bryanston, 2021

Tel: +27 11 799 7676 | Fax: 086 529 0565

www.thepreserve.co.za | info@thepreserve.co.za



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Axiom Business Systems - Cemetery Management System

To Whom It May Concern:

This letter serves as a reference on my personal and our Company dealings with Axiom Business Systems in regard to procuring and deploying their Cemetery Management Software system for two of our privately owned cemeteries named The Preserve that are to be launched on the 1st August 2015.

In my global search for the required technology incorporating a CRM, Mapping and Accounting system, Axiom's offering stood out in terms of a best practice cemetery technology with a superior Mapping functionality that is brilliantly integrated with the CRM core module. This is unique in the Axiom offering and sets the technology apart from other industry players. Our roadmap requires the mapping of 1 million double depth burial plots as a start that is set in the prestigious African bushveld. The ease at which we have been able to work through the processes and project plans presented by Axiom has been most refreshing, user friendly, well presented, and of logical ease to implement.

I have personally deployed many systems throughout my career, which incorporated dealings with companies such as Accenture and Deloitte, companies in the global market spread throughout India, Norway, USA and South Africa. To date, the most comfortable dealings have been with Axiom. They have made themselves available for travel on short notice. We have successfully managed to document and work through the project and implementation plans together with one of our partners whom are one of South Africa's largest Insurance companies and all stakeholders have complimented Axiom on their interactions, quality of systems on offer and importantly a well priced offering.

My vision for our partnership is to expand together into 11 private burial grounds which we anticipate servicing approximately a minimum of 500 000 clients per estate. I too have identified some core differentiators in the ability of having the mapping technology carried across into the Touchscreens for customer self service at our welcome centres and look forward to changing the landscape of the death care profession in my country using Axiom's technology.

It is with great pleasure that I recommend Axiom's technology, unparalleled support and personal touch which has certainly made our search and implementation a satisfactory journey opposed to a lengthy technical exercise that one usually faces.

For any additional information please feel free to contact me directly.

Yours truly,

Tony Sousa

Director – Culverwell Conservation Company

tony@cccsa.co.za



Directors: Mr. A M Culverwell, Mrs. B E Culverwell, Mr. D M Culverwell