



LexisNexis®

InterAction®

GAIN A COMPETITIVE ADVANTAGE WITH LEXISNEXIS® INTERACTION® BUSINESS EDGE

Engineered specifically to support best practices for law firm business development, LexisNexis® InterAction® Business Edge delivers the insights needed to win more business from existing clients and recognize new client opportunities. This solution provides law firms with a competitive advantage and sharpens focus on the business development processes and tactics that are likely to produce the best bottom-line results and maximize firm growth.

To keep pace with the evolving legal marketplace, law firms are adding or expanding business development teams to address the more complex and competitive legal environment. Clients are demanding more value, and as a result, law firms are putting more importance on building better client relationships and focusing on a firm-wide brand image. Business Edge enhances the main initiatives of the firm and facilitates the development of stronger relationships with clients, prospects and referral sources - providing a plan to keep your firm competitive and strong.

Identify and Optimize Business Opportunities

Business Edge is a SaaS cloud solution that leverages a secure integration with the LexisNexis® InterAction® CRM system, providing accessibility and ease-of-use to law firms with virtually no additional hardware and IT maintenance costs. The modern, user-friendly interface optimizes customer relationships, automates processes, improves client communication and enables better follow-up. Business development information is secure and available anytime, anywhere.

Having a holistic, real-time view into client engagement provides oversight and builds accountability with attorneys and legal professionals within the firm. Business Edge also maximizes workload efficiencies to establish consistent processes across the firm and uncover where to most effectively focus and prioritize budget, time and resources.

InterAction Business Edge provides numerous benefits to enhance relationship building and long-term business development including:

Access to a holistic firm-wide view that brings all data into one central repository for instant visibility into the firm, practice group or individual opportunity pipeline

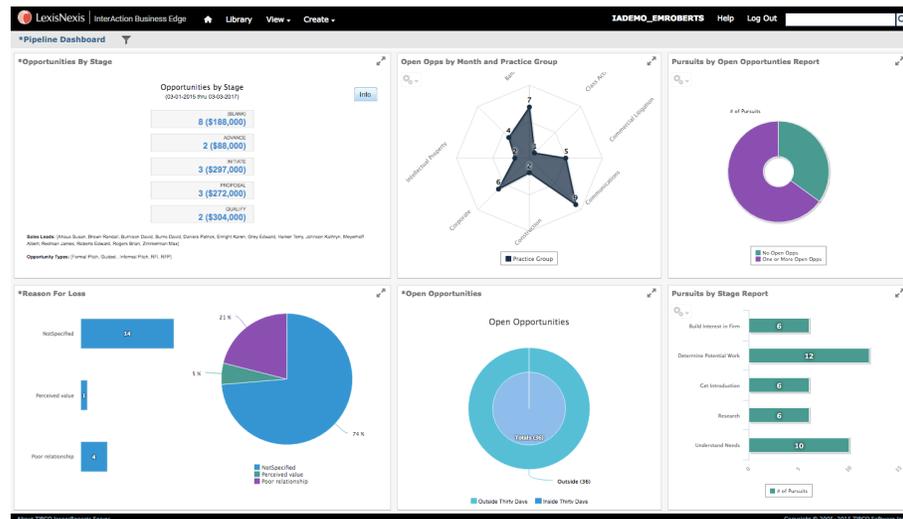
Ability to track, manage and optimize business development to win more cross-selling opportunities from clients.

Strengthen the pipeline by focusing on relationship building and aggregate information to better identify target prospects and opportunities.

Greater visibility through dashboards and reporting to make better use of time and resources resulting in improved decision-making and action-planning.

InterAction Business Edge has user-friendly dashboards and reporting capabilities for improved business development tracking and analysis. Having a central, unified source for capturing data makes it easier to track, manage and report on business development activities. Additionally, analytics provide visibility into potential risks and the ability to analyze which strategies are most successful and profitable. Business Edge provides an up-to-date, accurate and complete picture of the firm's pipeline with important metrics including overall win/loss rate and the ROI related to specific pursuit opportunities. By leveraging this insight, a law firm can improve business development strategies to better predict future trends and gain a competitive edge.

BUSINESS EDGE OFFERS THE SOLUTION, PROCESSES AND DATA INSIGHTS TO IDENTIFY AND UNDERSTAND WHICH OF YOUR BUSINESS DEVELOPMENT EFFORTS ARE MOST EFFECTIVE AND PROFITABLE TO HELP FIRMS GAIN A COMPETITIVE ADVANTAGE.



The LexisNexis training and services teams work with your law firm on all the implementation arrangements to get your new solution installed, integrated, tested and deployed as well as provide ongoing educational and maintenance services. A value-added selection of consulting services is also offered to address different functional, technical, strategic and organizational aspects of adopting a CRM and business development solution specific to the needs and goals of your law firm.

With nearly 20 years in the legal marketplace, LexisNexis products are specifically designed for law and professional service firms.

To learn more, visit www.interaction.com

InterAction - Leading CRM for Law Firms



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