Lexis® InterAction®
Profit from enterprise relationship intelligence

To develop successful professional relationships, today's top firms count on immediate access to the right information – when and where it's needed. InterAction® gives you that access by turning disparate data from across your enterprise into meaningful relationship intelligence.

The **InterAction** solution makes it easy to aggregate your firm's valuable client data – like profiles, matters, notes and activities – to transform it into relationship intelligence. This gives you insight on the complex connections among people, companies, relationships, experience and expertise.

Successful business development and marketing leaders from the nation's leading firms have relied on this relationship intelligence to build existing business relationships and also find new ones.

InterAction is designed to deliver relationship intelligence throughout your firm quickly and cost-effectively. In addition, InterAction is mobile-enabled so this relationship intelligence is accessible anytime, anywhere.

With **InterAction**, firm leaders can:
- Transform marketing efforts
- Streamline predictable, related client communications
- Gain value insight for sound business decisions

Manage relationships to generate more revenue

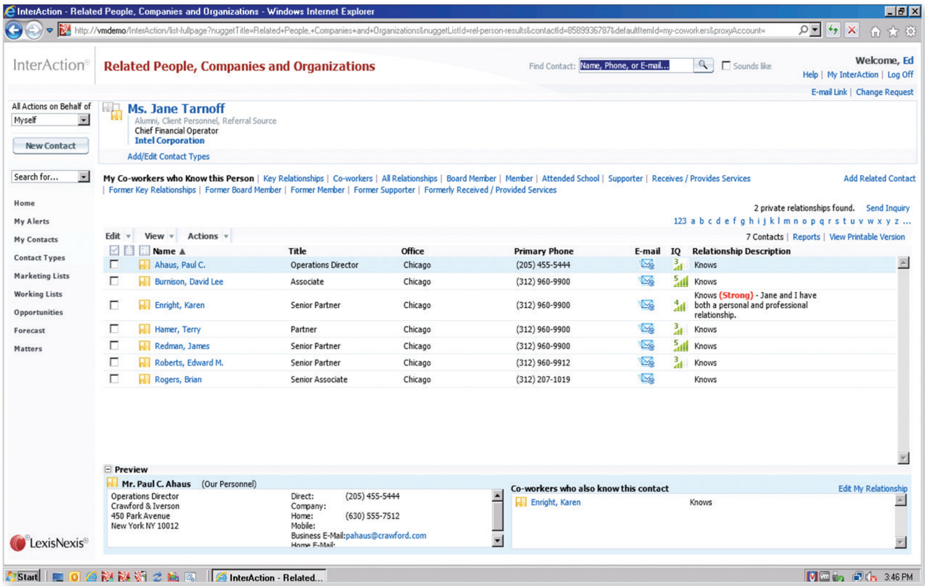
Knowing your clients well supports business growth. A variety of **InterAction** features help you identify critical relationships to maximise your firm's network to generate more revenue.

Who Knows Whom® and InterAction® Relationship Map™: Whether you're pursuing additional opportunities with current clients or targeting new business, you can use these tools to help determine who else in the firm knows a contact and the nature of this relationship.

Related Contacts: InterAction reveals subtle interrelationships among clients and prospects, enabling you to quickly recognise connections that would otherwise be difficult to uncover.

Microsoft Outlook tools: In **InterAction**, you can use this panel to conveniently generate a list of contacts who may have a relationship with a selected prospect—for example, colleagues who formerly worked with your prospect or someone who has a seat on the same charitable board.

InterAction® IQ: Use this tool to automatically analyse header information in incoming and outgoing email correspondence of associates across the firm. Based on the frequency of email correspondence, InterAction IQ documents and scores relationships, helping firm professionals evaluate avenues for developing and supporting client relationships.



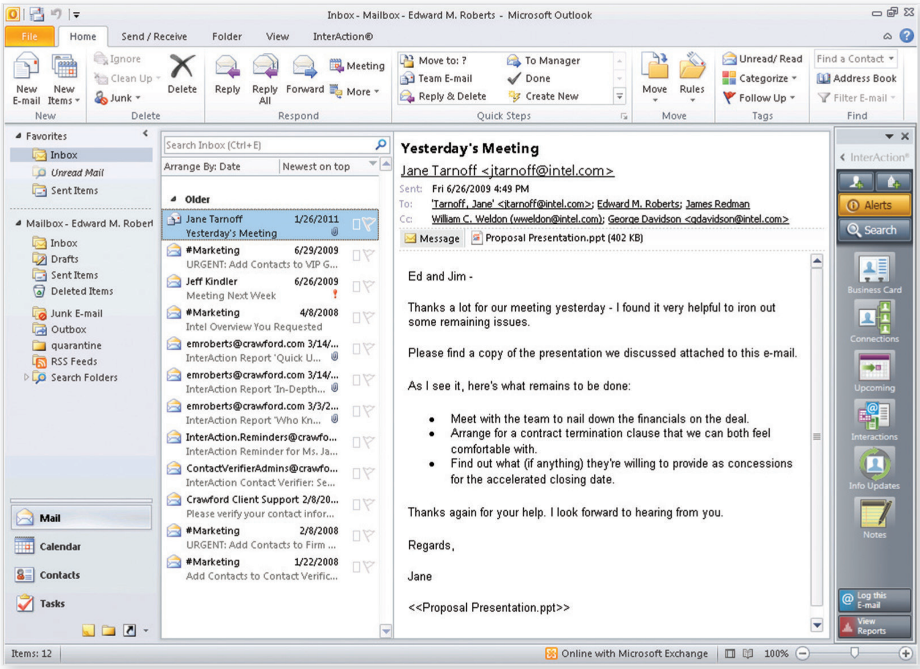
InterAction keeps track of relationships over time and is able to quantify existing connections and even reveal new contacts you might not otherwise know exist.

Equip Professionals to exceed client expectations

When you are up-to-date on client and prospect activities, you're in a stronger position to deliver exceptional client service. To help you manage this, **InterAction** software captures contact updates and meetings in real time using Microsoft® Outlook® integration on each professional's desktop. Calendar integration and activity logging is also available, simplifying the process for gathering up-to-date client information.

In addition, when you use InterAction for Microsoft Outlook 2007 or 2010, an embedded panel makes it easier to discover pertinent client information and activities involving other members in the firm.

InterAction software also provides enhanced alerts, which automatically notify you when someone in your firm interacts with or updates information about your key contacts.



InterAction for Microsoft Outlook: Use the embedded panel on the right to gain direct access to key client details such as contact information, mutual connections, dealings with firm colleagues, upcoming meetings and personal notes—all while you're inside Outlook email, calendars and contact lists.

Gain immediate value from your investment

With **InterAction** relationship management software, professionals throughout the firm receive vital contact information quickly through intuitive tools that integrate easily with the professionals' desktops, making **InterAction** the preferred choice for marketing and professionals alike. Unique security features give you greater control over the information you share, including the ability to accept or decline changes made to your contacts.

Data stewards in the firm can take advantage of powerful **InterAction** data quality tools and data change management rules. These features help ensure the ongoing integrity and accuracy of relationship intelligence, reducing the firm's ongoing total cost of ownership. Reducing risk and time spent on data administration promotes firm-wide participation and enhances the overall user experience.

Work with your firm's culture—not against it

With nearly 20 years' experience in relationship management, **InterAction** software is designed for the way you do business. It integrates with other professional services software to help your firm spend less time implementing the solution and more time using it to develop client relationships.

The flexible **InterAction** architecture integrates with your firm's third-party applications to enhance and augment the intelligence made available to your professionals, giving you a full 360° view of a contact.

InterAction can also integrate with information from external systems like Microsoft Windows Active Directory, Lightweight Directory Access Protocol (LDAP) services, etc., and synchronise directly with Outlook or Lotus Notes.

InterAction makes it easy to share data while accommodating a professional's need for privacy and confidentiality. Enhanced security features and data change control options allow you to selectively share information about contacts without sacrificing control over data management.

For more information

To find out more about Lexis® InterAction® and to discuss your firm's specific business requirements, please visit www.lexisnexis.co.uk/enterprisesolutions email salesinfo@lexisnexis.co.uk or call +44 (0) 1132 262 065 to speak to a LexisNexis Enterprise Solutions consultant.

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