

## Media Alert

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### Lexis InterAction Adopted by Dentons in Multi-Year Deal

LexisNexis® Enterprise Solutions ([www.lexisnexis-es.co.uk](http://www.lexisnexis-es.co.uk)), a leading provider of content and technology solutions, today announced that global law firm [Dentons](#), has signed a multi-year deal for [Lexis® InterAction®](#). InterAction will serve as the single, central resource for client relationship management (CRM), seamlessly integrating with the firm's business systems, including new business intake, practice management, document management, external database providers and Microsoft SharePoint, whilst still preserving the separation and confidentiality of certain information, which is an integral requirement of the firm's business structure.

"As a global organisation, Dentons requires a sophisticated CRM tool," said Marcel Henri, Chief Information Officer, Europe, Dentons. "InterAction will enable us to organise and manage client relationships to provide a competitive edge in an increasingly complex and interconnected marketplace. Integrating news feeds and social media channels will enhance our understanding of our clients and the industries in which they operate."

Dentons currently has a number of instances of InterAction deployed in the organisation as a result of the combination of international law firm Salans LLP, Canadian law firm Fraser Milner Casgrain LLP and international law firm SNR Denton. Whilst observing relevant professional restrictions on data sharing, the firm is working towards consolidating data within and across these deployments based on clear, standard processes for qualifying and classifying contacts based on clients, type of work, industry, experience, referrals and more.

Guy Phillips, Sales Director at LexisNexis Enterprise Solutions, commented, "InterAction will play an instrumental role in enabling Dentons to manage the complexities of the firm's business model and help execute its business strategy. Dentons is an important strategic relationship for us, and we are working closely with the firm to ensure that the solution is configured to meet the organisation's specific business requirements."

The Lexis InterAction customer relationship management solution is designed for professional services organisations to help drive business relationships, accelerate firm growth and increase revenue. By providing powerful relationship intelligence that goes beyond 'who knows whom', the solution uncovers unanticipated risks, facilitates personalised and streamlined communications and enables execution of business development plans that can be measured by client, segment or industry - all enabling firms to deliver value and exceed client expectations. InterAction can be accessed by users from within Microsoft Outlook and also 'on the move' from a range of mobile devices.

#### About LexisNexis Legal & Professional

LexisNexis Legal & Professional ([www.lexisnexis.com](http://www.lexisnexis.com)) is a leading global provider of content and technology solutions that enable professionals in legal, corporate, tax, government, academic and non-profit organisations to make informed decisions and achieve better business outcomes. As a digital pioneer, the company was the first to bring legal and business information online with its Lexis® and Nexis® services. Today, LexisNexis Legal & Professional harnesses leading-edge technology and world-class content, to help professionals work in faster, easier and more effective ways. Through close collaboration with its customers, the company ensures organisations can leverage its solutions to reduce risk, improve productivity, increase profitability and grow their

business. Part of Reed Elsevier, LexisNexis Legal & Professional serves customers in more than 100 countries with 10,000 employees worldwide.

As a leading provider of software platforms, LexisNexis® Enterprise Solutions ([www.lexisnexis-es.co.uk](http://www.lexisnexis-es.co.uk)) works with customers to drive productive, efficient and reliable business decisions. Its solutions include Lexis® Visualfiles™; for case management and workflow; Lexis® InterAction®, a customer relationship management tool; and LexisOne™, an enterprise-grade business management solution powered by Microsoft Dynamics® AX.

### **About Dentons**

Dentons is a global law firm driven to provide clients a competitive edge in an increasingly complex and interconnected world. A top 20 firm on the Acritas 2013 Global Elite Brand Index, Dentons is committed to challenging the status quo in delivering consistent and uncompromising quality in new and inventive ways. Dentons was formed by the combination of international law firm Salans LLP, Canadian law firm Fraser Milner Casgrain LLP (FMC) and international law firm SNR Denton. Dentons' clients now benefit from approximately 2,600 lawyers and professionals in more than 75 locations spanning 50-plus countries across Africa, Asia Pacific, Canada, Central Asia, Europe, the Middle East, Russia and the CIS, the UK and the US. The firm serves the local, regional and global needs of a broad spectrum of clients, including private and public corporations; governments and government agencies; small businesses and startups; entrepreneurs; and individuals.

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