



Media Alert

26 September 2013

Luxembourg law firm Arendt & Medernach Signs Five Year Deal for CRM Solution Lexis InterAction

LexisNexis® Enterprise Solutions (www.lexisnexis-es.co.uk), a leading provider of content and technology solutions, today announced that Arendt & Medernach, a leading independent business law firm in Luxembourg, has signed a five year deal for its client relationship management (CRM) solution [Lexis® InterAction®](#). The solution is being rolled out to over 300 users across the firm's six offices including Luxembourg, London, New York, Hong Kong, Dubai and Moscow to help develop and execute a fully integrated CRM and eMarketing strategy.

Alongside the core InterAction solution, [Arendt & Medernach](#) is implementing the [InterAction Matters](#) module, which records and collects information about matters and combines it with the relationship intelligence that already exists in InterAction. The combined solution will serve as a powerful knowledge source for the firm.

The firm chose InterAction for its superior functionality, LexisNexis' proven deployment methodology and widely acclaimed customer support.

Guy Harles, Chairman of Arendt & Medernach's Management Board, said "We believe that one of the most important services that Arendt & Medernach can bring to its clients is exceptional and seamless relationship management and emphasised importance on their business needs and interests. To have a clear understanding and knowledge of our client base, combined with a best practice approach in planning their requirements, we chose InterAction to meet the needs of the firm and its clients as it evolves and grows."

To streamline CRM and marketing communications, the firm is also linking InterAction with Vuture Vx, a powerful eMarketing platform. This will enable the organisation to leverage the data residing in InterAction for email and online marketing and website management functionality.

Alan Fraser, General Manager at LexisNexis Enterprise Solutions, commented, "CRM has always been popular in the legal sector, but due to the changing global landscape, we are seeing a renewed recognition of its importance as a business discipline. Our successful track record is opening up new opportunities for us across the globe."

LexisNexis InterAction software transforms internal knowledge into relationship intelligence through a four-step process of relationship discovery, relationship management, marketing automation and knowledge delivery. Relationship intelligence represents internal, proprietary knowledge inaccessible to the outside world, which can be used to uncover relationships to assist in new business development and to enhance client service. Today, in excess of 500 individual firms use InterAction globally.

About LexisNexis Legal & Professional

LexisNexis Legal & Professional (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) works with customers to drive productive, efficient and reliable business decisions. Its solutions include Lexis® Visualfiles®, for case and matter management; Lexis® Redwood Analytics®, for business intelligence and budgeting software and services; Lexis® InterAction®, a customer relationship management tool; and Nimbus (codename) a firm-wide business management system powered by Microsoft Dynamics® AX.

About Arendt & Medernach

Arendt & Medernach (www.arendt.com) is a leading, independent business law firm established in 1988 through the merger of two well-established Luxembourg law firms. Arendt & Medernach have an international team of 290 legal professionals providing Luxembourg law related services to our clients from our offices in Luxembourg, Dubai, Hong Kong, London, Moscow and New York.

Arendt & Medernach represents and advises clients across a broad range of practices to offer clients a full range of services tailored to their individual needs in all areas of finance and commercial law.

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