



Media Alert

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Attorneys at law Borenium Deploys LexisNexis CRM Solution InterAction Across Finnish and Russian Offices

LexisNexis® Enterprise Solutions (www.lexisnexis-es.co.uk), a leading provider of technology solutions for legal and professional services firms, today announced that Attorneys at law [Borenium](#), one of the largest corporate law firms in Finland, has selected [Lexis® InterAction®](#) as the organisation's customer relationship management solution to derive and harness the relationship intelligence that exists in the firm for business advantage. InterAction will support over 100 lawyers across the firm's offices in Helsinki, Tampere and St. Petersburg.

Scheduled to go live in 2014, InterAction will be fully integrated with the firm's practice management system, putting the discipline of CRM at the heart of the organisation's business operation.

The firm chose InterAction for its superior functionality, track record of on-time and successful implementations in Europe and LexisNexis' reputation for high quality of service. InterAction's seamless integration with Outlook was seen as a key to wide adoption among the attorneys.

"We evaluated several CRM systems designed for law firms. It became clear that LexisNexis' InterAction was in a league of its own when it comes to relationship management. In law firms, it is all about relationships. Moreover, InterAction's Outlook user interface is also highly developed," Harri Lindroth, Knowledge Manager at Attorneys at law Borenium.

Andy Sparkes, General Manager at LexisNexis Enterprise Solutions, commented, "We are delighted to have Borenium on board. Many firms today put InterAction at the centre of their business, integrating it with their operations and other platforms in order to leverage true relationship intelligence, which can be exploited for business advantage. InterAction is going from strength to strength in Europe because it is a proven solution that is centred on relationship management and supported by sophisticated data quality management tools."

The Lexis® InterAction® customer relationship management solution is designed for professional services organisations to help drive profitable, business relationships to accelerate firm growth and increase revenue. 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 also be securely accessed by users 'on the move' from a range of mobile devices.

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.

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