

Gresham Private Equity Case Study

Company: Gresham Private Equity
Industry: Private Equity
Product: LexisNexis® InterAction®

LexisNexis Client Advising Helps Gresham Private Equity Maximise InterAction Functionality

Gresham Private Equity is a leading independent, mid-market private equity investor with offices in London, Birmingham, Bristol and Manchester.

Gresham looks to invest between 5 to 50 million in the financial, energy and environmental, healthcare and pharmaceutical, industrial products and consumer sectors.

Dave Rogers, Head of IT, Gresham Private Equity; talks to LexisNexis about the role that Client Advising has played in facilitating better utilisation of LexisNexis InterAction.

What was the business driver for implementing LexisNexis InterAction?

Dave Rogers: We first realised the requirement for a CRM system when we were looking to undergo a fund raising process about 18 months ago. We needed to improve the method of capturing data to better manage investor relations, an exercise which was manually driven by Microsoft Excel spreadsheets. Also, we wanted a CRM system to drive deal origination across the wide ranging sectors we work in.

On investigating the market for CRM systems, InterAction best met our business requirements as it is expressly designed for professional services organisations. From a user standpoint, InterAction is simple and easy to use. The seamless Microsoft Outlook interface is a major plus. The system also has a good content management system.

What was your need for LexisNexis' Client Advising services?

Dave Rogers: From an account management perspective, we felt that post the implementation of InterAction, there was no one at LexisNexis who "owned" our project. We needed guidance on how to fully utilise the functionality of the solution and needed a "go to" person to help us navigate through the initial teething troubles that most technology implementation projects experience.

We were informed of the Client Advising services offered by LexisNexis, which has proven very valuable for us. We have a dedicated Client Advisor with whom we communicate on a regular basis to not only help us with on-going issues, but also to plan future CRM-related business requirements. For example, our Client Advisor has enabled us to leverage the eMarketing functionality provided by the system to the full.

How has your Client Advisor helped Gresham on this project?

Dave Rogers: At the outset, our Client Advisor undertook a 360 degree review of the implementation to identify areas for improvement alongside evaluating how the system was being used. This helped us better fine tune InterAction to our needs. For instance, the Client Advisor helped us cleanse our data – accurate and up to date data is



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fundamental to the use any CRM system and today we are confident of its integrity.

Previously, we didn't have the desired level of engagement on this project from all the senior management and partners. This was hindering us from maximising the business benefits offered by InterAction. Our Client Advisor undertook training programmes to address the concerns of senior executives and suggested ways in which we could facilitate collaborative working across the organisation. For instance, our Client Advisor suggested ways in which the core CRM team, investor relations staff and personal assistants who are involved with data management in InterAction could work together to establish best practice related to ensuring data integrity and data usage.

Today, we have a much improved system – we have been able to fine tune it to meet our specific requirements. This has greatly improved how we log deal origination, which in turn is helping us better manage deal flow across the deal lifecycle.

What are your future plans for using the system?

Dave Rogers: We are looking to upgrade InterAction to version 6.1 imminently and are exploring the option of a hosted model. Our Client Advisor is helping us evaluate this option and is guiding us on how best we can adopt a hosted model.

The Client Advising service from LexisNexis is a valuable service. It is great to have an advisor at the end of the phone who can help with day to day issues. Typically one would need to pay someone for such consultancy, but LexisNexis offers it free of charge.



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