



LexisNexis Launches Mobile CRM Tool for InterAction Customers

Lexis InterAction Mobility delivers relationship intelligence anywhere, anytime via mobile device; maximises return on investment on Lexis InterAction

LONDON, 15 January 2013 – LexisNexis® Enterprise Solutions (www.lexisnexis-es.co.uk), a leading provider of content and technology solutions, today announced the availability of Lexis® InterAction® Mobility, a mobile CRM tool and the latest addition to CRM solution suite, [Lexis® InterAction®](#).

[InterAction Mobility](#) increases user productivity and improves client service. Users can search and view contacts residing in InterAction on-premise – and instantly make phone calls, send texts or emails from individuals' record on their mobile device. The solution also enables users to access past email correspondence and meeting notes while on the move, eliminating the need to request office-based support teams for relationship information. InterAction Mobility is modeled around the 'InterAction for Microsoft Outlook' (IMO) interface, providing an easy and intuitive way for professionals to look up contacts residing in the CRM system when out of the office.

Existing InterAction customers maximise the return on investment and value of CRM through InterAction Mobility. Given the pervasiveness of mobile devices, users are prone to leveraging InterAction Mobility for important relationship information and client dealings, in turn growing the firm's CRM usage footprint. To illustrate, the 'Nearby Contacts' feature in InterAction Mobility displays contacts near an entered address or user's current location identified via a mobile device geo-locator. Users can maximise travel by coordinating multiple client visits in a given geography. Presently the 'Nearby Contacts' feature is supported in the U.K. and U.S.

"In today's 24/7, global and increasingly competitive business environment, mobile CRM is becoming indispensable," says Laura Whitehead, Head of Marketing, LexisNexis Enterprise Solutions. "It gives people anywhere, anytime access to their firms' entire network of contacts, relationship intelligence and historical record of client dealings on the palm of their hands and regardless of where they are physically located. It is a truly powerful capability that users and organisations alike can exploit for competitive advantage. Already, we are very encouraged by how positively InterAction Mobility has been received by our existing InterAction customer base."

InterAction Mobility is a cloud-based solution and uses the Microsoft Azure cloud platform, significantly reducing IT administration costs and overheads. Security of information is ensured too, as no contact data is stored on the mobile device or in the cloud – data is held securely within firms' corporate network.

The solution is supported on a range of mobile devices including iPhone, iPad, Android and Blackberry. No software installation is required on the mobile device to use InterAction Mobility.

Lexis 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, more than 600 individual firms use Lexis InterAction globally.

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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; and Lexis® InterAction®, a customer relationship management tool.

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