

Press Release**Linklaters Selects LexisNexis InterAction as Global CRM Tool**

LONDON, 13th August, 2012 – LexisNexis® Enterprise Solutions (www.lexisnexis-es.co.uk), a leading provider of content and technology solutions, today announced that, [Linklaters](#), a leading global law firm, has selected LexisNexis® InterAction® as its preferred CRM tool to be deployed across all its locations. Following a successful pilot, Linklaters selected InterAction for the solution's ability to support relationship management activities and its ease of use, especially via Microsoft Outlook.

"As a leading global firm, we support clients wherever they do business, and we need the very best supporting infrastructure to help us manage increasingly complex global relationships," explained Graham Leigh, Global Marketing Director, Linklaters.

InterAction aggregates and de-duplicates client data such as client profiles, financial information, notes and activities to provide a 360 degree view on clients. This insight helps firms to identify the complex connections among people, companies, relationships and expertise across the firm's business operations.

"In the current economic climate, a CRM-led approach to business is indispensable for law firms of all sizes. We are continuing to see strong demand for InterAction worldwide because it is an adaptable solution that can be tailored to meet the unique, individual needs of small and global firms alike," said Alan Fraser, General Manager, LexisNexis Enterprise Solutions. "For global law firms like Linklaters, it is a robust cross-border solution that helps easily implement CRM best practice, regardless of the extent of the organisation's geographic spread and business culture. We are delighted to be working with Linklaters."

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, more than 600 individual firms use LexisNexis 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 LexisNexis® Visualfiles®, for case and matter management; LexisNexis® dna, for fully-integrated practice management; LexisNexis® Streamline, a best-of-breed, single platform for legal and business process workflow management; LexisNexis® Redwood Analytics®, for business intelligence and budgeting software and services; and LexisNexis® InterAction®, a customer relationship management tool.

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