



Clear, meaningful insights
into business development
opportunities

LexisNexis® Redwood Analytics® Business Development

Looking to grow your firm's business profitability means having the right tools to find new opportunities and to better service existing clients in a way that sets you apart.

The **Redwood Analytics Business Development** application gives you the tools to prioritise and focus your business development efforts. You are provided with a 360° view of your existing clients across offices, practice and industry groups. It enables you to quickly and easily analyse which clients are growing or declining; surface information about your clients via profiles and distinct segmentation; view

trend analysis across clients and groups; and create portraits of clients based on their history, allowing your firm to establish strategic planning and focus readily and accurately.

LexisNexis offers a solution with easy, direct access to firm performance data to help you gain clear, meaningful insights into business development opportunities by tracking the trends within different client segments; following the progression of client cross-sell; identifying patterns in a partner's book of business; or understanding the relationship between client age and client life cycle.

Redwood Analytics Business Development is designed to meet such needs, providing:

Trend analysis across clients and industries allowing you to grow relationships with existing clients profitably

Cross-sell opportunities based on client's own history and what other clients with similar profiles have bought

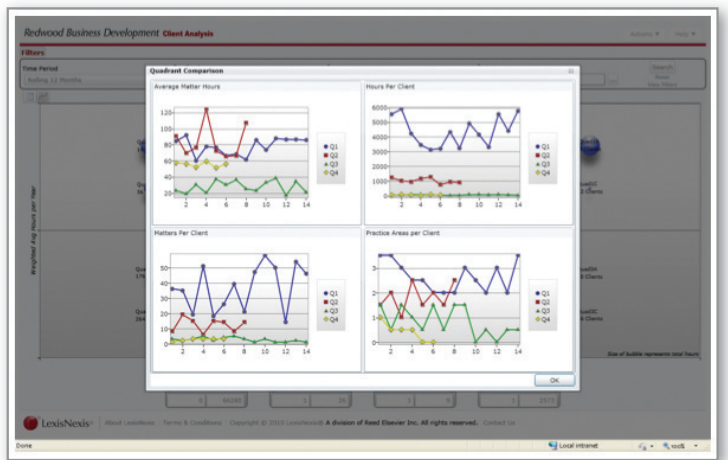
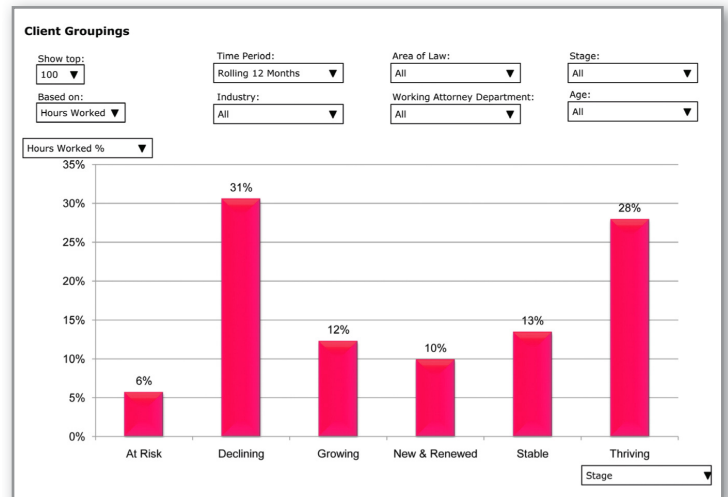
Metrics and data groups that align with your goals
- cross-selling, ages, stages, top lists etc

Direct access to firm financial and activity data that's organised to support business development activities

Easy access and administration via a simple, web-based interface

Relevant, timely, actionable data due to nightly "refreshes"

Ability to begin with what's known



For more information

To find out more about [LexisNexis Redwood Analytics](http://www.lexisnexis.co.uk/enterprisesolutions) and to discuss your firm's specific business requirements, please visit www.lexisnexis.co.uk/enterprisesolutions, email salesinfo@lexisnexis.co.uk or call +44 (0) 1132 262065 to speak to a LexisNexis Enterprise Solutions consultant.