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## LexisNexis Offers InterAction as a Hosted Solution to Private Equity and Venture Capital Sectors

*Partners with hosting solutions provider e-know.net for hosted deployment*

LexisNexis® Enterprise Solutions ([www.lexisnexis-es.co.uk](http://www.lexisnexis-es.co.uk)), a leading provider of content and technology solutions, today announced the availability of LexisNexis InterAction, a sector leading CRM system, as a fully hosted, enterprise-class, solution for private equity and venture capital firms. This will enable firms to easily adopt a functionality-rich CRM solution without incurring capital expenditure to purchase the software or the necessary IT infrastructure to deploy it.

Utilising InterAction via a hosted model, private equity and venture capital firms benefit from reliable, secure and cost-effective access to a best-of-breed CRM system that facilitates centralised deal tracking and management. The 360 degree view of every contact and the corresponding deals relating to them will provide relationship intelligence, which firms can harness for business advantage and growth.

Available on a per user, per month subscription model, firms can easily scale the solution up or down based on changing business requirements. Firms significantly reduce their technology operating costs as the everyday administration and maintenance of the solution is outsourced to the hosting services provider.

"CRM is an essential application for us – visibility of where deals are coming from, which people are involved on various projects and the status of current projects – is crucial," says Gary Webb, Financial Controller, August Equity, a UK-based, independent private equity firm. "Adopting InterAction as a hosted solution fits in with our overall IT deployment strategy as we have virtualised our entire IT department, eliminating the need for any in-house IT staff. We are now close to full implementation of InterAction and look forward to enjoying all the functionality benefits of the application without being involved in the routine administration of the system. For our size of business, this approach makes business sense."

InterAction as a hosted solution is provisioned through a partnership with e-know.net Limited ([www.e-know.net](http://www.e-know.net)), a managed services and hosting solutions provider with a track record in the private equity, venture capital and accountancy sectors.

"In the current economic climate, the need to better leverage existing contacts and relationships for deal origination and deal flow is increasing, culminating in the growing recognition that CRM is crucial for efficient deal lifecycle management," says Tim Cheadle, General Manager, LexisNexis Enterprise Solutions. "InterAction as a hosted solution is a direct response to customer request – many firms are opting for hosted and software-as-a-service-based best-of-breed solutions as they eliminate the hassles of systems implementation and enabling organisations to immediately benefit from the technology while all the time staying focussed on their core business and revenue generating activities."

LexisNexis InterAction is the market-leading CRM solution for venture capital and private equity firms in the U.K. Today, more than 45 venture capital and private equity firms globally use InterAction. In the professional services sectors, including legal and accountancy, InterAction has more than 600 customers worldwide.

### **About LexisNexis Legal & Professional**

LexisNexis Legal & Professional ([www.lexisnexis.com](http://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](http://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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### **Media Contacts:**

Vidushi Patel  
PR Consultant  
T : +44 (0)7958 474 632  
E : [vidushi@taguspr.co.uk](mailto:vidushi@taguspr.co.uk)

Michelle Gunter  
Head of Marketing  
LexisNexis Enterprise Solutions  
T: +44 (0)7826 531233  
E : [michelle.gunter@lexisnexis.co.uk](mailto:michelle.gunter@lexisnexis.co.uk)