



**Media Alert**  
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**LexisNexis InterAction Bolsters Non-legal Sector Focussed Business  
Development Team to Meet Growing Product Demand**

*Peter Zeun's strong vertical markets experience valuable to LexisNexis*

LexisNexis® Enterprise Solutions ([www.lexisnexis-es.co.uk](http://www.lexisnexis-es.co.uk)), a leading provider of content and technology solutions, has announced that Peter Zeun has joined CRM software LexisNexis® InterAction's® business development team to support the solution's continued demand in non-legal sectors such as private equity, corporate finance and accounting. Zeun is focused on identifying and developing new business opportunities in the UK geography, working closely with James Davies, who joined earlier this year and is responsible for all international markets excluding USA and the Asia Pacific regions.

Zeun joins from Junction Solutions, a provider of vertical-specific applications and consulting services to a range of industry sectors. With extensive experience in selling enterprise resource planning (ERP) solutions to vertical markets, Zeun has a good understanding of how strategic use of CRM technology can enable organisations to achieve business goals. CRM is one of the components of ERP systems.

"In the current economic climate, the competition for new deals continues to intensify," says Tim Cheadle, General Manager, LexisNexis Enterprise Solutions. "CRM as a discipline is rapidly being recognised for its ability to facilitate deal origination and deal flow. We have strengthened our team to meet current product demand and leverage this growing interest to expand our presence in the sector."

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 along with nearly 100 investment banking and financial services organisations. In the professional services sectors, including legal and accountancy, InterAction has more than 600 customers worldwide.

**About LexisNexis Legal & Professional**

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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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