



Albion Ventures Implements LexisNexis CRM Tool for Deal Tracking in Record 20 Days

London VC firm selects pre-configured version of LexisNexis InterAction for venture capital and private equity sectors, reducing implementation time and cost

LONDON, 01 February 2012 – LexisNexis® Enterprise Solutions (www.lexisnexis-es.co.uk), a leading provider of content and technology solutions, today announced that London-based venture capital firm [Albion Ventures](#), has implemented LexisNexis® InterAction®, the sector-leading customer relationship management (CRM) system, for deal tracking, relationship management and marketing communications. Albion Ventures is the first company to adopt InterAction's new pre-configured version of the solution designed for venture capital and private equity firms, significantly reducing implementation time and cost.

As Albion Ventures' deals tracking system, InterAction supports all the firm's internal deal flow processes – from initial meetings and review of business cases to due diligence and completion. The firm tracks over 1,000 deals annually.

The firm chose InterAction for its reputation as a proven solution in the venture capital, private equity and investment banking sectors and for LexisNexis' in-depth understanding of the specific requirements of firms in these industries.

"Full visibility of a deal's lifecycle is critical to informed decision-making," says Michael Kaplan, Partner, Albion Ventures. "Given our deal volumes, InterAction is now a key part of our operations. We have the powerful capability of identifying critical business relationships and collectively maximising the entire firm's network of contacts for business advantage and growth. By taking the LexisNexis pre-configured version of InterAction, we have hit the ground running within 20 days."

Leveraging experience from numerous InterAction implementations in private equity and venture capital firms, LexisNexis developed the solution's pre-configured version to facilitate fast and easy deployment. The time it takes to deploy this version of InterAction is shorter than the time typically required to implement a pilot for a traditional CRM solution. A pre-configured deployment of InterAction is offered at a fixed price and delivered within a defined timeframe, enabling firms to eliminate project creep. Firms immediately have a working solution, providing functionality that addresses the unique industry-specific business needs, along with the ability to subsequently fine-tune InterAction as their use of the system evolves.

InterAction also enables investment managers at Albion Ventures to effectively manage their relationships with independent financial advisers. The solution provides a 360 degree view of every contact and the deals relating to them. The solution also streamlines the overall marketing function of the firm, automating the day-to-day routine tasks and making communications targeted, delivering more focused measurement-driven campaigns.

"As the complexity of deals and level of personal engagement increases, leveraging personal relationships and networks is more valuable than ever before in sourcing and securing deals," adds Tim Cheadle, General Manager, LexisNexis Enterprise Solutions. "InterAction delivers unique client relationship intelligence that breaks down the communication and collaboration barriers internally within firms and externally with the larger ecosystem to facilitate deal origination and successful deal flow. Venture capital and private equity firms are awakening to this capability. We are seeing a strong demand for InterAction across our geographies today."

LexisNexis InterAction software transforms internal knowledge into relationship intelligence through a four-step process of relationship discovery, relationship management, marketing automation and knowledge delivery for private equity and venture capital firms. Relationship intelligence represents internal, proprietary knowledge inaccessible to the outside world, which can be used to uncover new deals and improve deal flow.

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

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.

###

Media Contacts:

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

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