

# Catalyst Corporate Finance Strengthens New Business Processes with LexisNexis CRM Solution

Company: Catalyst Corporate Finance  
Industry: Corporate Finance  
Product: LexisNexis® InterAction®

Catalyst Corporate Finance is an award winning international corporate finance advisor. With a team of over 40, Catalyst advises management teams on buying businesses, private equity firms on investment opportunities and corporates and shareholders on the sale and acquisition of companies up to £350 million in value. Notable recent clients include Foster + Partners, CitySprint, Farrow & Ball and ScriptSwitch.

Catalyst is also a founder member of Mergers Alliance, an international partnership of leading independent corporate finance advisory firms in the world's major economies.

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## The Challenge

Catalyst has an award-winning approach to business development. "The need for business development is ingrained in the psyche of our organisation, from partner level down," says Clive Bawden, Business Development Director at Catalyst.

However, despite having grown rapidly in the last few years, the firm was using a combination of a home grown legacy system developed in Microsoft Access for customer relationship management (CRM) and Microsoft Excel spreadsheets. As a result, while business development

processes existed, there was no central repository of data, hindering information sharing and the management of relationships for business advantage and growth.

Furthermore, reporting from the Access system was a time intensive, manual process. Ensuring the reliability and validity of the data was a major issue, given that information resided in spreadsheets, which are prone to manual errors and version control issues.

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## The Solution

Acutely aware of the significant business benefits of a joined-up business development system, Catalyst was looking for a CRM solution that would allow the firm to build on its existing business development processes without having to re-invent the wheel. On investigating the CRM products on the market, Catalyst found that LexisNexis InterAction was the only solution that met its business requirements, for reasons which included:

- InterAction is expressly designed to meet the needs of professional services organisations, whose business models are based on long term relationships and complex transactions
- LexisNexis clearly demonstrated that InterAction could leverage the firm's existing business development processes, to deliver a system that was flexible, modern and configurable – one that would deliver a healthy return on investment
- InterAction is tightly integrated with Microsoft Outlook, would not require staff to change their way of working and enable Catalyst staff to save time and ultimately money by not having to 're-key' data



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- The implementation project was not overly time-consuming or difficult to project manage around existing workload

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## The Business Benefits

Catalyst relies on developing relationships for business growth in the UK and internationally. InterAction has enabled Catalyst to upgrade the relationship intelligence that exists within the firm for new business development. Bawden illustrates, “The firm has mobile phone records dating back 10 years with hundreds of contacts per phone. These contacts were essentially ‘walled records’, locked in users’ phones. Importing the data into InterAction has helped us both renew old relationships and uncover new associations that we had forgotten existed.”

The solution enables Catalyst to establish the links between people and organisations and determine the nature and strength of relationships. It is able to help Catalyst’s team reveal subtle inter-relationships among clients and contacts that otherwise would be difficult to uncover. This has strengthened the firm’s new business pipeline and visibly improved the deal flow process across the firm.

Catalyst now has a referral tracking and management system within InterAction, which is especially beneficial to monitor the firm’s international operations. Prior to InterAction, this was a manual process; today it is more seamless and automated.

Previously, another area of concern for Catalyst was reporting and monitoring activities completed, which was a very time consuming activity and inefficient. Now, with InterAction installed, reports can be generated with the click of a mouse, is tailored to specific business requirements, with users confident in the knowledge that the data is up-to-date and reliable. As Bawden puts it, “We now have the luxury of constructive thinking time, allowing us to focus on

tasks that contribute towards securing new business, which tangibly impacts our bottom line.”

InterAction’s simplicity, ease of use and exceptional functionality have been key drivers for its take up in the firm. As an example, the MyContact Updates™ feature allows users to subscribe to automatic updates for their contacts, keeping them informed of contacts’ movements and alerting them to any new potential opportunities. This means that users are able to spot and exploit new opportunities as a matter of course while staying focussed on their expertise areas and core revenue generating activities.

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## The Future

Based on InterAction’s success in the firm, a number of Catalyst’s international partners are seeing the value of investing in InterAction. Bawden concludes, “InterAction is not just a directory of contacts, it is a true relationship management tool. It enables every member of staff to leverage their individual network, provides visibility of inter-relationships, and facilitates continuous improvement in service delivery to clients, all of which are geared towards business growth.”