Enterprise Solutions

Client Advising: working with you to transform your business

When business transformation is on the agenda so are technology investments. How can you be sure of making the right decisions to drive your business forward and deliver the best return?

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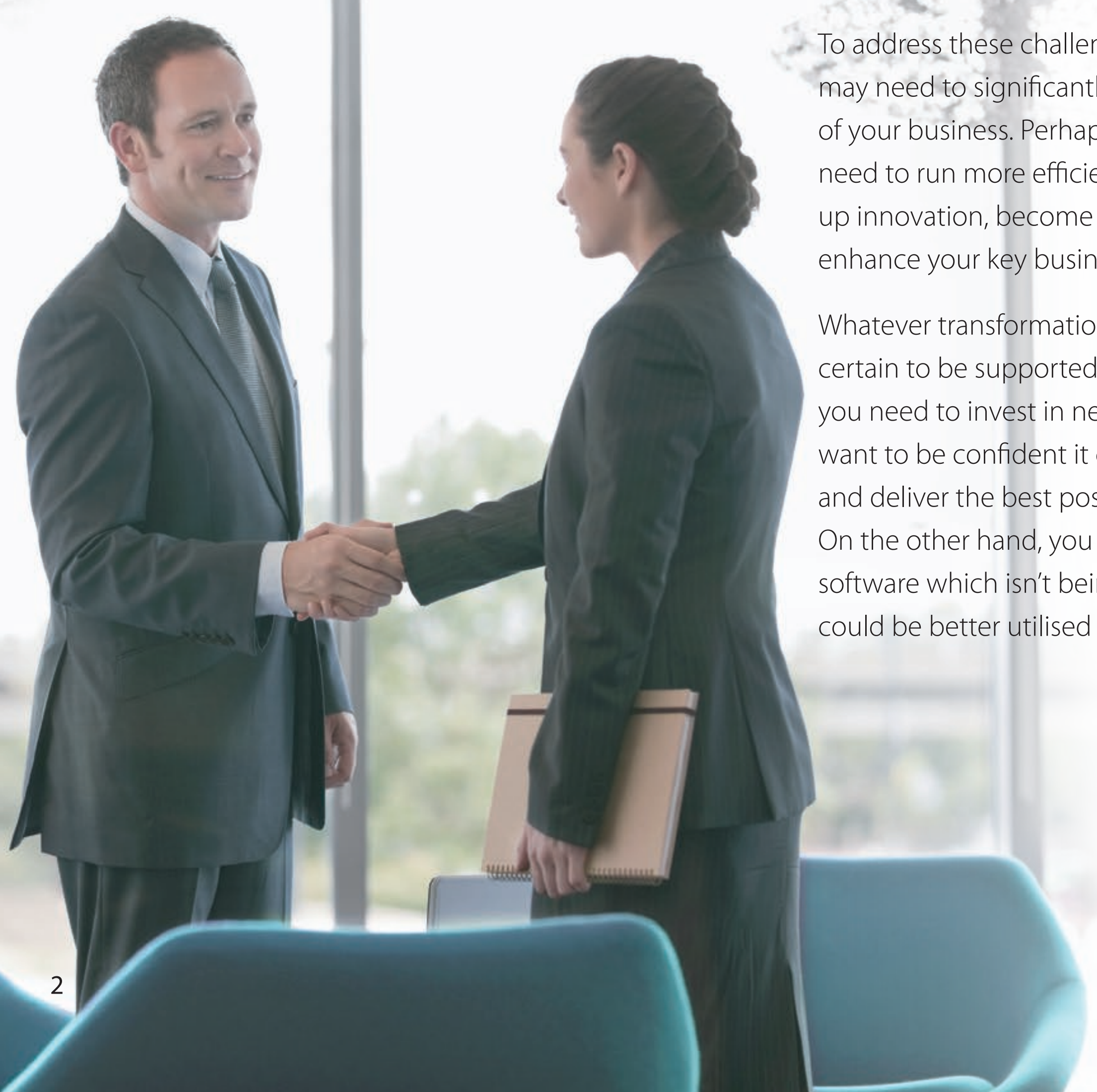
LexisNexis Client Advising Services can help. We'll work with you to understand what you want to achieve, show you how our software solutions will support those ambitions and identify the challenges and approaches needed to align them. We'll continue working with you as your business strategy evolves, to ensure your software investment keeps pace with new challenges, objectives and opportunities you want to address. For us, it's a lifetime relationship.



What are your business ambitions?

- Whatever business you're in, you can't afford to stand still.
- Competition is a fact of life - as well as long-term rivals, you face new market entrants many of whom are bringing in experience from parallel industries.
- The way customers and partners want to interact with your business will keep changing.
- Employees increasingly expect to be able to work the way they want, when they want.
- Regulation and legislation constantly evolve.

You'll also be actively pursuing opportunities to grow your business, as new markets open up, new business models emerge, or you identify candidates for a merger or acquisition.

To address these challenges and opportunities, you may need to significantly transform one or more areas of your business. Perhaps there are key processes that need to run more efficiently. Maybe you need to speed up innovation, become more agile and responsive or enhance your key business relationships.

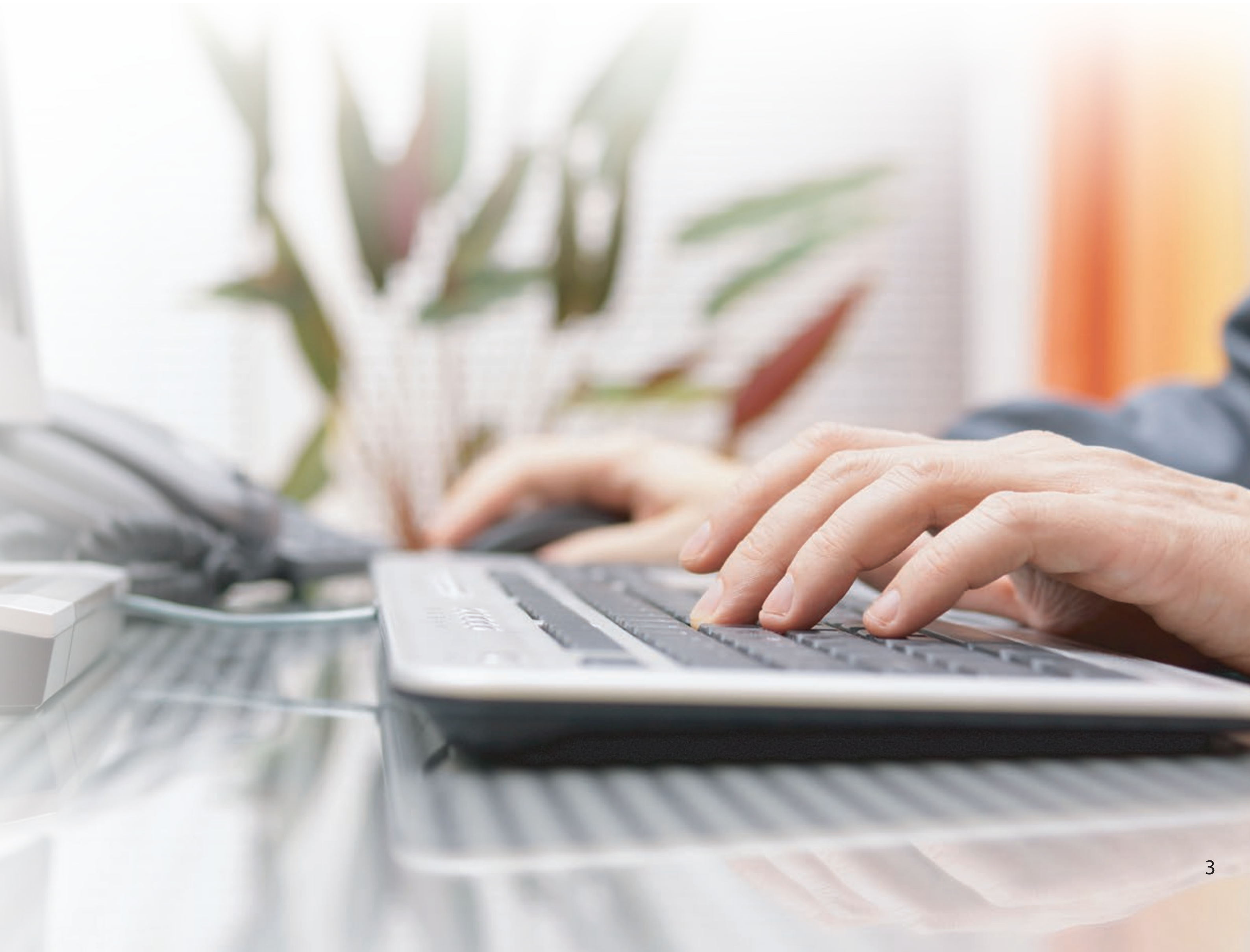
Whatever transformation you undertake, it's almost certain to be supported by technology. You may find you need to invest in new software - in which case, you'll want to be confident it can power your business forward and deliver the best possible return on investment. On the other hand, you may have already invested in software which isn't being used to its full potential, or could be better utilised to achieve your aims.

How can you be sure of making the best choices?

In an ideal world what if you could talk to an impartial advisor who's familiar with your industry, understands what you want to achieve, and can help you and your business deliver on your ambitions.

What if you had a trusted partner on your side who could help you align your technology strategy to your business strategy, so that you make the right decisions about software investments? A partner who could help you sell the solution internally? And who would do all of that at no charge - and with a long-term commitment to your organisation?

> *"We have a dedicated client advisor who is with us every step of the way, we can rely on our client advisors to help us find solutions to challenges we face in our business. This unique and non-sales service sets LexisNexis apart from other CRM vendors."*
>
> **Client Development Systems Manager, Kennedys**



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Real advice for real business

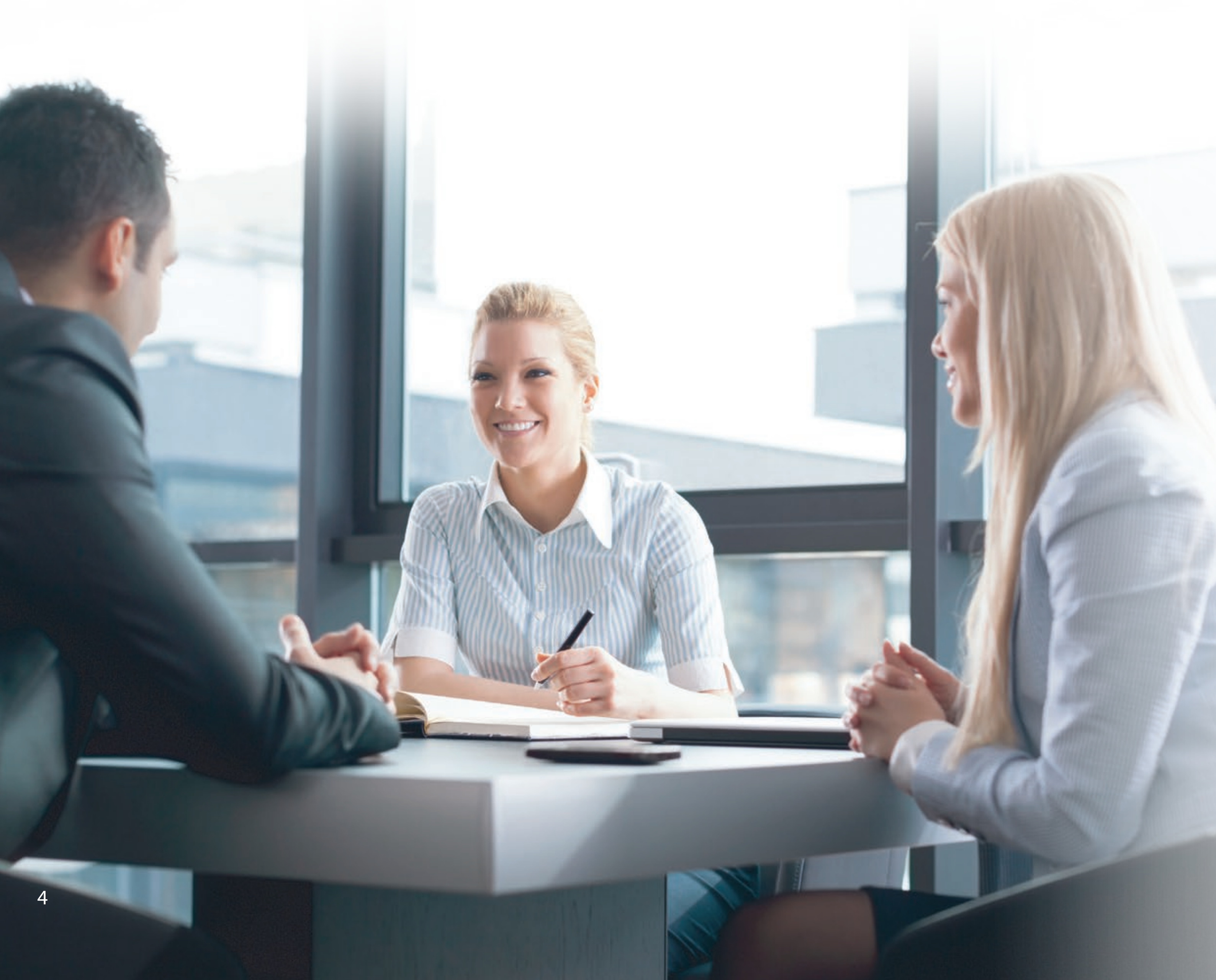
The Client Advising Team at LexisNexis Enterprise Solutions is here to help you transform your business to achieve your aims. The team provides objective advice you can count on, based on their:

- Insight into global trends, best practices and evolving regulations.
- Perspective on your industry and what your peers are doing.
- Skilled use of tools based on industry metrics to assess where your business is in its transformation lifecycle.
- Outcome and result focused.

Real world experience

Our client advisors aren't just theorists. Each member of the team brings real-world experience, having spent years working as lawyers, project managers, integration experts, business analysts, IT professionals and marketing specialists before coming to LexisNexis Enterprise Solutions.

They'll combine that experience with extensive insight into LexisNexis Enterprise Solutions software, to help you implement the right solutions to power business transformation, and get the very best return on your investment.



How we work with you

Our client advisors will work with you in the way that best meets your needs. They don't carry sales targets, their objectives are to build long-term relationships and solid foundations. The advice they provide is focused purely on your business challenges and objectives.

If you're at the start of your relationship with LexisNexis Enterprise Solutions, we'll engage with you to understand what you want to achieve from a business viewpoint, and work out the most appropriate software to help. We'll help you make the business case and work with you to break down any internal barriers to adoption.

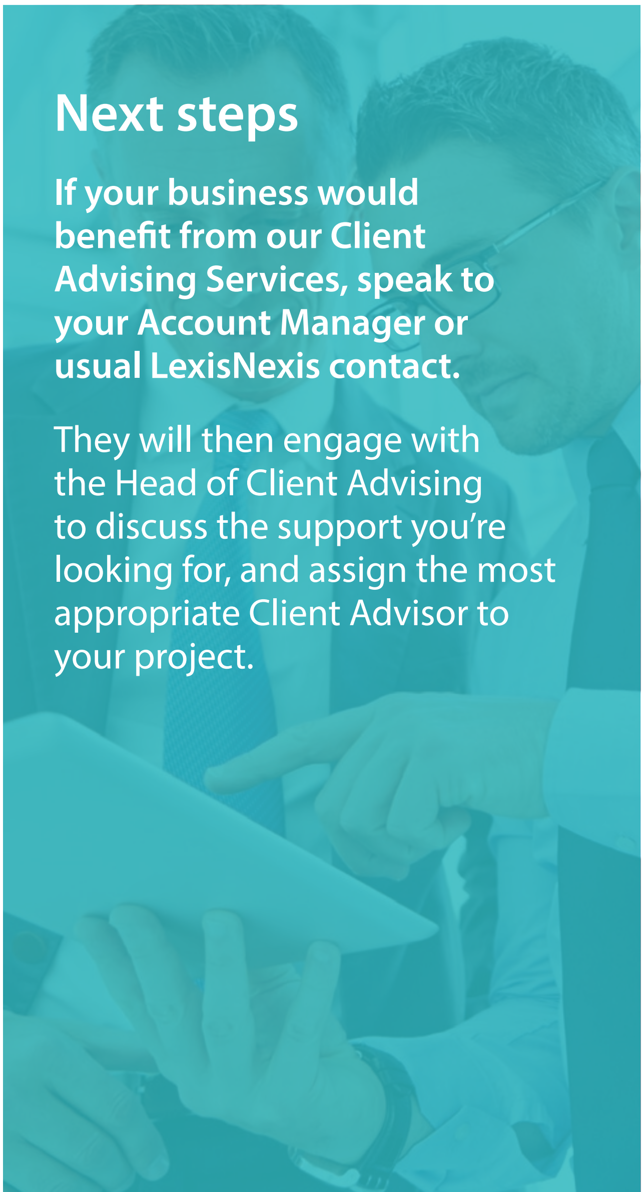
If you're already experienced with our software, we're on hand to help ensure it's optimised to keep on supporting you as your business strategy evolves. We'll also alert you to new capabilities as they become available, and share your feedback and suggestions with the LexisNexis Enterprise Solutions development Team.

> *"When it came to defining our new case and matter management system the business and technical advice given by the Client Advising Team was invaluable in getting the best out of our investment. Simon and his team worked with us to define a solution to help us transform our service delivery and leverage the power of the software. The collaboration with them enabled us to match our ideas and ambitions with industry best practice and the software's capabilities. We are now driving further enhancements working in partnership with them"*
>
> **Stacey Parkin, Operations Manager, Poole Alcock**

An integral part of your LexisNexis team

We believe our Client Advising Services are unique in the market: a valuable service that helps you drive transformation through alignment of your business, your software and your people.

The Client Advising Team is just one part of the great LexisNexis Enterprise Solutions Team you can call on. We work alongside your Account Manager and the LexisNexis Enterprise Solutions Support and Professional Services Teams to help ensure your LexisNexis solution will deliver maximum value to your business today, tomorrow and into the future.



Next steps

If your business would benefit from our Client Advising Services, speak to your Account Manager or usual LexisNexis contact.

They will then engage with the Head of Client Advising to discuss the support you're looking for, and assign the most appropriate Client Advisor to your project.

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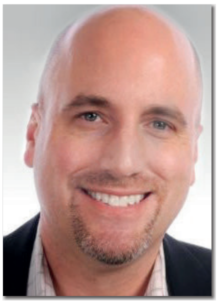
Simon Farthing
Director of Client Engagement

As Director of Client Engagement Simon leads the team of experienced Client Advisors. His mission is to work together with you in aligning your business strategy with the adoption and utilisation of our solutions. This is about a long term relationship where we work as part of your business and share our knowledge, experience and expertise to help you do more, better, and get greater return from your investment. The team bring many years of diverse experience of the Professional Services sector and coupled with the use of our solutions are skilled in helping you meet your aims. He has been with LexisNexis for just over five years and has worked on a number of key strategic deals and significant client retention campaigns during that time. He is a Lawyer, Project Manager and Business Analyst. Simon has practiced in a number of different areas of law within a number of notable regional practices and headed IT, Development and Comms for a Top 100, 450 user Law Firm, in his time there implementing Visualfiles, iManage, Bighand, Artiion and Aderant solutions, to name a few.

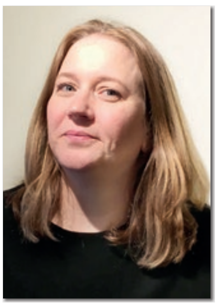
Shaun Denham
Client Advisor, Visualfiles

Shaun Denham is Client Advisor at LexisNexis Enterprise Solutions. He has over 25 years' experience in legal IT and finance and has held a variety of roles including Head of IT at Lupton Fawcett in Leeds. He has also worked at a number of legal software suppliers.



David Jacobs
Client Advisor, InterAction US Region

I have worked in the software consulting industry for the past 18 years and spent the past 12 years at InterAction as a Principal Consultant and Client Advisor. I've implemented InterAction at numerous law and professional services firms in North America. I've conducted many organizational change management workshops that leveraged an InterAction user adoption study that I completed for my doctoral dissertation in 2016. I also shared those findings at the Legal Marketing Association (LMA) National conference in Las Vegas in 2017. I enjoy helping our clients get maximum value from their InterAction solution through our myriad client service offerings, user group sessions, and national/ regional legal marketing and technology symposiums.



Fiona Jackson
Client Advisor, InterAction

Fiona Jackson has spent over 15 years implementing and working with InterAction in professional services firms, including legal and accountancy. In these in-house roles, supported by InterAction, she managed marketing communications, devised and implemented business development strategies as well as trained and mentored fee earners. She worked closely with internal clients to understand their business processes end-to end and guided them in utilising the 'intelligence' gathered via InterAction to help them be successful at customer relationship management.

Loreen Jamieson
Client Advisor, InterAction

Loreen's main focus is to provide clients with impartial and objective advice on how to incorporate InterAction into your business. She tries to bring a different perspective on dealing with the many challenges of ensuring user adoption and aligning the system to business planning. She has worked for a large global law firm implementing InterAction across all offices, so has first-hand experience of dealing with the organisational change brought about by introducing a CRM system, along with the expectations that it can present. Loreen has a deep understanding of technical, process and business issues within a law firm, having worked at all levels to roll out InterAction and manage other Marketing and Business Development Projects over a period of 15 years. This covered Partners, Lawyers, Secretaries, Senior Marketing and Business Development Managers along with their respective teams.

Meet the Team

Tennille Roache

Client Advisor, InterAction APAC region

Tennille has worked in marketing for professional service organisations for over 12 years in various roles, including event management, digital communications and operations. For the last eight years, she has focused specifically on InterAction, working with business development executives to align the database to business planning, key account programmes and marketing strategies. Tennille also specialises in repositioning misunderstood (or failed) systems with business development teams and partnerships. At Lexis Nexis, she works with business development teams to adopt marketing and client relationship management techniques managed centrally through InterAction, to support the growth of professional service firms from domestic, office centric environments to connected global organisations. Her aim is to help streamline your processes and successfully report client growth, value add and return on investment back to the business.

Karl Southern

Client Advisor, Technical

In an IT career that has spanned well over twenty-five years, Karl spent time in consultancy, operations, product management and solutions design. As a Client Advisor, he is here to help you get the most from your systems and can bring that variety of experience with him to help you. Some of his colleagues have pointed out that he is a geek by nature due to his keen interest in all things technical. Particular areas of focus include integration and mobility. His spare time is taken up with walking (slowly), basketball (also slowly), and photography (excruciatingly slowly). He also maintains an extensive computer lab at home. The "geek" tag is probably well deserved.

Pamela Tobias

Client Advisor, InterAction US Region

I have worked in legal marketing for over 15 years with a focus on CRM and other marketing technologies. For the last fifteen years, I have focused specifically on InterAction, working with business development, events, communications and other teams to align the database for business planning, key account management and other key marketing and Firm initiatives. I specialize in strategically driving CRM deployments, helping to reposition misunderstood deployments and helping to develop CRM policies and procedures to help ensure data quality.

Paul Tilling

Client Advisor, InterAction

Paul has over 25 years of experience working with law firms across the UK and Europe. Over the last 8 years he has focussed his career into learning and sharing how best to implement and use CRM to achieve collaborative and mutually supporting Business development processes at Law firms. He believes that his knowledge of InterAction coupled with an appreciation of what motivates lawyers and legal support personnel enables him to work effectively with law firms of all sizes who want to make the most of their CRM investment. He is passionate about helping law firms get the best return on their CRM investment and achieving their strategic goals with InterAction.

Zoe Uddgren-Young

Client Advisor, InterAction

Zoe Uddgren-Young joins us with 10 years' experience in marketing, CRM and project management roles within law firms – first, with DWF and thereafter with BLM. At both firms, Zoe was responsible for the implementation and management of Lexis InterAction; and proudly carried the mantle of an 'InterAction Champion' in the organisations. Prior to these roles, she worked in businesses across industries including banking, not for profit and television. At LexisNexis Enterprise Solutions, Zoe is now sharing her in-depth knowledge to help clients get the most out of their InterAction application. She is well equipped to guide clients in how best to align business strategy to the use of technology, gain organisation-wide buy-in for CRM and design robust and intuitive processes to facilitate successful adoption of InterAction. Outside of work, Zoe enjoys reading, watching films, cooking, gym classes and walking.

Contact Us >

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For more information

To find out more about LexisNexis Global Client Advising Services and to discuss your company's specific business requirements, please visit www.lexisnexis-es.co.uk, e-mail client.advising@lexisnexis.co.uk or call +44 (0) 1132 262065.

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