



## **Malta Law Firm, Ganado Advocates, is Live with Lexis® InterAction®**

*Firm also deploying InterAction Business Edge module for targeted business development*

LONDON, U.K., 07 March 2017 – [Ganado Advocates](#), a Malta-based corporate law firm, has implemented customer relationship management (CRM) solution, Lexis® InterAction®, from [LexisNexis® Enterprise Solutions](#). The solution is delivering unprecedented access to relationship intelligence for lawyers and employees, which is enabling the firm to gain a better understanding of client needs and proactively deliver against their changing requirements. Ganado Advocates is also in the process of deploying InterAction Business Edge that will enable the firm to target and optimise its new business activities by leveraging the relationship intelligence residing in InterAction. Business Edge is a Software-as-a-Service-based tool that enables firms to measure their business development efforts against outcomes.

Today, 175 administrative staff, marketing professionals and lawyers are using InterAction on a day-to-day basis. In addition to access to relationship intelligence via the core solution; with Lexis InterAction Mobility, lawyers now have easy access to the same client data anytime and anywhere from their mobile devices. They are able to review past contact histories, meeting notes and emails while out of the office or travelling. They are also able to scan business cards and save the data to InterAction when working remotely.

Ganado Advocates chose InterAction because it is designed for lawyers, is extensively deployed in law firms across the globe and hence proven for to meet Ganado's current and future needs, all coupled with ease of use.

"InterAction is the only solution that delivers strategic relationship intelligence. This was our key selection criterion and we found that all the CRM systems available on the market are primarily designed to deliver marketing-led functionality rather than business development insights," explained Adrian Pace, Chief Operating Officer at Ganado Advocates. "Relationship intelligence is essential to foreseeing client requirements and delivering services in a timely manner. Already, our lawyers are seeing the value of InterAction, which they are using on a daily basis, adding contacts, producing insightful business reports and researching client and contact-related data in the solution."

Ganado Advocates has integrated InterAction with other technologies to ensure a connected business environment. The solution is integrated with the latest version of IBM® Notes® (formerly Lotus® Notes), further strengthening the intelligence that the firm has on its clients. The solution is linked to the firm's financial system, which is delivering a complete 360-degree view of every single client. With InterAction's integration with the Tikit e-marketing solution, the marketing team is easily able to execute campaigns aimed at clients and prospects.

"Ganado Advocates is one of many forward-thinking firms who recognise the value of relationship intelligence," commented Andy Sparkes, General Manager, LexisNexis Enterprise Solutions. "We are delighted to have the firm on board and look forward to supporting the organisation as it embarks on its relationship-led CRM journey."

[LexisNexis InterAction](#) is the leading CRM solution for legal and professional services firms. InterAction enables these relationship-based organisations to create the relationship intelligence they need to uncover new business opportunities. By including functionality for signature capture, engagement strength scoring and business development tracking and reporting, InterAction provides firms with a complete marketing and business development solution.

###

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

LexisNexis Legal & Professional 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. LexisNexis Legal & Professional, which serves customers in more than 175 countries with 10,000 employees worldwide, is part of RELX Group, a world-leading provider of information and analytics for professional and business customers across industries.

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 Lexis® Visualfiles™, for case management and workflow; Lexis® InterAction®, a customer relationship management tool; and LexisOne™, an enterprise resource planning solution powered by Microsoft Dynamics®.

###

**Media Contacts:**

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

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