Lexis InterAction®

LexisNexis® InterAction® for Private Equity

Relationship management software for Private Equity firms

LexisNexis®

Enterprise Solutions

LexisNexis® InterAction® for Private Equity

Through efficient sharing and enrichment of customer data gain improved customer knowledge.

A private equity firm's most valuable asset is its relationships and the ability to leverage these relationships to effectively raise funds and evaluate prospective investments. Successful firms know this.

And that is why leading private equity firms around the world use LexisNexis® InterAction® to help them leverage relationships to increase revenue potential, reduce costs and make sound investment decisions.

InterAction gives partners the right information, when and where they need it by aggregating scattered data about companies, their management teams, and their vast network of relationships with entrepreneurs, limited partners, colleagues, industry advisors and other important contacts. Transforming scattered data into this relationship intelligence arms your investment managers with the crucial information they need to compete in the competitive deal-making marketplace..

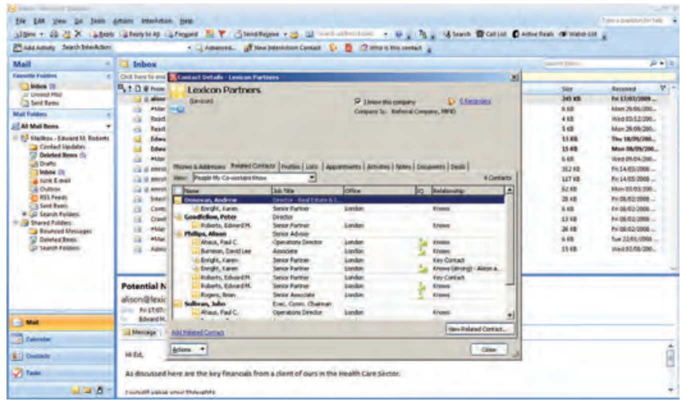
"I found it compelling that someone on the UK team was looking for an opportunity, the business was in Germany and the strategic relationship we found was in Italy. Without InterAction, it would have been unlikely that we uncovered this strategic connection."

Rob Perry, Director of Technology and Human Resources, 3i

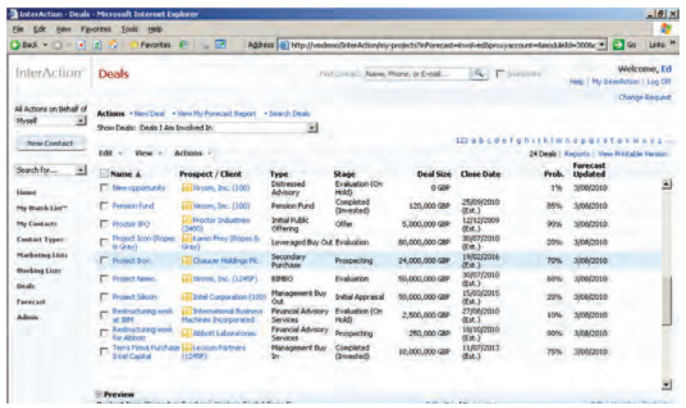
Manage and leverage relationships

Relationships are crucial for private equity firms. Uncovering potential investors or deals requires having a 360-degree view of a contact, as well as an understanding of the relationships they have.

InterAction's Who Knows WhomTM, Related ContactsTM and Relationship MapTM features empower you to quickly uncover and identify existing strategic relationships that can be leveraged to give you an inside edge for pitching a deal. Identifying critical relationships and past deal experience also enables partners to maximise the firm's network of relationships to bring the right people to the table with the right skill set.



InterAction Company Overview Page: Within InterAction, users have a 360 degree view of contacts and the deals relating to them.



InterAction provides a complete view of a deal, including profile information, deal contacts and all related activities.

Key benefits

Tracking and managing the deal

Private placements, leveraged buyouts and IPOs are complex, and involve many individuals playing various roles.

Centralising information about potential investors, key relationships, conversations and correspondence, investment preferences and past deals is essential to keep all deal team members up to date, on track, and operating efficiently. InterAction also allows firms to track investments and investment options, report on all phases of the due diligence process and collect a complete history of the deal for use in future prospecting.

InterAction also integrates seamlessly with Microsoft® Outlook®, Lotus Notes® and Novell® GroupWise®, allowing partners to contribute and update contact information in real-time, and immediately share calendar and e-mail activities from within these Personal Information Managers (PIMs). Because InterAction's core Relationship Intelligence functionality is embedded in the PIM, professionals that are familiar and comfortable with this environment will accept and adopt the system more readily. Moreover, InterAction's Application Collaboration tool facilitates the integration of information from fund accounting systems and third-party information sources, such as Investran® and Netage®. With a wealth of important information about potential investors in one central repository, investment managers can operate smarter and faster.

Activity and communications management

Effective deal management relies heavily on keeping deal teams informed about fund raising activities, conversations and transactions with potential investors.

With InterAction's My Watch ListTM, partners can keep track of who is talking to who and keep up with deal status. InterAction's optional integration with BlackBerry® handheld devices enables professionals to search the database and immediately update activities from the road – keeping everyone in the loop on deal progress. In addition, InterAction's search and reporting functionality nhances productivity and identifies potential targets and activity levels. The robust marketing automation features enable quick assembly and distribution of quarterly reports and client communications, whilst streamlining event management.

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Designed for the way you do business

InterAction is designed for the way you do business, so your firm spends less time implementing the solution and more time utilising it to develop relationships and win deals.

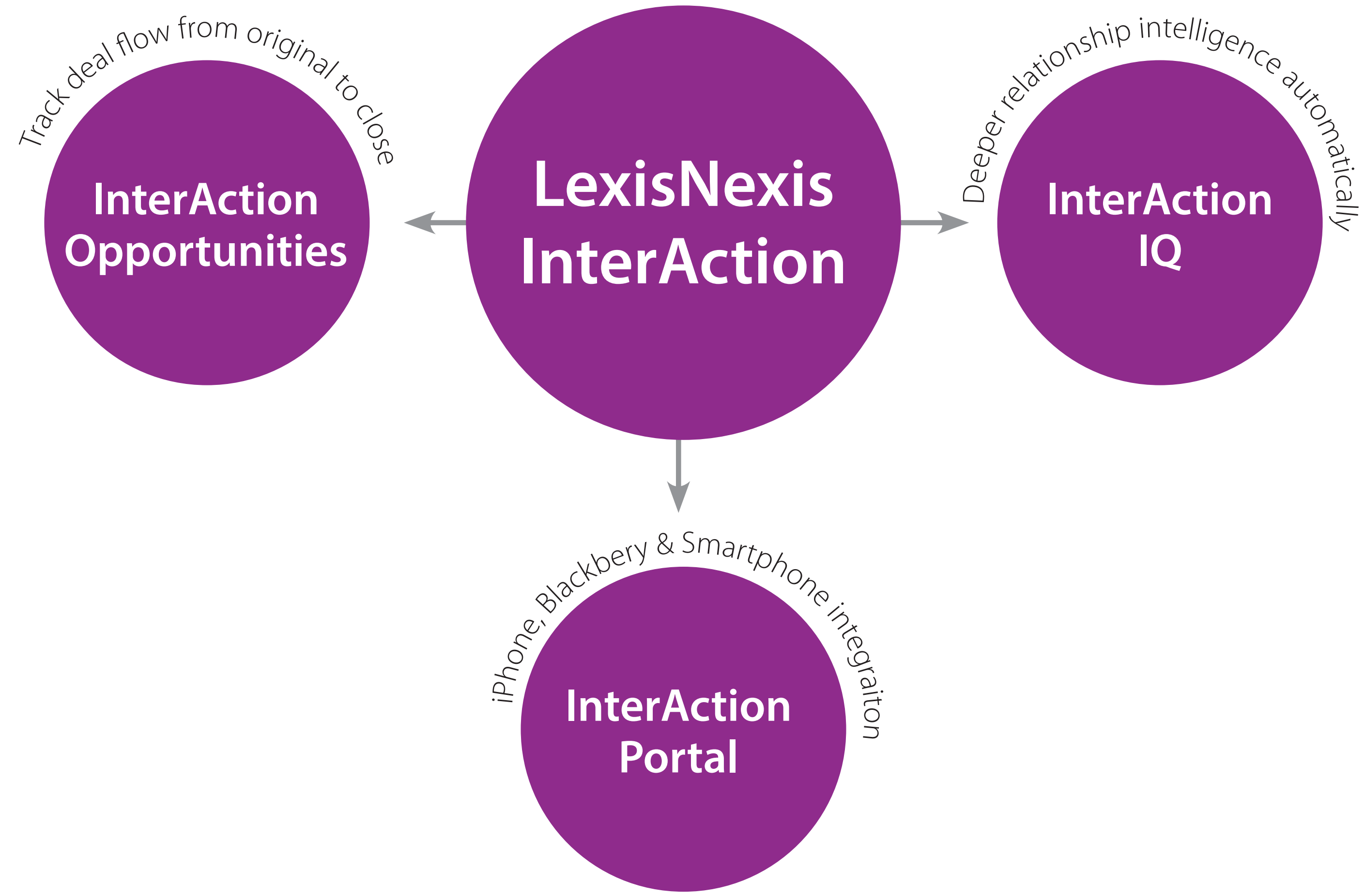
Its powerful data quality tools and data change management workflow rules help ensure the integrity and accuracy of the data, greatly reducing data administration efforts and enhancing the overall user experience. InterAction's sophisticated security settings provide financial services firms with the ability to manage compliance support, as well as restricting access to key information as needed. Maintaining separate silos of information in databases and spreadsheets, and recreating historical information about deals is costly and slows the deal process. InterAction provides immediate access to your firm's wealth of relationship and deal intelligence, empowering partners to leverage who and what they know to close more deals..

"With just a click of a button, teams are now able to discover and leverage relationships held by the firm - to land the next new deal."

Darren Jordan, Chief Financial Officer, Silverfleet Capital

Key features

- Seamless integration with Outlook and Notes
- Easily configurable, Web-based interface
- My WatchList™ to keep abreast of deal status
- Activity tracking direct from Outlook
- Deal Pipeline Management
- Who Knows Whom™, Relationship Map™ and LinkedIn integration to leverage relationships
- BlackBerry® module for remote access
- Back office integration with Investran, CapitalIQ, BoardEx and other third party applications
- Desktop integration with word processing and productivity applications
- Data Change Management and built-in Data Quality tools
- Marketing communications and tracking capabilities
- Extensive security controls
- Extensive out of the box reporting



Contact Us >

Lexis InterAction

For more information

To find out more about LexisNexis InterAction and to discuss your company's specific business requirements, please visit www.lexisnexis-es.co.uk, e-mail salesinfo@lexisnexis.co.uk or call +44 (0) 1132 262065 to speak to a LexisNexis Enterprise Solutions consultant.

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