LexisNexis® InterAction® Business Edge

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Turn Pursuits Into Wins

As the business of law becomes more complex and competitive, and clients demand more value from their outside counsel, it's becoming increasingly hard to stand out from other firms and propel your business forward. The pressure to grow revenue, deepen your client engagements and drive client lifetime value is stronger than ever.

Do you have the system, processes and data insights you need to identify and manage business opportunities...and to understand which of your efforts are paying off?

> *"LexisNexis keeps improving InterAction and offers firms a great way to develop stronger relationships with clients, prospects and referral sources."*
>
> — **Deborah Dobson**
>   *Marketing Technology Manager*
>   *Fisher & Phillips, LLP*

Track, Manage and Report on BD Pursuits and Opportunities

When business development activities are managed by different teams and in different formats, it's challenging to get an accurate and complete picture of a firm's pipeline and its overall win/loss rate. This is one of the biggest business development pains faced by firms - the multiple disparate data sources that make it difficult to track, manage and report on your business development activities, strategies, processes and plans – and their ROI.
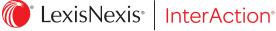
The Tools You Need to Succeed

InterAction Business Edge solves this problem, and more. It brings all data into one place, establishes consistent BD processes across the firm, and overlays analytics with easy to understand dashboards that provide a complete picture of business development efforts and outcomes. InterAction Business Edge provides firm-wide insights into pursuit activities and potential risks, and a big picture view of the opportunity pipeline – so you always know what's being pursued (and by whom), what's working and what you're winning.
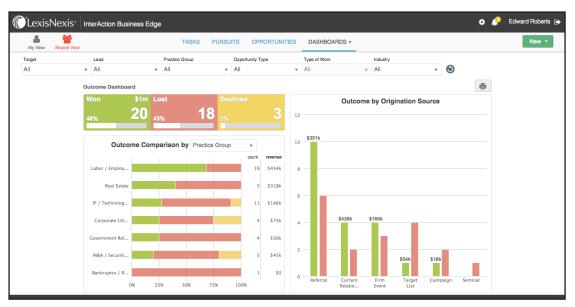

Get a real-time view of the opportunities in your pipeline.

How InterAction Business Development Module helps you earn more

- *Higher win rates*
- *More effective use of dollars*
- *Workload efficiencies*
- *Maximize resources*
- *Informed decision making*
- *Visibility into risks*

See which opportunities you win, which ones you lose (and to whom) and which ones you've declined, broken down by practice group and origination source.

Delivered as a SaaS module that syncs with your InterAction data, InterAction Business Edge focuses on four key areas essential to business development success:

🔗	**Enabling and Reinforcing**	InterAction Business Edge provides the process and tools to track and manage all of your business development activities. It supports pursuits, leads, pitches, proposals, team business development plans, panels, and individual business development plans.
🎯	**Focusing and Targeting**	No one has time to waste. Business Edge helps your business development team target those activities, contacts, pursuits and engagements that yield the best results. With the right information at your fingertips you know where to focus and prioritize your time, resources and dollars.
👓	**Accountability and Oversight**	Lack of accountability is often the weak link in business development plans. InterAction Business Edge facilitates one-on-one attorney coaching and business development checkpoint meetings. Then puts checks in place so you can hold the client team, attorneys or others accountable for their commitments to the plan.
📊	**Measuring and Predicting**	Know where you win and why...and win more. With business development analytics and dashboards, firms have the information they need to measure ROI and predict trends. Successful firms leverage this knowledge to improve activities, processes and strategies.

InterAction Business Edge Gives You a Competitive Edge

From cross-selling additional services to existing clients, to pursuing business from prospects, you'll know where, when and how to best deploy your resources to gain a competitive advantage with InterAction Business Edge.

Learn More >

💻 www.lexisnexis.com/intelligence   ☎ 800.419.5590