

LexisNexis® InterAction® Business Edge®

LexisNexis® InterAction® Business Edge Turn Pursuits Into Wins

As the business of law becomes more complex and competitive, and clients demand more value and business understanding 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 visibility you need to identify and focus on the right business opportunities – and to understand where you are having success and to know which of your efforts are paying off? Do you struggle to build and strengthen relationships with key clients and targets due to limited information about their relationships and activities? Does your firm want more clients who will give unprompted referrals for your firm?

“LexisNexis keeps improving InterAction and offers firms a great way to develop stronger relationships with clients, prospects and referral sources.”

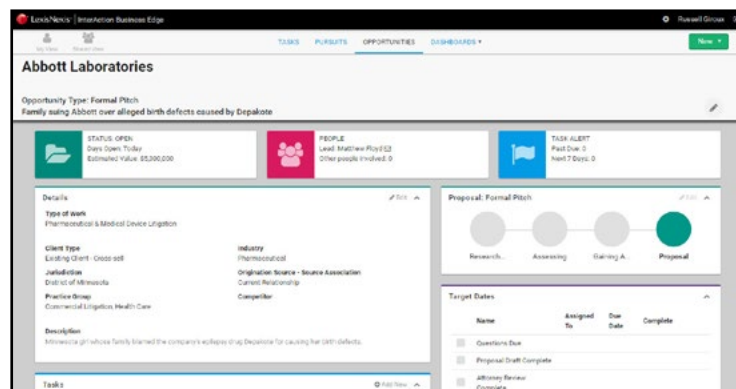
– **Deborah Dobson**
Marketing Technology
Manager
Fisher & Phillips, LLP

Track, Manage and Report on Business Development Pursuits and Opportunities

When business development efforts are managed by different teams and in different formats, it's challenging to get an accurate and complete picture of your pipeline and its overall win/loss rate. There is no way to coordinate, view or evaluate the effectiveness of your business development efforts on a firm-wide basis – results are scattered across the organization or not tracked at all. As a result, many firms struggle to track, manage and report on your business development initiatives and their ROI.

The Visibility You Need to Succeed

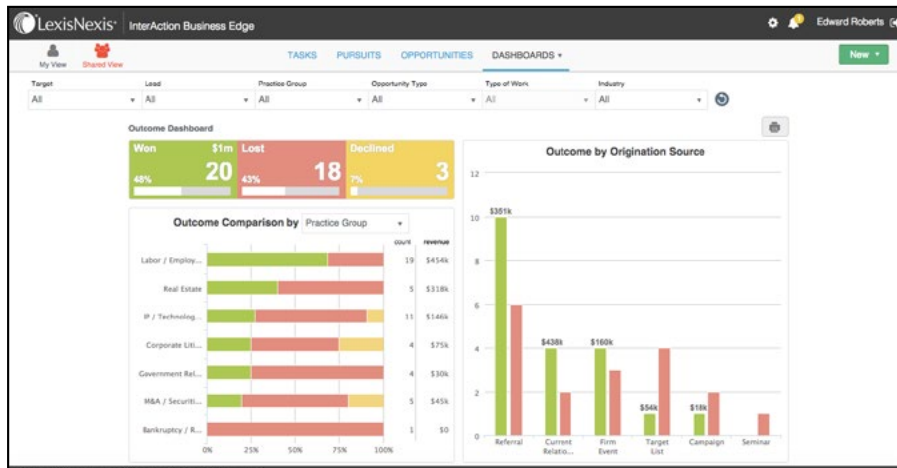
InterAction Business Edge solves this problem, and more. It consolidates relevant information, establishes consistent BD processes across the firm, and overlays analytics with easy to understand



How InterAction Business Edge helps you earn more

- Higher win rates
- More effective use of budget
- Workload efficiencies
- Know where to focus and win
- Build your relationships into referrals
- Informed decision making
- Visibility into risks

Get a real-time view of the opportunities in your pipeline.
Identify the relationships you need to build your opportunities.



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

dashboards that provide a complete picture of business development efforts and outcomes. InterAction Business Edge provides firm-wide insights into pursuits of target companies and their 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 opportunities you're winning.

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

	Enable and Reinforce	InterAction Business Edge provides the ability to track and manage all of your business development efforts. It supports both your firm's strategic plans and individual attorneys' business plans through initiatives, pursuits, panels, leads and opportunities.
	Focus and Target	No one has time to waste. Business Edge helps your business development team better understand your firm's relationships and target those pursuits and opportunities that will yield the best results. With the right information at your fingertips you know where to focus and prioritize your time, resources and dollars. By focusing on the right opportunities, your firm can win more opportunities while allowing attorneys to spend fewer billable hours on activities that yield few results.
	Coach and Facilitate	Lack of follow through is often the weak link in business development plans. InterAction Business Edge facilitates one-on-one attorney coaching and business development checkpoint meetings. You can put checks in place so you can drive the client teams, attorneys and others in the firm to follow through on their commitments to the plan.
	Measure and Predict	Know where you win and why – and make strategic adjustments to 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 business development 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 how to optimize your attorneys' efforts and deploy your marketing and business development resources to gain a competitive advantage with InterAction Business Edge.

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