September 23, 2009
Recognizing those CICs doing the most to build our collective businesses.

Top Sales Producer – Overall
OTB Consulting

Top Sales Producer – TPA
C & S LegalTech

Top Sales Producer – Time Matters
7 Second System

Top Sales Producer – PCLaw
Affinity Consulting Group

Top CIC Originated Sales Producer
Premier Software

Top Sales Producer – TPA C & S LegalTech
35-45 Consulting Group, LLC

Marketing Impact Award
Accellis Technology Group

PMSS Choice Award
35-45 Consulting Group, LLC

CIC Choice Award
Onsiteam Advisors, LLC

OTB Consulting

Data Equity, LLC
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 - 8:00</td>
<td>Breakfast and Lexpo</td>
</tr>
<tr>
<td>8:00 - 9:00</td>
<td>Presenting an Integrated Solution - Linking Time Matters, PCLaw &amp; Juris Products: HotDocs</td>
</tr>
<tr>
<td></td>
<td>for Solo Practitioners and Small Law Firms: Valerie Connell</td>
</tr>
<tr>
<td>9:00 - 9:30</td>
<td>Break and Lexpo</td>
</tr>
<tr>
<td>9:30 - 10:00</td>
<td>LexisNexis Practice Management Business Unit Update: Phil Livingston</td>
</tr>
<tr>
<td>10:00 - 11:00</td>
<td>Business Updates: CIC Program, Development, Technical Support, Implementation Services, Marketing, Community Management</td>
</tr>
<tr>
<td>11:00 - 11:45</td>
<td>Q&amp;A Session</td>
</tr>
<tr>
<td>11:45 - 12:45</td>
<td>Lunch and Lexpo</td>
</tr>
<tr>
<td>12:45 - 1:45</td>
<td>Improving Workflow in the Practice: Steve Best &amp; Nancy Griffing</td>
</tr>
<tr>
<td>1:45 - 2:45</td>
<td>Integrating Time Matters with 3rd party tools and external applications: Steve Stockstill</td>
</tr>
<tr>
<td></td>
<td>Integrating PCLaw with other Lexis products &amp; 3rd Party Tools: Steve Best</td>
</tr>
<tr>
<td>2:45 - 3:00</td>
<td>Break and Lexpo</td>
</tr>
<tr>
<td>3:00 - 4:00</td>
<td>Leveraging Technology Today and Beyond: Dennis Kennedy</td>
</tr>
<tr>
<td>4:00 - 4:15</td>
<td>Closing Remarks: Tim Angst</td>
</tr>
<tr>
<td>4:15 - 5:30</td>
<td>Input to Product Teams - PCLaw: Audrey Mungal, Alan Tuback, Andy Mitchell</td>
</tr>
<tr>
<td></td>
<td>Input to Product Teams - Time Matters: James Patterson, Steve Fetters, Mark McCray</td>
</tr>
<tr>
<td></td>
<td>Input to Product Teams / Interactive CIC Discussion - HotDocs: Valerie Connell</td>
</tr>
</tbody>
</table>
Business of Law:
Providing Stronger Solutions for Our Customers

Phil Livingston
Senior Vice President
Focus in 2009 is to grow our leading position in small law and improve our cost position
- **Deliver major release** across each of our key products in Q3: PC Law v10, Time Matters v10, Juris v2.35
- **Improve product quality / supportability**: continue improving NPS trend in October 2009 and positive score across all products in 2010
- **Improve customer support**: target 75% 1st call resolution by EOY 2009 and 90% resolution by EOY 2010
- **Reduce operational costs**: target reductions across customer support, professional services, and sales/marketing
- **Current product portfolio enhanced and modernized** without significant additional investment

Strategy to be enabled by four key factors:
- Develop strong customer insight to drive product development
- Cultural transformation to an innovation focused organization
- Improve product quality and customer experience
- Deliver operational efficiencies to achieve cost reduction targets

CIC channel is critical to us delivering on our strategy:
- With CICs involved in sales, we win more frequently
- Customers that work with CICs give NPS ratings of 19 pts higher
PM Customer Needs

• A desire to spend less time managing their “business of law” tasks, including screening prospective clients, managing contact information, capturing time in the context of matters, and processing bills.

• Simpler offerings which take less time and effort to learn and install, and which don’t require external consultants to provide software installation and training support.

• Emerging demand for SaaS model offerings to reduce burden of installation and maintenance of software.
2009 Practice Management Annual Conference

Client Development

Lawyers.com™
Legal Business Network
Lawyer Web Sites
Search Engine Marketing
Search Engine Optimization

Large Law

Martindale-Hubbell®
Martindale-Hubbell® Connected RPTA
Martindale-Hubbell® Ratings

Corporate Counsel

Redwood Analytics

Legal Business Network

Practice Management

PCLaw™

Small Law

Time Matters®

Juris®
Financial Management Solutions

Large Law

HotDocs®
DOCUMENT AUTOMATION

Lexis® Search Advantage

We will leverage the combination of CD and PM to offer powerful “business of law” products to our customers

CounselLink™

T O T A L P R A C T I C E S O L U T I O N S

Client Development Research Solutions Practice Management Litigation Services

2009 Practice Management Annual Conference

Practice Management + Client Development = Stronger Solutions To Holistically Meet Customer Needs
### Mission
- To enable legal professionals to better serve clients through innovative products, services, and content
- To help professionals gain insights in faster, easier and more effective ways
- To help law firms, corporations and government reduce risk, improve productivity and increase profitability
- To help law firms market and grow their practice

### Value Proposition
By taking the headache out of the business of law, LexisNexis helps legal professionals focus on the practice of law

### What We Do
We help legal professionals to better manage and grow their business

**Manage their business**
- Reduce their costs
- Retain / develop their talent
- Balance their resources

**Grow their business**
- Be seen by more potential clients by increasing their visibility to prospects and strengthen client pipeline
- Market themselves in a high-impact and professional manner by showcasing their expertise
- Make informed marketing decisions
Our Strategic Focus Centers Around Our Customers

• Our success will be enabled by two key factors:
  ✓ Strong customer insights to drive product development
  ✓ Continually improving product quality and the customer experience

• As a business, we are asking ourselves some tough questions:
  ✓ Do we have the correct portfolio of solutions to meet customer needs?
  ✓ Are we innovating to meet future customer needs?
  ✓ Are we delivering a best in class customer experience?
CIC Program Update

Tim Angst
VP Business Partner Relationships
**Objective:** Drive LexisNexis growth and client satisfaction by partnering with industry leading companies to sell and implement comprehensive solutions to our joint clients.

- Extend ‘local’ sales & marketing reach for LexisNexis => Drive revenue
- Enable PMSS team with on-site pre-sales technical and professional support => Higher win rate
- Provide comprehensive implementation services to small law clients => Higher client sat

<table>
<thead>
<tr>
<th>Sales &amp; Marketing</th>
<th>2008 Average</th>
<th>Q1 2009</th>
<th>Q2 2009</th>
<th>Q3 2009</th>
<th>YTD 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent CIC sales involvement (2006: 18%, 2007: 24%)</td>
<td>28%</td>
<td>22%</td>
<td>26%</td>
<td>27%</td>
<td>25%</td>
</tr>
<tr>
<td>Percent CIC sourced sales</td>
<td>11%</td>
<td>12%</td>
<td>8%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>CIC / LN collaborative marketing activities</td>
<td>NA</td>
<td>9</td>
<td>23</td>
<td>22</td>
<td>40</td>
</tr>
<tr>
<td>CIC unassisted marketing activities</td>
<td>NA</td>
<td>20</td>
<td>54</td>
<td>29</td>
<td>103</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Assisting in Sales Cycle</th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CIC involved win ratio</td>
<td>71%</td>
<td>81%</td>
<td>55%</td>
<td>52%</td>
<td>62%</td>
</tr>
<tr>
<td>No CIC involved win ratio</td>
<td>61%</td>
<td>84%</td>
<td>59%</td>
<td>49%</td>
<td>62%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Client Satisfaction</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>NPS benefit when CIC implements solution</td>
<td>+19</td>
<td>+19</td>
<td>+19</td>
<td>TBD</td>
<td>+19</td>
</tr>
<tr>
<td>Number of Premier &amp; Authorized Sales CICs</td>
<td>NA</td>
<td>32</td>
<td>44</td>
<td>57</td>
<td>57</td>
</tr>
<tr>
<td>Certifications by product (302 firms &amp; 388 CICs)</td>
<td>680</td>
<td>686</td>
<td>718</td>
<td>744</td>
<td>744</td>
</tr>
</tbody>
</table>
Overall 38% CIC Satisfaction with LexisNexis

### Top CIC Issues (137 responses)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Actions to Address Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product quality</td>
<td>Product development &amp; QA initiatives, CIC communications</td>
</tr>
<tr>
<td>Technical support</td>
<td>Technical support initiatives, CIC communications</td>
</tr>
<tr>
<td>CIC Support Center portal ease of use</td>
<td>CIC roundtable feedback sessions, Modify portal as appropriate</td>
</tr>
<tr>
<td>Low commissions</td>
<td>Revisit commission structure in 2010</td>
</tr>
<tr>
<td>LN PM business unit commitment to long term strategy</td>
<td>LN Practice Management strategy developed, CIC communications</td>
</tr>
</tbody>
</table>
CIC Program Focus

Q4 2009
- PCLaw & TM upgrades
- New software and AMP sales
- Evaluate 2010 program changes
  (AMP renewal process for CICs, building CIC customer list, etc.)
- Juris partner program definition
- Advisory council elections

2010
- Regional CIC sales & marketing enablement
- Total Source – Partner Relationship Manager module deployment
- Customer satisfaction assessment
- Juris partner program rollout
Advisory Council Elections

Overview

• **10 Advisory Council members** in total
• 1 or 2 year term; members eligible again after 1 year break-in-service
• 4 current members serving 2-year term: **Sandy Adams, Tom Rowe, Wells Anderson, Ken Kennedy**
• **6 new members will be elected**: top 4 in voting receive a 2-year term; next 2 in voting receive a 1-year term
• Two additional **members appointed if needed** to round out product, geographic, or tier representation
• **Council meets quarterly**: minimally twice in person (once at PMAC), augmented by conference calls

Process

• Election will be conducted electronically, Sept. 28 thru Oct. 2
• Final results reported on the Oct. 7 CIC Conference Call
• The new Council kick-off meeting will be held in November/December

Nominated candidates

<table>
<thead>
<tr>
<th>Bill Ayers</th>
<th>Jeff Krause</th>
<th>Debbie Schaffer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donna Brown</td>
<td>Richard Marx</td>
<td>Carol Schlein</td>
</tr>
<tr>
<td>Bill Dertinger</td>
<td>Joe Nelson</td>
<td>Craig Shortreed</td>
</tr>
<tr>
<td>Cindy Emmerson</td>
<td>Pat Nemish</td>
<td>Matt Stone</td>
</tr>
<tr>
<td>Tommy Glenn</td>
<td>Deepa Patel</td>
<td></td>
</tr>
</tbody>
</table>
Development & Quality

David Fuoto
Director | Global Solutions Development | Practice Management

David.Fuoto@LexisNexis.com
919.447.5031 direct | 919.389.5803 cell
We Are Committed & Improving

• More Developers and Quality Analysts and the Ability to Flex
  – TM in September 2008 – 7 Developers & 5 Quality Analysts
  – TM in September 2009 – 9 Developers & 7 Quality Analysts
  – PCL in September 2008 – 7 Developers & 4 Quality Analysts
  – PCL in September 2009 – 8 Developers & 5 Quality Analysts
  – Flexing 2 Quality Analysts per product to execute defect scrub
• Rolling Maintenance Cycles in 2010
  – 30% of all resource dedicated to Maintenance work
• Engaging Our Customers in the Requirements/Design Phase in 2010
  – Select review and feedback sessions
• Modernizing Processes, Skills, and Tools
  – Formalized Unit Testing
  – Team Foundations Systems
  – HP Quality Center
  – Focused Professional Development
  – Targeted Code Refreshes
Customer Support Update

Scott Brown
VP Customer Service and Support
### 2009 Practice Management
**Annual Conference**

#### Services

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>TPA/TM</td>
<td>PCLaw</td>
<td>TPA/TM</td>
<td>PCLaw</td>
</tr>
<tr>
<td><strong>Average calls per month</strong></td>
<td>708</td>
<td>365</td>
<td>610</td>
<td>334</td>
</tr>
<tr>
<td><strong>Average Speed of Answer (ASA)</strong></td>
<td>6:10</td>
<td>1:28</td>
<td>5:22</td>
<td>1:43</td>
</tr>
<tr>
<td><strong>Average # WebStars resolved</strong></td>
<td>422</td>
<td>592</td>
<td>410</td>
<td>627</td>
</tr>
</tbody>
</table>

#### Feb-Aug TPA/TM

- **TPA/TM:**
  - < 2 mins: 67%
  - > 6 mins: 18%

#### Feb-Aug PCLaw

- **PCLaw:**
  - < 2 mins: 78%
  - > 6 mins: 10%

---

**LexisNexis Total Practice Solutions**

- Client Development
- Research Solutions
- Practice Management
- Litigation Services
## 2L CSat Results

### Trends:

<table>
<thead>
<tr>
<th></th>
<th>TPA/TM/BM</th>
<th>Problem Resolved?</th>
<th>Speed of initial contact</th>
<th>Time to resolve*</th>
<th>Courteous / Professional*</th>
<th>Product Knowledge*</th>
<th>Engineer communication*</th>
<th>Overall CS Experience*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 2009</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Feb 2009</td>
<td>67%</td>
<td>9 hrs</td>
<td>2.4</td>
<td>4.2</td>
<td>3.8</td>
<td>3.6</td>
<td>2.6</td>
<td></td>
</tr>
<tr>
<td>Mar 2009</td>
<td>86%</td>
<td>6 hrs</td>
<td>3.5</td>
<td>4.5</td>
<td>4.4</td>
<td>4.3</td>
<td>3.6</td>
<td>2.8</td>
</tr>
<tr>
<td>Apr 2009</td>
<td>45%</td>
<td>5 hrs</td>
<td>2.5</td>
<td>4.1</td>
<td>3.9</td>
<td>4.3</td>
<td>4.4</td>
<td>3.6</td>
</tr>
<tr>
<td>May 2009</td>
<td>62%</td>
<td>4 hrs</td>
<td>3.1</td>
<td>4.7</td>
<td>4.3</td>
<td>4.4</td>
<td>3.6</td>
<td></td>
</tr>
<tr>
<td>Jun 2009</td>
<td>72%</td>
<td>7 hrs</td>
<td>2.5</td>
<td>4.5</td>
<td>4.3</td>
<td>4.3</td>
<td>4.1</td>
<td>2.8</td>
</tr>
<tr>
<td>Jul 2009</td>
<td>86%</td>
<td>7 hrs</td>
<td>3.1</td>
<td>4.7</td>
<td>4.5</td>
<td>4.4</td>
<td>3.8</td>
<td></td>
</tr>
<tr>
<td>Aug 2009</td>
<td>86%</td>
<td>6 hrs</td>
<td>3.2</td>
<td>4.9</td>
<td>4.7</td>
<td>4.6</td>
<td>3.8</td>
<td></td>
</tr>
</tbody>
</table>

**TPA/TM:**
- Problem resolution trending up
- Engineer scores trending up
- Overall experience trending up

<table>
<thead>
<tr>
<th></th>
<th>PCLaw</th>
<th>Problem Resolved?</th>
<th>Speed of initial contact</th>
<th>Time to resolve*</th>
<th>Courteous / Professional*</th>
<th>Product Knowledge*</th>
<th>Engineer communication*</th>
<th>Overall CS Experience*</th>
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<tbody>
<tr>
<td>Jan 2009</td>
<td>82%</td>
<td>4 hrs</td>
<td>3.4</td>
<td>4.5</td>
<td>3.9</td>
<td>3.8</td>
<td>3.5</td>
<td></td>
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<tr>
<td>Feb 2009</td>
<td>86%</td>
<td>4 hrs</td>
<td>3.7</td>
<td>4.4</td>
<td>4.6</td>
<td>4.4</td>
<td>3.9</td>
<td></td>
</tr>
<tr>
<td>Mar 2009</td>
<td>79%</td>
<td>8 hrs</td>
<td>3.4</td>
<td>4.1</td>
<td>4.1</td>
<td>4.0</td>
<td>3.5</td>
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<tr>
<td>Apr 2009</td>
<td>89%</td>
<td>6 hrs</td>
<td>3.4</td>
<td>4.7</td>
<td>4.7</td>
<td>4.7</td>
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<tr>
<td>May 2009</td>
<td>84%</td>
<td>6 hrs</td>
<td>3.1</td>
<td>4.2</td>
<td>4.0</td>
<td>4.0</td>
<td>3.4</td>
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<tr>
<td>Jun 2009</td>
<td>70%</td>
<td>8 hrs</td>
<td>3.3</td>
<td>4.0</td>
<td>4.1</td>
<td>4.1</td>
<td>3.8</td>
<td>3.5</td>
</tr>
<tr>
<td>Jul 2009</td>
<td>79%</td>
<td>8 hrs</td>
<td>2.8</td>
<td>4.3</td>
<td>4.1</td>
<td>4.2</td>
<td>3.4</td>
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<tr>
<td>Aug 2009</td>
<td>93%</td>
<td>7 hrs</td>
<td>2.7</td>
<td>4.5</td>
<td>4.4</td>
<td>4.3</td>
<td>3.3</td>
<td></td>
</tr>
</tbody>
</table>

**PCLaw:**
- Scores trend up and down, impacted by backlog in July and August

*Note: Scores are 1-5 scale where 5=Excellent
## 2009 Practice Management Annual Conference

### 1L CSat Results

**TPA/TM/BM**

<table>
<thead>
<tr>
<th>Month</th>
<th>Speed of Answer*</th>
<th>Courteous / Professional*</th>
<th>Product Knowledge*</th>
<th>Overall Quality of Agent*</th>
<th>Overall Quality of Support*</th>
<th>First Call Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 2009</td>
<td>3.0</td>
<td>4.4</td>
<td>3.8</td>
<td>3.9</td>
<td>3.5</td>
<td>44%</td>
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<td>3.1</td>
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<td>3.9</td>
<td>3.5</td>
<td>46%</td>
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<tr>
<td>Mar 2009</td>
<td>3.4</td>
<td>4.4</td>
<td>4.0</td>
<td>4.0</td>
<td>3.8</td>
<td>46%</td>
</tr>
<tr>
<td>Apr 2009</td>
<td>3.5</td>
<td>4.4</td>
<td>3.9</td>
<td>4.0</td>
<td>3.8</td>
<td>51%</td>
</tr>
<tr>
<td>May 2009</td>
<td>3.5</td>
<td>4.5</td>
<td>4.0</td>
<td>4.0</td>
<td>3.8</td>
<td>53%</td>
</tr>
<tr>
<td>Jun 2009</td>
<td>3.5</td>
<td>4.3</td>
<td>4.0</td>
<td>4.1</td>
<td>3.8</td>
<td>58%</td>
</tr>
<tr>
<td>Jul 2009</td>
<td>3.7</td>
<td>4.6</td>
<td>4.2</td>
<td>4.4</td>
<td>4.0</td>
<td>63%</td>
</tr>
<tr>
<td>Aug 2009</td>
<td>3.7</td>
<td>4.6</td>
<td>4.3</td>
<td>4.5</td>
<td>4.1</td>
<td>69%</td>
</tr>
</tbody>
</table>

**Trends:**
- **Agent scores continue to trend up**
- **Speed of answer improving, yet continuing to negatively impact overall score.**
- **First call resolution improving**

**Breakdown of reasons for not resolving on first call:**
- Customer Time Constraint = 37%
- Research Problem Offline = 32%
- Escalated – WebStar After Troubleshooting = 17%
- Escalated – Automatic WebStar = 14%

*Note: Scores are 1-5 scale where 5=Excellent

**PCLaw**

<table>
<thead>
<tr>
<th>Month</th>
<th>Speed of Answer*</th>
<th>Courteous / Professional*</th>
<th>Product Knowledge*</th>
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<td>3.1</td>
<td>4.3</td>
<td>3.9</td>
<td>4.0</td>
<td>3.7</td>
<td>55%</td>
</tr>
<tr>
<td>Feb 2009</td>
<td>3.3</td>
<td>4.5</td>
<td>4.0</td>
<td>4.1</td>
<td>3.9</td>
<td>63%</td>
</tr>
<tr>
<td>Mar 2009</td>
<td>3.4</td>
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<td>May 2009</td>
<td>3.4</td>
<td>4.4</td>
<td>4.0</td>
<td>4.0</td>
<td>3.9</td>
<td>65%</td>
</tr>
<tr>
<td>Jun 2009</td>
<td>3.6</td>
<td>4.4</td>
<td>4.2</td>
<td>4.3</td>
<td>4.0</td>
<td>63%</td>
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<td>Jul 2009</td>
<td>3.7</td>
<td>4.6</td>
<td>4.4</td>
<td>4.5</td>
<td>4.2</td>
<td>72%</td>
</tr>
<tr>
<td>Aug 2009</td>
<td>3.6</td>
<td>4.7</td>
<td>4.2</td>
<td>4.5</td>
<td>4.2</td>
<td>82%</td>
</tr>
</tbody>
</table>
CIC Survey data tells us that the numerous resource materials available make it difficult for CICs to quickly locate critical information. Examples include:

- **Solutions Provider Network**
  - CIC Support Center

- Support Center
- Service Center
- Corporate Sites
- LN University
- PM Store

Primary Support Site for CICs and Tech Support Information

[http:law.lexisnexis.com/spn](http:law.lexisnexis.com/spn)

These sites provide links to general information and support materials for customers.
Customer Support is focused on:

- Centralizing all Technical Support content within the CIC Support Center
- Making the CIC Support Center a comprehensive, robust, and easy to use tool
- Eliminating legacy websites

SPN - http://law.lexisnexis.com/spn
Available CIC Support Center Services

- **CIC Positioning Statements**
  - Sales / Support view of the PCLaw™, Time Matters®, LexisNexis Total Practice Advantage™ products and their compatibility with other technology

- **CIC Support Center**
  - Searchable Knowledge Base that provides CIC specific technical support content, as well as content currently available for customers

- **CS Feedback**
  - Feedback form used to provide constructive feedback regarding your LexisNexis® Customer and Technical Support experiences
Recently Added CIC Support Center Services

• CIC WebStar Search
  – Search feature to view the status of your WebStar
  – Form to provide additional info and upload files for that specific WebStar
  – WebStar results include Business State regarding how LN plans to address this particular issue. Business States include:

  • Not Applicable - Issue is still under review or fault isolation process
  • Declined - LexisNexis will not pursue a resolution for the reported item
  • Funded - Issue will be fixed; issue has not been scheduled for any service or full release
  • Targeted - Issue slated for release; release date has not been identified
  • Not Yet Funded - Issue has been determined to be an enhancement and there is no decision pending
Upcoming CIC Support Center Enhancements

• Known Issues:
  – List of Known Issues (4Q09)
  – Expansion of Known Issues to include proven workarounds (1Q10)

• Expansion of Support Center content:
  – Adding approximately ~2K more articles including content suggestions submitted within the CIC Survey and content for customers (4Q09)

• Improvements to Customer Satisfaction email Survey requests:
  • Customer Satisfaction email Survey requests include date, time, CS Representative/Engineer’s first name, product, and WebStar number (if applicable) to better identify the CS interaction (end of September)

• Improve ease of use and site design by:
  – Centralizing content across multiple websites into a central location; content includes Whitepapers, download files, etc.
  – Tune search engine results to improve search results
  – Improve navigation of site such as site maps, Table of Contents, etc.
  – Eliminate legacy sites (1Q10)
Customer Experience & Implementation Services

Donna Cooke
CX & Implementation Services Update

• Client Services
  – Non Support Escalations
  – Email access
    • pmclientservices@lexisnexis.com

• Getting Started Services
  – Objective: Drive CIC implementation services with new customers
  – Proceeding with Pilot (two CIC’s involved)
  – Sales slow
  – Delivery by CIC’s
Net Promoter Survey

- **Wave 6**
  - Surveys launched September 7th to close on September 21st

- **Product Questions**
  - NPS question
  - Loyalty question
    - **How likely are you to continue using PCLaw?**

- **CIC Questions**
  - Identify the CIC if possible
    - Did your firm engage a 3rd party consultant to help with the implementation of PCLaw?
    - What was the name of the consultant you worked with to implement PCLaw?
  - NPS questions
  - Loyalty questions
    - **How likely are you to continue using the consultant?**
Practice Management Marketing

Angela Petros
VP, Practice Management Marketing
2010 PM Marketing Priorities

1. Grow Revenue
   - Implement aggressive marketing campaigns to grow revenue

2. Deliver Leads
   - Deliver high volume of quality leads to our sales and CIC channels

3. Retain Customers
   - Bring customer needs to front and centre, implement communications and thought leadership programs

4. Be cutting-edge Web marketers
   - Implement marketing innovations that engage customers and communities

5. Re-energize our brands
   - Evolve the PM Brands to Leading Technology Brands
Channel Marketing

Brand Manager dedicated to supporting CICs and Practice Management Sales Specialists

- Integrates promotions across channels
- Provides sales information, collateral, scripts and campaign briefs for promotional activities
- Coordinates webinars, white papers, case studies and other thought leadership content for promoting CICs
- Optimizes the sales process for the benefit of all channels

Mark Welsh, Brand Manager devoted to CIC Channel

- Experience providing marketing support for dealers, resellers, service providers & business partners for technology companies like Nortel & SAS
## Accomplishments & Direction

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>2009 Accomplishments</th>
<th>2010 Direction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications</td>
<td>CIC Weekly eNewsletter, SPN Portal</td>
<td>Refine Communications &amp; Portal</td>
</tr>
<tr>
<td>Marketing Events</td>
<td>Webinars, Trade Shows, Direct Mail</td>
<td>Co-Funding Process, Turn-Key Webinars &amp; Events</td>
</tr>
<tr>
<td>Community</td>
<td>CIC Forum, PMAC, Advisory Council, Welcome Kits</td>
<td>Social Networking Site</td>
</tr>
<tr>
<td>Sales Support</td>
<td>Prospect Lists, iContact Tool, Call Scripts, E-Mail Templates</td>
<td>Increase notice for sales initiatives and package more effectively (offer, target list, collateral, etc.)</td>
</tr>
<tr>
<td>Marketing Empowerment</td>
<td>Best practice sharing and “Marketing In A Box”</td>
<td>Connect CICs to Bar Assn. Practice Mgmt Advisors</td>
</tr>
</tbody>
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**Commitment to Continuous Improvement**

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**TOTAL PRACTICE SOLUTIONS**  
Client Development | Research Solutions | Practice Management | Litigation Services

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Marketing Feedback From CIC Survey

Marketing Support Very Important But Low Levels of Satisfaction

More Leads and Planning Required

- Leads
  - “No leads from Lexis”
  - “No support with growth”
  - “Things are finally getting better. When Lexis first took over our leads went to 0. Now we are getting 1 per month”

- Marketing Strategy
  - “Lack of a plan”
CIC Weekly Feedback

Well read but could decrease frequency to bi-weekly

- Read: Always 80%, Occasionally 10%, Never 20%
- Frequency: Monthly 40%, Bi-Weekly 30%, Weekly 20%, Occasionally 10%, Never 10%

Content Very Relevant, Focus should be on Product and Training

- Relevance: Not very relevant 40%, Neutral 20%, Very 30%, Extremely 10%
- Content: Product 40%, Sales 20%, Marketing 20%, Best Practices 20%
We Want You!

CIC Hosted Webinars drive leads and recognition for your business:
• PCLaw – Best Practices at Getting Paid (279)
• Getting The Most Out of Your Back Office Software (331)
• A Paperless Office (491)
• A Paperless Office 2 (318)
• Best Practices for Starting Up Solo or Small Law Firms (145)

Send your webinar, case study, white paper or other thought leadership ideas to us and start promoting yourself!
Community Management
Business Strategy

Loretta Ruppert
Role of Community Management

- Develop an awareness in the industry that we are listening and report back a pulse of the community to stakeholders
- Build or interact in the community to deliver a voice for our organization to the industry
- Engage the community with our organization and with each other. Build relationships with customers, thought leaders, influencers and other trusted organizations
Proactively Interact
Expand Presence in the Community

Obtain Customer Insight

Foster a Community to Generate Content
Outcomes

Where, who and what
Word of Mouth Marketing
Get ideas or messages heard

Customers helping each other
Building Relationships and Thought leadership
Minimizing Detractors
Open Forum Q&A

Phil Livingston
Jonah Paransky
David Fuoto
Scott Brown
Donna Cooke
Angela Petros
Loretta Ruppert
Aaron Snider
## Agenda – Day 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 - 8:00</td>
<td>Breakfast and Lexpo</td>
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</table>
| 8:00 - 9:00| Presenting an Integrated Solution - Linking Time Matters, PCLaw & Juris Products: Kelly Jones & Pat Cunningham  
Presentation: HotDocs for Solo Practitioners and Small Law Firms: Valerie Connell |
| 9:00 - 9:30| Break and Lexpo                                                        |
| 9:30 - 10:00| LexisNexis Practice Management Business Unit Update: Phil Livingston |
| 10:00 - 11:00| Business Updates: CIC Program, Development, Technical Support, Implementation Services, Marketing, Community Management |
| 11:00 - 11:45| Q&A Session                                                           |
| 11:45 - 12:45| Lunch and Lexpo                                                        |
| 12:45 - 1:45| Improving Workflow in the Practice: Steve Best & Nancy Griffing       |
| 1:45 - 2:45| Integrating Time Matters with 3rd party tools and external applications: Steve Stockstill  
Integrating PCLaw with other Lexis products & 3rd Party Tools: Steve Best  
Integrating HotDocs with other Lexis products & 3rd party tools: Seth Rowland |
| 2:45 - 3:00| Break and Lexpo                                                        |
| 3:00 - 4:00| Leveraging Technology Today and Beyond: Dennis Kennedy                |
| 4:00 - 4:15| Closing Remarks: Tim Angst                                            |
| 4:15 - 5:30| Input to Product Teams - PCLaw: Audrey Mungal, Alan Tuback, Andy Mitchell  
Input to Product Teams - Time Matters: James Patterson, Steve Fetters, Mark McCray  
Input to Product Teams / Interactive CIC Discussion - HotDocs: Valerie Connell |