



LexisNexis® Publisher Solutions—

Attract, inform and engage clients, prospects and your own attorneys with current, business-ready information

LexisNexis® Publisher solutions provide access to targeted, real-time information for intranets, extranets, Web sites, e-mail delivery and mobile devices. Get updates from thousands of respected newswires, newspapers, magazines, trade journals and more, that track unlimited subjects, practice areas, industries, companies, organizations, people and places.

Unlike other providers, LexisNexis doesn't rely on free content from the open Web. Publishers worldwide license their content directly to LexisNexis. That's why you get *full-text premium publications not available via the Internet*. And LexisNexis maintains the archives, so full-text information stays available without interruption or redirect.

Strengthen your business with LexisNexis Publisher solutions.

Build relationships, brand—and competitive advantage

Give your clients and your attorneys access to the information they need to act faster and make better decisions. It's a great foundation for long-term working relationships. And when you provide relevant information from the world's foremost news and legal sources, and showcase your firm's acumen on topics that matter to prospective clients, you can differentiate your firm and its talent.

Deliver the top names in news and stay copyright compliant

Distribute and post full-text news throughout your organization and beyond. Copyright requirements are covered.



Focus the message to fit many audiences

Create focused results for partners, practice areas, matter teams, clients and more. Add comments, links, logos, pictures, files, videos, etc., to draw readers' attention to key points, further respecting their valuable time.

Rely on a scalable solution (without adding dedicated headcount or IT support)

Expand readership and topics as needed. No IT management or special software required. Your assigned editor(s) can use the straightforward, Web-based tools to create, monitor and manage topics—with a few keystrokes.

Get the most value for your total information investment

Surface information needed from subscription resources automatically and fuse it with internal intelligence. Then run *regular usage reports to discover who reads what*—good feedback to assess ROI and to plan future information strategy.

The screenshot displays the LexisNexis Publisher Solutions interface. On the left, there's a 'Newsletters - Topics Today' sidebar with options for 'Topic Selection', 'Design', and 'Recipients'. The main area shows a 'Create Newsletter Design Using' section with radio buttons for 'non-HTML Template' and 'HTML Template'. Below this are 'Choose Design Options' and 'Presentation Options' (Fonts/Color/Pref). A 'Template Layout' section shows a preview of a newsletter design with a header logo and article snippets. The 'Article Selection' section shows a list of articles with checkboxes and a 'Preview/Send' button. The preview shows a newsletter titled 'Corporate Governance (Return To Top)' with several article snippets, including 'Rating the ratings: How good are commercial governance ratings?' and 'Shareholder Activism (Return To Top)'. The interface also includes a 'View in Browser' button and a 'Newsletter Home' link.

“Right-Size” Information

Get the Right **Intelligence** to the Right **People** at the **Right Time**

“Right-size” knowledge for Your firm

LexisNexis Publisher solutions can help make sharing information across the firm a success. No matter the business-critical topics—clients/matters, legal topics, practice areas, even prospects and competitors—you can create effective channels that filter and deliver the must-have facts.

Tap into thousands of **authoritative news** sources like *The Wall Street Journal*® and *The New York Times*® as well as needed **case law, statutory/regulatory** information and more. Post current-awareness content *and keep it published for 90 days* or longer. Add intelligence from **internal documents** and **other Web resources**, compiling one, unified package that saves valuable reading time and promotes quick comprehension. Here’s what you can accomplish with LexisNexis Publisher solutions:

Deliver your message firmwide—even to staff members on the road. Access LexisNexis Publisher updates via intranet, portal, e-mail or mobile device. No log-on required.

Target any internal audience

Route specialized news—or create newsletters—for partners, practice groups, attorneys working specific matters, client development, etc. *Everyone can stay on the same page* regarding client/prospect news, practice and industry developments and more. You’re not limited to canned topics. LexisNexis Publisher lets you cover virtually any area of interest.

Compile intelligence from many sources, including internal documents

Add RSS feeds from your go-to Web sites, online publications and specialized blogs. Even include your own press releases, executive announcements, memos, presentations and more as needed. One topic ... one secure resource to review.

Create customized newsletters

Publish e-mail newsletters efficiently using professional-looking templates. Even add customized logos, headers and links to more information.

Add value with commentary and multimedia options

Your editor can review and arrange stories by relevance, add annotations or important insights and include vital files, links, pictures and video as needed. Topics can be modified as news evolves.

Increase updates as matters heat up

As vital matters heat up, send alerts daily, hourly, or on demand, simultaneously notifying each reader via their preferred delivery method and format. Your editor can even combine multiple alerts into one customized communication.

“Right-size” information for clients

Many of the LexisNexis Publisher features and resources above are available for your **client portals and/or extranets** so you can securely distribute relevant information to key clients and business partners and show your commitment to delivering timely, updated communications. Add daily **current-awareness updates** on the vital topics they follow, so clients stay informed—and stay satisfied.

“Right-size” information that speaks to prospective clients

With the right LexisNexis Publisher solutions, you can **post relevant news content to your public-facing Web site.** Show your knowledge of the industries you cover and your awareness of prospective clients’ needs. Such targeted, updated content provides visitors vital information and gives them a reason to return.

How can we help your firm? For more information about LexisNexis Publisher solutions for law firms:

Contact your **LexisNexis® account representative** or **call 1-800-227-4908.**

