

LexisNexis Customer Testimonial
LexisNexis™ Intranet Publisher
Debra Hammond, Intranet Manager for the Americas
Jones Lang LaSalle

Intranet Becomes ‘The Place for Knowledge’ for Employees of a Global Real Estate and Property Investment Management Firm

For any property or real estate investment manager, keeping up to speed on relevant current events is a challenge—and it is only half the battle. Identifying an opportunity based on the day’s news is the real key to success in this industry.

Jones Lang LaSalle (JLL)—the world’s largest property management firm and the second largest in real estate investment—relies on LexisNexis™ Intranet Publisher not only to capture key news and information, but also to help facilitate the conversion of such knowledge into business intelligence.

DRIVES DECISION MAKING: **Provides a tool for integrating external and internal content**

“We realized that posting internal content alone was a myopic approach for an intranet,” says Debra Hammond, who, as JLL Americas intranet manager, oversaw the site’s design and launch. “*LexisNexis Intranet Publisher* is a highly effective way to integrate external news and best practices into our own internal content.”

When the roughly 2,500 employees in the Jones Lang LaSalle Americas offices from the British Columbia to Brazil log onto their computer each morning, the company’s intranet appears as the default homepage. Here, staff can peruse that day’s *LexisNexis Intranet Publisher* selection of industry-specific articles, several of which typically are flagged and/or annotated by designated JLL content managers and offer suggested actions or ideas. News items even can be linked directly to an internal document, such as a staff biography or a JLL photo of the property featured in the article.

ALLOWS FOR CUSTOMIZATION: **Zeroes in on highly specific topics**

As word spreads across JLL Americas about *LexisNexis Intranet Publisher* and its possibilities, business units increasingly are requesting the addition of daily searches tailored to their specific focus, reports Ms. Hammond. For example, JLL Leasing and Management now tracks all of its clients for significant media mentions. Another JLL specialty group called Industrial Services uses *LexisNexis Intranet Publisher* as a business development tool. When a massive layoff or a plant shutdown are reported in the news, JLL then can offer to help with the property closing and sale.

“We are changing how JLL employees work,” Ms. Hammond says. “The so-called ‘early adopters’ are helping spread the word about what an asset *LexisNexis Intranet Publisher* is and how to maximize its effectiveness as a knowledge management and business tool.”

IMPROVES PRODUCTIVITY: **Alleviates researcher busy work, allows for more strategic focus**

Since *LexisNexis Intranet Publisher* was launched in Spring 2002, the JLL research staff—many of whom are professional economists or have some type of advanced degree—now spend less time responding to fact finding or “get-me” requests from JLL investment managers, according to Ms. Hammond.

Now that *LexisNexis Intranet Publisher* supplies a steady stream of on-point external content that is accessible to all Americas employees, JLL’s staff economists and other in-house experts now can focus on “bigger picture” strategic issues. Researchers can offer more comprehensive input on key business decisions and have more time to develop white papers and publications, which help showcase JLL’s industry expertise among external audiences.

OFFERS ‘SUPERLATIVE TECHNICAL SUPPORT’: **Supports in-house information professional**

As the only information professional at JLL, Ms. Hammond appreciates having LexisNexis™ staff available to help respond to staff questions and to assist in marketing *LexisNexis Intranet Publisher* internally.

“The technical support is superlative. The LexisNexis team is very attentive to our issues, quick to respond, and helpful in adapting the product to this particular environment,” says Ms. Hammond. “We were joking about putting a cot in here for our LexisNexis representative because she was spending so much time with us.”

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