



LexisNexis® Client Analysis

Sharpen your business development focus by identifying client groups that produce the greatest value.

Make Sound Business Development Decisions with LexisNexis® Client Analysis

At a time when law-firm marketers need to carefully prioritize their resources, firms are gaining a significant advantage by developing a complete client picture based on value. With LexisNexis® Client Analysis, you can identify the client groups that produce the most value for your firm over time—as well as groups that have potential to produce more value in the future.

Use LexisNexis Client Analysis to gain practical business and client insights:

Gain business insights to determine your focus

Quickly identify strategic segments of opportunity within your firm's base of business to effectively prioritize marketing and business development plans. With easy access to financial analytics, client relationship management (CRM) data and competitive intelligence, you can quickly identify the clients and segments most likely to deliver the greatest opportunity for expanded business relationships.

Gain client insights to plan strategically

Client profiles and distinct segmentation help you surface vital information. When you create portraits of clients based on their history, your firm can plan strategically based on accurate information. LexisNexis Client Analysis gives you a 360° view of your existing clients across offices, as well as practice and industry groups.

Track client performance to maximize ROI

Use the tracking tools in LexisNexis Client Analysis to understand trends and opportunities— and maximize your marketing return on investment (ROI).

- Analyze which clients are growing or declining.
- Identify patterns in a partner’s book of business.
- Follow the progression of client cross-sell.
- Understand the relationship between client age and client life cycle.
- View trend analysis across clients and groups.
- Track the trends within different client segments.

View the analysis you need

Convenient tools give you flexibility to meet specific business needs in a simple, Web-based application.

Self-service access: Easily sort and filter client data in a multi-dimensional environment to create list views across various client segments. Metrics go beyond hours, bills and cash to include cross-sell, consistency percentage, number of partners, number of new matters, etc. Data is updated nightly.

The screenshot displays the LexisNexis Client Analysis Self-Service Analysis interface. At the top, there are navigation options like 'Actions' and 'Help'. Below is a 'Filters' section with various dropdown menus for 'Currency' (USD), 'Related Client Stages', 'Related Client Ages', 'Related Client Deciles', 'Related Client Firm Rank', 'Related Client Ratings', 'Office (B)', 'Department (B)', 'Time Period' (Rolling 12 Months), 'Client' (Starts With, Contains), and 'Billing (B)' (Starts With, Contains). A 'Search' button and 'Reset View Filters' link are also present. Below the filters, there is a table with columns: Rank, All Related Clients, Cross Sell %, Periodic Billing Real. % (vs. Std.), Periodic Fees Billed, Periodic Fees Collected, Consistency, and Client Investment Speed. The table lists 23 client entries with their respective metrics. At the bottom, there are summary boxes for 'Total Hours' (4631 / 66281), 'Periodic Fees Billed' (0 / 12248606), 'Periodic Fees Collected' (0 / 11371210), and 'Rank' (1 / 25). The footer includes the LexisNexis logo and copyright information: 'LexisNexis About LexisNexis Terms & Conditions Copyright © 2010 LexisNexis®, a division of Reed Elsevier Inc. All rights reserved. Contact Us'.

Rank	All Related Clients	Cross Sell %	Periodic Billing Real. % (vs. Std.)	Periodic Fees Billed	Periodic Fees Collected	Consistency	Client Investment Speed
3	Arizona Alpha Manufacturing LLC (010665)	48%	90%	\$6,641,244	\$6,913,975	55	80
13	Arizona Pi Imports Industries (015986)	42%	99%	\$4,101,608	\$4,479,561	0	62
2	Arizona Tau Exports Corporation (011628)	6%	85%	\$9,813,503	\$10,127,262	44	94
12	First Chi Bank Corporation (016244)	3%	103%	\$3,775,510	\$2,056,200	18	85
6	Georgia Kappa Audio LLP (056843)	49%	94%	\$4,876,635	\$4,828,061	52	75
8	Georgia Omega Mining Industries (047000)	43%	90%	\$5,437,214	\$6,255,049	2	86
14	Last Eta Automotive Company (011909)	3%	93%	\$3,670,632	\$3,636,311	33	83
18	Last Iota Exports Corp. (016859)	0%	0%	\$0	\$0	24	0
7	National Omega Imports Group (081828)	26%	88%	\$3,767,418	\$2,873,505	45	90
21	North Lambda Mining Co. (015033)	49%	93%	\$2,124,350	\$1,928,593	31	46
5	Northeast Kappa Electronics Industries (013089)	24%	100%	\$6,250,776	\$5,339,348	60	61
15	Northeast Phi Utility Group (088606)	10%	91%	\$2,027,674	\$3,477,509	0	81
23	Northern Omicron Software Inc. (081714)	41%	95%	\$2,844,444	\$2,922,036	49	133
	Total/Average	19%	84%	\$104,250,550	\$101,004,527	30	82

Self-service filters help you focus on client stage of life, client business "rating," decile, industry and more.

Cross-sell analysis: Create custom intersections of data to illustrate cross-sell by clients, billing vs. working groups, import-export, etc. You can include multiple metrics such as cash, bills, production value and hours.

LexisNexis Client Analysis **Cross-Sell Analysis** Actions Help

Filters

Currency: USD
 Related Client Firm Rank
 Time Period: Rolling 12 Months
 Related Client Stages
 Related Client Ratings
 Client: Starts With Contains
 Related Client Ages
 Office (B)
 Billing (B): Starts With Contains
 Related Client Deciles
 Department (B)
 Search
 Reset View Filters

First Prev Page 1 of 2 (25 rows) Next Last Rows Per Page: 20 Find:

Related Clients	LITIGATION (W)	CORPORATE (W)	GOVERNMENT (W)	BUSINESS SOLUTIONS (Y)	TECHNOLOGY (W)
Arizona Alpha Manufacturing LLC (010665)	32%	52%	1%	15%	
Arizona PI Imports Industries (015986)	37%	0%	58%	3%	
Arizona Tau Exports Corporation (011628)	94%	3%	1%	1%	
First Chi Bank Corporation (016344)	97%	2%	0%	1%	
Georgia Kappa Audio LLP (056843)	51%	47%	2%	0%	
Georgia Omega Mining Industries (047000)	34%	57%	5%	4%	
Last Eta Automotive Company (011909)	97%	0%	0%	3%	
Last Jota Exports Corp. (016859)	0%	100%	0%	0%	
National Omega Imports Group (081828)	74%	1%	19%	4%	
North Lambda Mining Co. (015033)	43%	3%	2%	51%	
Northeast Kappa Electronics Industries (013089)	76%	1%	1%	22%	
Total/Average	75%	10%	6%	6%	

Rows: Related Clients Columns: Department (W) Measure: Total Hours View As: Percentage

Gain quick access to information across clients and groups; filter the data to pinpoint cross-sell activity and identify targeted clients.

Trend analysis: Report on activity over time—compare results and metrics over years, quarters and rolling 12-month periods. With distinct segmentation filters, you can view the last five years of new matters opened, cross-sell, number of partners and other trends. Flip to a chart view for a more visual depiction of trends.



Compare results over time with Trend Analysis.

Profiles: Perform detailed segmentation analysis on your client base using financial metrics, wallet-share assessment from the atVantage™ business development solution and relationship intelligence data points. Then, build reports or export and manage lists within InterAction® client relationship management software.

The screenshot shows the LexisNexis Client Analysis Cross-Sell Analysis interface. It features a 'Filters' section with various dropdown menus for Currency, Related Client Firm Rank, Time Period, Related Client Stages, Related Client Ratings, Client, Related Client Ages, Office (B), Billing (B), Related Client Decies, and Department (B). Below the filters is a table with columns for Related Clients, LITIGATION (W), CORPORATE (W), GOVERNMENT (W), BUSINESS SOLUTIONS (V), and TECHNOLOGY (W). The table lists various companies and their percentages across these categories. At the bottom, there are controls for Rows, Columns, Measure, and View As.

Related Clients	LITIGATION (W)	CORPORATE (W)	GOVERNMENT (W)	BUSINESS SOLUTIONS (V)	TECHNOLOGY (W)
Arizona Alpha Manufacturing LLC (010665)	32%	52%	1%	15%	
Arizona Pi Imports Industries (015986)	37%	0%	58%	3%	
Arizona Tau Exports Corporation (011628)	94%	3%	1%	1%	
First Chi Bank Corporation (016344)	97%	2%	0%	1%	
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Georgia Omega Mining Industries (047000)	24%	57%	5%	4%	
Last Eta Automotive Company (011909)	97%	0%	0%	3%	
Last Iota Exports Corp. (016859)	0%	100%	0%	0%	
National Omega Imports Group (081828)	74%	1%	19%	4%	
North Lambda Mining Co. (015032)	43%	3%	2%	51%	
Northeast Kappa Electronics Industries (013089)	76%	1%	1%	22%	
Total/Average	75%	10%	6%	6%	

Create client profiles depicting detailed segmentation analysis. Understand your current base of business using quadrant analysis, reflecting consistency of work flow and number of hours worked. You can also use profiling to assess complex aspects of lifetime working relationships.

Get the tools you need to make sound business development decisions.

Learn More >



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