

# 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

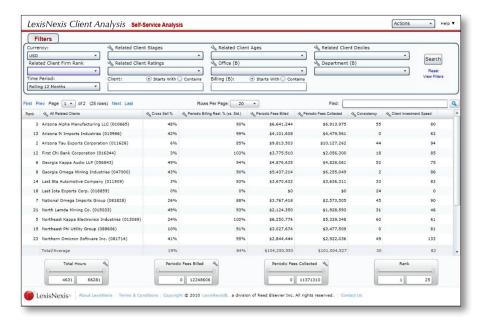
Use the tracking tools in LexisNexis Client Analysis to understand trends and opportunities— and maximize your marketing return on investment (ROI).

- · 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.

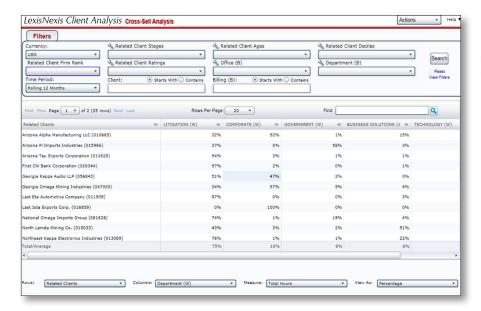
Self-service access: Easily sort and filter client data in a multi-dimensional environment to create list views across various client segments. Metrics go beyond hours, bills and cash to include cross-sell, consistency percentage, number of partners, number of new matters, etc. Data is updated nightly.



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.



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

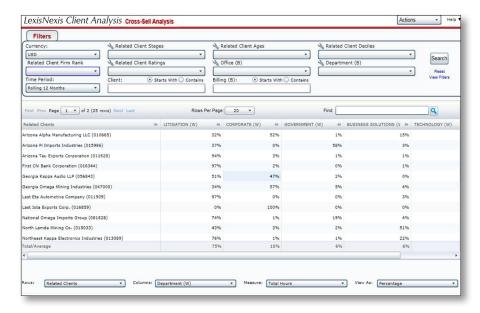
**Trend analysis:** Report on activity over time—compare results and metrics over years, quarters and rolling 12-month periods. With distinct segmentation filters, you can view the last five years of new matters opened, cross-sell, number of partners and other trends. Flip to a chart view for a more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



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.



