



LexisNexis Announces InterAction 6.1

NEW YORK, October 4, 2011 – When intelligence about your client base and your prospects is at stake, no organization supports your firm like LexisNexis. Now with tools that make it easier than ever for your professional users to manage their client relationships directly from Microsoft Outlook®, the newest release of InterAction® 6.1 is scheduled for general availability at the end of October, 2011.

Key to growing your business is the successful management of your client base and prospects. For this, you rely on your users to track vital relationship data — and updates are even easier as they are made directly from Outlook. With key customer data collected directly real-time from Business leaders, Administrative, and Professional users in Outlook, InterAction captures and syncs critical business information across the organization to support meaningful collaboration.

With InterAction 6.1, your organization will enjoy new capabilities, including:

- **See Alerts on Important Clients and Prospects** — With Outlook's integration with InterAction, users will now see what is happening with their key contacts directly from Outlook, giving them the opportunity to keep clients top of mind. With the alerts, users will be notified any time key contact updates are added to InterAction. Key meetings, contact title changes, employment changes, and even event RSVPs will be on your radar, thanks to InterAction.
- **Add Contacts Quickly Directly from Outlook** — To ensure that key contacts in your users' personal address books are entered accurately — and just once — into the CRM tool, InterAction 6.1 offers a new contact form to keep client data current — all the time. Early testers actually preferred the new form tool to Outlook's contact feature!
- **See Who's Meeting with Key Clients and Prospects** — Bringing relevant client meeting information to users within Outlook, meeting sync allows users to track team member interactions with key clients. As users add meetings to their calendars, InterAction automatically stores these activities for important contacts and keeps the information up to date.
- **Track the Frequency and Value of Client and Prospect Interactions** — Users of InterAction® IQ can gain better insight and control of client data to understand the firm's 'relationship score' with a client contact — exposing where you may have opportunities to strengthen client relationships.
- **International Salutations** — Now you can ensure accurate addressing of client and marketing correspondence to international contacts.

Ready to learn how InterAction 6.1 can boost your organization's Business Development efforts? To prepare for the InterAction 6.1 release, please contact your Account Executive directly, or take a few moments to take a tour of the solution with our [InterAction 6.1 Webinar](#). We look forward to helping you prepare for this exciting release!

In accordance with our Release and Obsolescence Policy, the support level of InterAction 6.0 will remain at Full Support until the earlier of 6 months or the next InterAction 6.x release. At that point, it will be moved to Limited Support where it will stay for 12 months before being retired.

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