



Redwood Analytics® Business Intelligence
Deliver timely information across your firm to improve
business performance.

At law firms today, profit is a priority that goes well beyond the Finance Department. Financial success requires action by professionals across your firm—from the CFO to partners and practice leaders to working attorneys.

How can you maximize the effectiveness of every attorney in driving profitable growth for your firm?

With Redwood Analytics® Business Intelligence, you can quickly and easily deliver financial intelligence across your practice—in the format and on the schedule each manager and attorney prefers. Attorneys and managers receive the right information at the right time to gain clear insight and make sound decisions:

- More comprehensive, targeted and timely data
- Clear details on profit related to specific clients, practice areas and attorneys
- Tools for identifying the greatest opportunities to improve collections and increase profitable growth

Redwood Analytics Business Intelligence gives you:

- **Customizable reports**, dashboards and key performance indicators, including actual vs. goals that are easy for anyone in the firm to interpret
- **Role-based views** enabling practice managers, billing attorneys, working attorneys and other users to see only the information they need
- **Flexible distribution options**, including interactive dashboards and alerts based on “triggers” such as a delay in attorney time entry or a threshold reached in client accounts receivable
- **Drag-and-drop report authoring** functionality and easy automation for efficient distribution
- **Complete profit-model and cash-flow analysis** tailored to the firm’s financial model

The future of legal business intelligence

With Redwood Analytics Business Intelligence, you gain powerful analytics to identify critical business issues, plus tools for easily customizing and distributing insights to stakeholders across your firm in a visual and easy-to-understand format.

Used by 40 percent of the AmLaw 200®, Redwood Analytics Business Intelligence helps you provide vital information firmwide to promote sound business decisions and improve performance.

Deliver tailored financial intelligence

Distribute reports, dashboards and key performance indicators in each person's preferred format.

Deliver easy-to-understand, customized insights to partners and attorneys when and where they need them.

Quickly access detail

on performance, opportunities and goals using flexible tools.

Get better insight into billing and payment patterns to avoid future problems and reduce inventory balances.



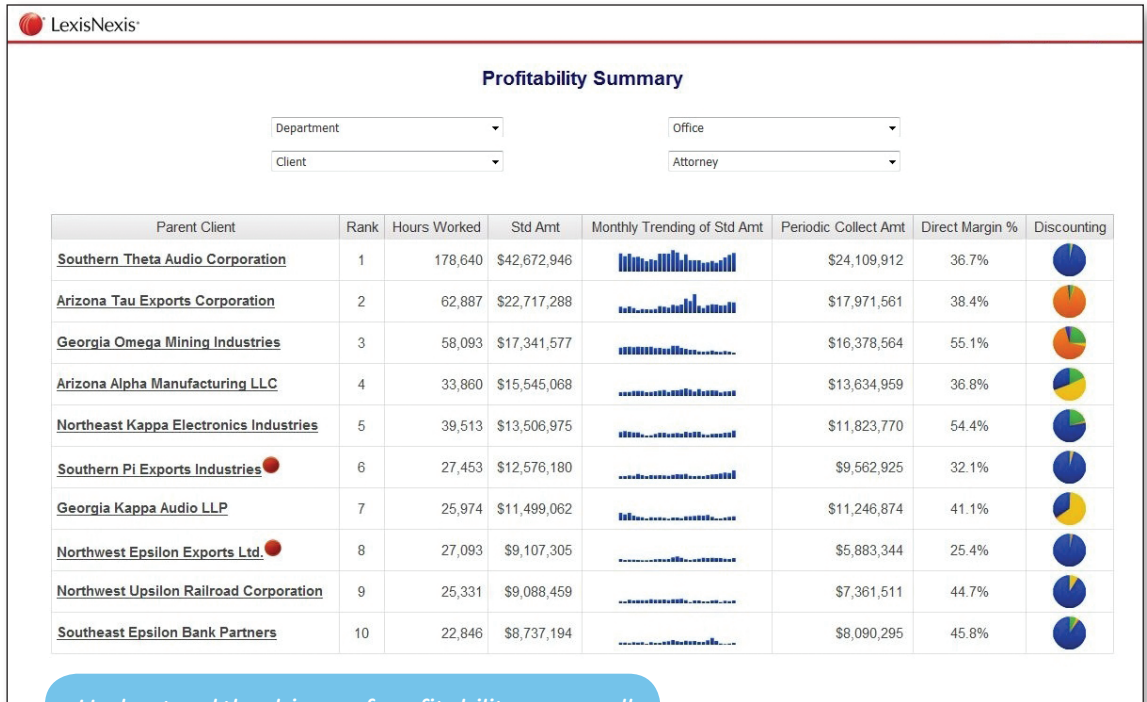
Use role-based views to share data and insight.

Configurable dashboards provide insight on the financial health of the firm, as well as actual performance vs. goals.

Promote sound business decisions

Identify which drivers are impacting client, matter, attorney, office and practice profitability, as well as cash flow.

Gain insights into the key drivers of business improvement such as production, utilization, realization and leverage that affect your firm's overall margins.



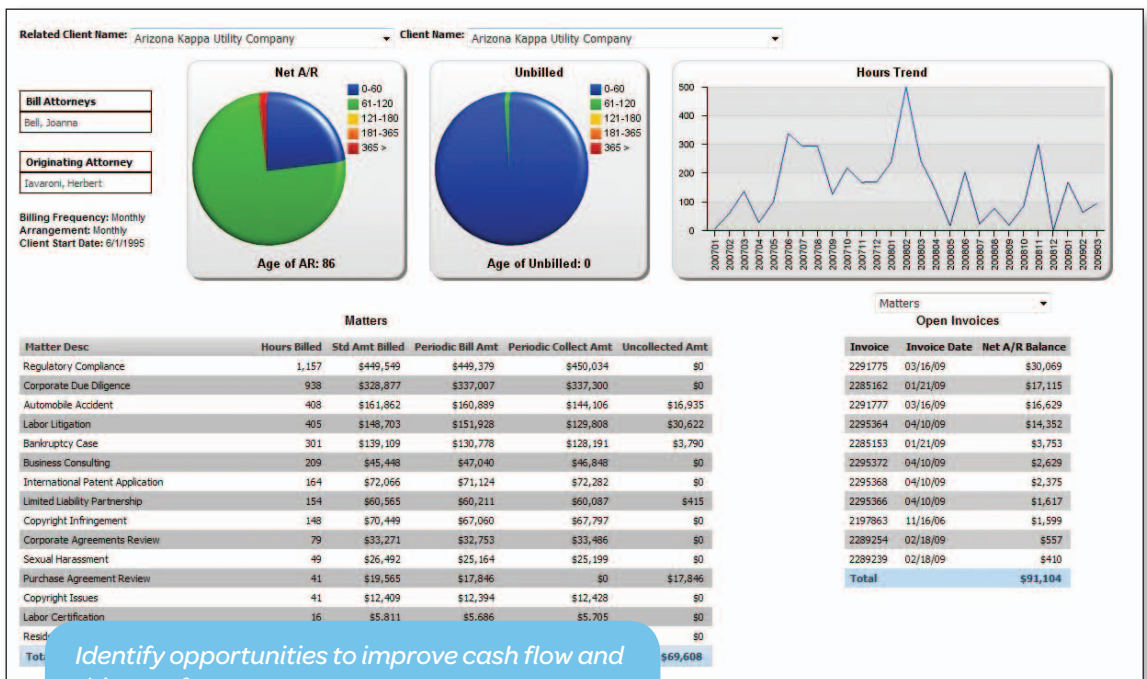
Understand the drivers of profitability across all segments of the firm.

Our best-practice profitability model allocates direct and overhead costs to clients, matters and attorneys, in addition to firm and practice areas, to accurately depict margin and performance at any level. Use it to quantify the effects of pricing, discounting, overhead, or billing and collections speeds.

Uncover inconsistencies in volume, pricing and discounts across all segments of the firm to maintain profitable revenues.

Understand expected margins and identify opportunities to reduce cash-cycle times through leading indicator financial metrics derived from your firm's historical data.

Support your firm's specific business processes with a configurable, flexible profit model.



Identify opportunities to improve cash flow and drive performance.

Use daily billing and collections measurement updates to gain insight into work in progress and accounts receivable trends. You can target slowing bill- or collect-patterns at any level—client, attorney or practice area—and easily track cycles.

Maximize profitability and accelerate collections

Make it easier for each person—from the CFO to practice leaders to working attorneys—to focus on improving business performance.

Focus the firm's resources on the biggest areas of improvement by highlighting problems and opportunities with data refreshed on a daily basis.

Ensure your attorneys have the data needed to make well-informed decisions and track the progress of their actions.

Help attorneys be more proactive by tracking monthly trends in billings and collections to identify at-risk work in progress and accounts receivable balances.



Choose from many distribution options, including mobile devices, email and triggered alerts.

- Continuously provide tailored financial intelligence to your attorneys via tablet PCs and smartphones.
- Easily distribute reports via email.
- Use alerts to distribute intelligence based on events or triggers, e.g., when a client exceeds an accounts receivable threshold.

Unsurpassed services and support ensure the return on your business intelligence investment

Redwood Analytics gives you a team of experienced professionals in the business of law—consultants with a proven track record of delivering sound solutions quickly and effectively with unsurpassed quality and personal support. Our dozen years of Redwood Analytics experience helps you realize returns on your investment quickly and throughout your tenure. Technical and analytic support teams are available to help with any level of inquiry and assistance—from quick answers to fully supported analytic engagement.

To request additional information, go to
www.lexisnexis.com/intelligence

