

LexisNexis® Prospect Portfolio

Get more leads. Close more deals. Make more money.

With in-depth coverage of more than 80 million companies, 80 million executives and 1,000 industries, LexisNexis® Prospect Portfolio has the information your sales team needs to help win new business. Featuring an easy-to-navigate interface, and a faster, more robust platform, Prospect Portfolio powers thorough research with enhanced full-text search functionality for precise results.

Enhanced content access for company and industry snapshots ensures that you have up-to-date news and industry reports for building relevant prospect profiles. And the new sales trigger feature can help you identify the right prospects to target—based on management changes, new funding, mergers and acquisitions and much more. Available as a stand-alone Web-based application or integrated into your organization's CRM, portal or intranet, Prospect Portfolio has everything you need to help you reach your sales goals.

An innovative prospecting solution for sales professionals

With LexisNexis® Prospect Portfolio, you can easily:

Create a list of companies or individuals—offering difficult-to-get direct contact information, including e-mail addresses and direct phone lines!

Download results to Microsoft® Excel® or directly into your salesforce.com® CRM application.

Learn more about current clients or prospects including information on key business issues affecting their business.

Quickly identify an organization's strengths, weaknesses, opportunities and threats, as well as company revenue streams, with Datamonitor® premium **SWOT analysis** reports.

Increase productivity by integrating *Prospect Portfolio* within your salesforce.com® application to supplement account data and seamlessly generate and add new leads.

Use **customized alerts** to stay in-the-know on prospects and customers.

Add sales triggers to your news searches to help you find the right prospects at the right time.

Upload a list of your accounts or prospects and let *Prospect Portfolio* search them all at once to give you current and comprehensive company and contact information.

Create **customized reports**, including full cite lists of results. Print only those cited documents that are most relevant.

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A Home Create a List Learn More Recent News Upload a List History & Alerts

Create a List of...

Companies

Company Type: All Companies

Sales/Revenue: Above, Below

State: All States

More Search Options Create

People

Specialty

Function

Company Name

State: All States

More Search Options Create

My Companies

Hometown Tribune

IBM

View All

Learn More about...

A Company

Company Name

Ticker

More Search Options Find

A Person

Last Name

First Name

More Search Options Find

A Launch a Quick Search from the Home Page or select a tab for more advanced searching, list generation, to manage your history or alerts or to upload a list of your own accounts or prospects for one-step results. An optional News search feature is also available. Searches can be saved as favorites for easy access from the Home Page.

Identify prospects by building company or executive lists

Click the **Create a List** tab to generate a list of company or individual prospects.

Companies

- A** Select **Companies** to create a company list.
- B** Search by company information.
- C** Search by geographic information.
- D** Search by SIC or NAICS code.
- E** Normalize across currencies for list generation in the currency you choose.
- F** Refine your criteria with keyword searching. Select criteria to search from the pull-down menu in the Search field and enter your term(s).

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Home **Create a List** Learn More Recent News Upload a List History & Alerts

To create a prospecting list, specify the attributes of the companies or people you are looking for, then click Create.

Create a List of... **A**

Create a list of: Companies People Currency Conversion US Dollars (USD)

Clear Form

Company Type: All Companies **B** Only show headquarters location

Sales/Revenue: Above 100,000,000 Below

Employees: From To

Search: Brands/Products **F** For smart phones

Company Name: Business Description Executives Subsidiary

Ticker: Brands/Products Competitors Auditor Legal Counsel **F** Upload a list Dossier ID

Tip: Use commas to search for multiple items, e.g., **goog, ibm.**

Regions/Countries: United States **C** Select Multiple

States: Ohio **D** Select Multiple Counties

Cities: Street Address

ZIP Codes

Tip: Use commas to search for multiple items, e.g., **Houston, Dallas, Austin** or **43229**.

SIC Code: SIC Lookup **D**

Search Primary SIC Codes Search Primary & Secondary SIC Codes

Employees: From To

Search: Business Description **F** For biomass

Company Name: Business Description Executives Subsidiary Brands/Products Competitors Auditor Legal Counsel **F** Upload a list

Ticker: **F** Upload a list

Tip: Use commas to search for multiple tickers, e.g., **goog, ibm.**

Individuals

- A** Select **People** to create a list of individuals.
- B** Search by title, specialty or function.
- C** Search for individuals within certain companies or industries.
- D** Search by geographic information.
- E** Search by SIC or NAICS code.
- F** Search for executives by specialty, i.e., type of work or department, by selecting from the Specialty pull-down menu.
- G** Whether you begin your targeting at the board level or mid-management, you can customize your search to find the right executives you need to talk to.

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Home **Create a List** Learn More Recent News Upload a List History & Alerts

To create a prospecting list, specify the attributes of the companies or people you are looking for, then click Create.

Create a List of... **A**

Create a list of: Companies People **A** Create Clear Form

Word or Phrase in Title

Specialty: All Specialties **F** Select Multiple

Function: All Functions **G** Select Multiple

Sales/Revenue: Above Below

Employees: From To

Company Name: Upload a list

Ticker: Upload a list

Business Description

DUNS# Number: Upload a list

Tip: Use commas to search for multiple tickers, e.g., **goog, ibm.**

Regions/Countries: United States **D** Select Multiple

States: All States **D** Select Multiple Counties

Cities: ZIP Codes: Area Codes

Tip: Use commas to search for multiple items, e.g., **Houston, Dallas, Austin** or **43229**.

SIC Code: SIC Lookup **E**

Search Primary SIC Codes Search Primary & Secondary SIC Codes

NAICS Code: NAICS Lookup **E**

Search Primary NAICS Codes Search Primary & Secondary NAICS Codes

Specialty: All Specialties **F** All Spec

Function: All Functions **G** All Funct

Sales/Revenue: Above

Employees: From

Company Name: a list

Ticker: a list

Business Description: a list

Specialty: All Specialties **F**

Function: All Functions **G**

Sales/Revenue: Above

Employees: From

Company Name: a list

Ticker: a list

Business Description: a list

Create Clear Form

Customize your search to create a list based upon your criteria.

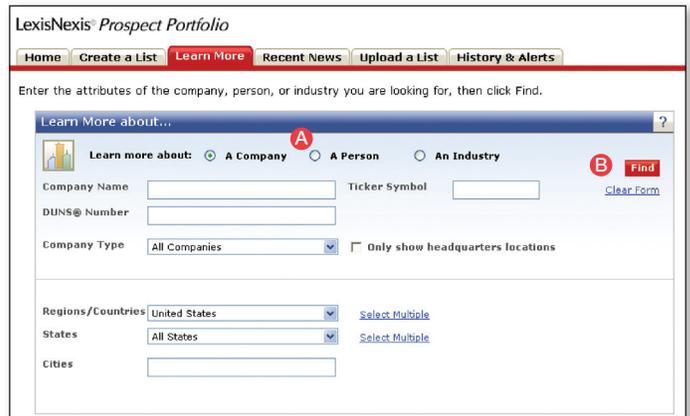
Close more deals and foster existing relationships by learning more about a particular company, person or industry

Click the **Learn More** tab to gather unique and relevant information about prospects or existing clients.

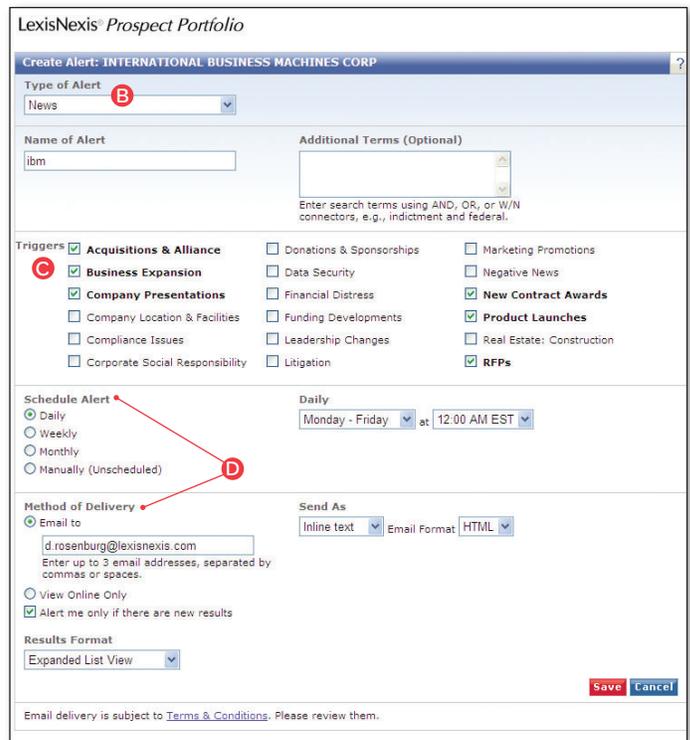
- A** Select **Learn More** to get a report on a Company, a Person or an Industry.
- B** Enter search parameters and click **Find** to generate an overview **Snapshot Report**.

It's easy to create alerts to stay updated on company changes

- A** Click the links at the top of each report to **Create Alert**
- B** Select the type of alert you want to create in the Type of Alert drop-down list
- C** Narrow your results to receive alerts on a particular topic by entering your own search terms or by selecting any combination of pre-defined **Trigger** topics.
- D** Select your own schedule, whether you wish to receive email delivery or view online and how you would like to have the results formatted.



Enter your search criteria and immediately access your results, without having to filter through irrelevant or erroneous information.



Identify critical sales triggers in the news to find the best companies to target

Select trigger events from a convenient checklist or from the LexisNexis SmartIndexing Technology™ look-up tool. The news can be one of the best and fastest means for finding new leads based on events or “sales triggers,” rather than company criteria. Run a search and create an email alert for daily updates as new results are available.

LexisNexis SmartIndexing Technology taxonomies tag the news with over 3,000 subjects that can be used to extract trigger events from more than 26,000 premium news sources.

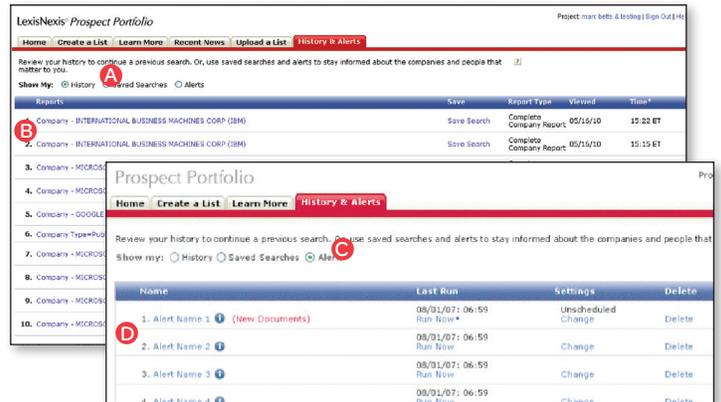
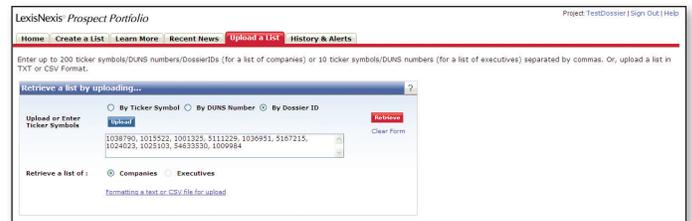
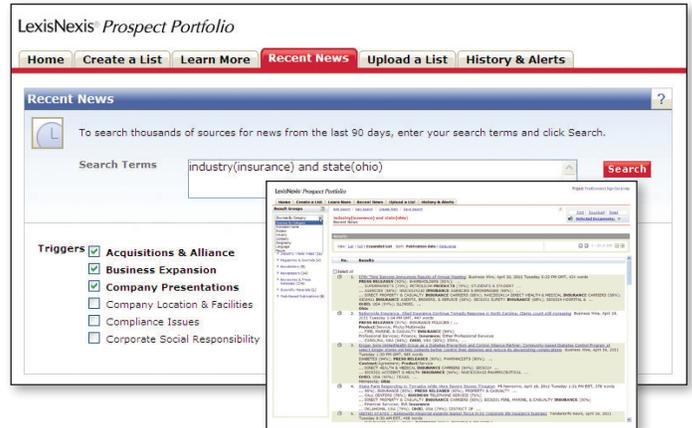
Enter or upload a list of clients or prospects for fast, single-search results retrieval

Enter up to 200 ticker symbols/D-U-N-S® numbers/Dossier IDs (for a list of companies) or 10 ticker symbols/D-U-N-S numbers/Dossier IDs (for a list of executives) separated by commas. Or, upload a list in TXT or CSV (spreadsheet) format.

Stay up to date with information affecting companies and executives on your prospect or client lists

Click the **History & Alerts** tab to set up targeted alerts that help keep you informed about the companies and people that matter to you. Or, review your search history to continue a previous search.

- A** Select **Saved Searches** to display the searches you have saved.
- B** View, edit or delete any of your saved searches.
- C** Select **Alerts** to display a list of your saved Alerts.
- D** View, change or delete any of the Alerts on your list.



Access legal, legislative and IP information unavailable anywhere else, plus the broadest set of news sources, so you can be sure you have the best insights about your companies and prospects.

More Targeted Leads & Relevant Information to Grow Your Business

Contact a LexisNexis® sales representative at **1-800-227-4908** or visit us at lexisnexis.com to learn more.

Also visit salesforce.com/appexchange and type *Prospect Portfolio* for additional details on the benefits of adding *Prospect Portfolio* to your salesforce.com application and to Test Drive the application.

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