



Gone are the days of continual Internet searches that provide a “needle in a haystack” response for information gathering. Gone are the days of compiling information from disparate sources to prepare for a last minute client meeting. Gone are the days of not knowing if your client and market data is up-to-date and relevant.

Introducing the Corporate Intelligence Subscription (CIS) for InterAction, the first of a line of new Content Subscriptions offering from LexisNexis. CIS for InterAction is a powerful tool that combines internal Relationship Intelligence with relevant external content to provide lawyers, marketers and business development professionals with a true 360 degree view of clients and prospects.

The Corporate Intelligence Subscription (CIS) for InterAction

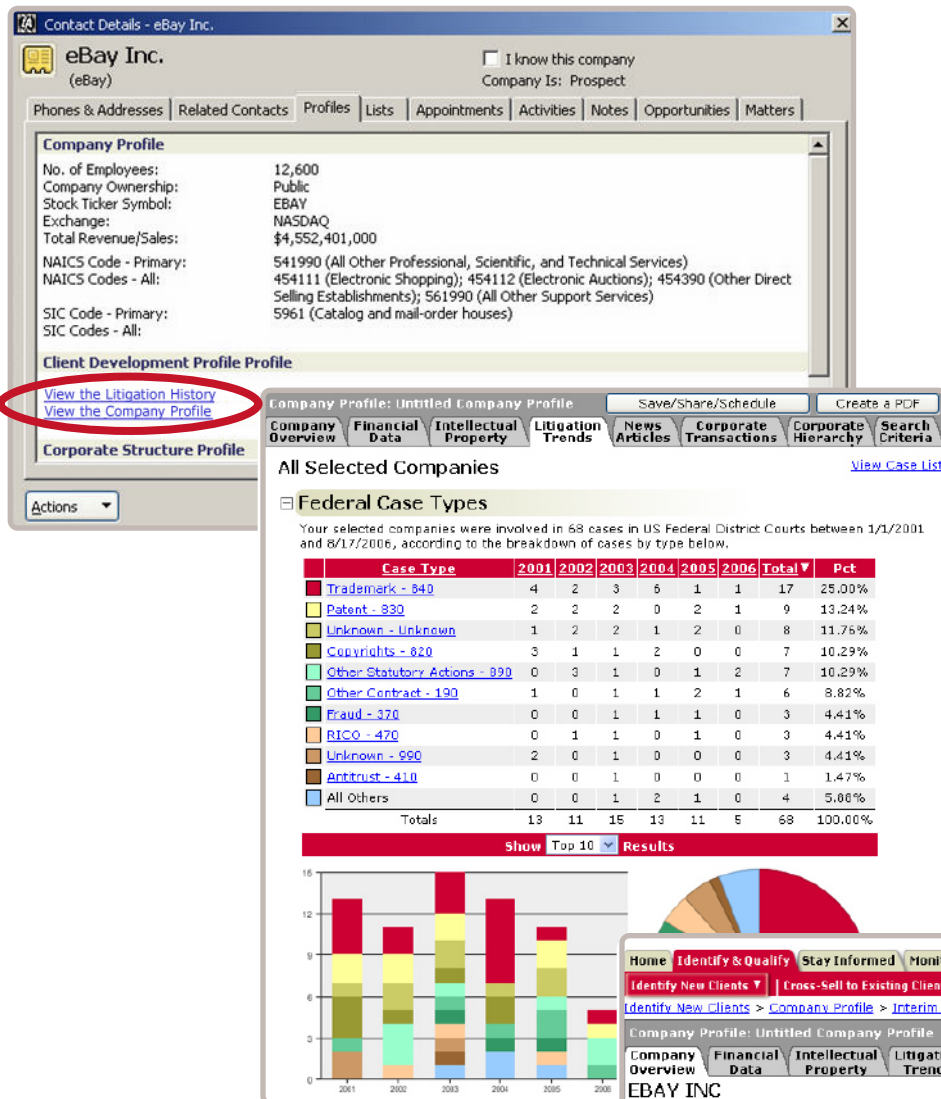
CIS for InterAction populates and updates key company profile information directly into InterAction including industry, revenue, and company size. Additionally, professionals will have the ability to “link out” to more detailed company information including a firm’s litigation history, a comprehensive corporate profile as well as a collection of news, business, financial and personnel information about the company. Unlike random Internet searches, CIS for InterAction compiles and consolidates content to deliver the most relevant and up-to-date intelligence to your desktop, in a quick, user-friendly interface. This combination of internal and external intelligence will revolutionize the way lawyers, marketers and business development professionals conduct their day-to-day client development activities.

Lawyers – *Lawyers get the information they need when they need it. They can be more efficient because they are not waiting for people to gather the information they need. The tools needed to access critical information is available directly at their fingertips allowing for better client service and more targeted client development efforts.*

Marketers – *Robust information gives a greater opportunity for superior segmentation and targeted marketing programs. The information marketers need now easily resides in InterAction eliminating the need for manual inputting of company profile information. Additionally, this information is updated periodically to ensure that marketers have the latest and greatest information about the companies and industries they want to target.*

Business Development Professionals – *Presents a deeper understanding of which clients and potential clients should be targeted for cross-selling or new business initiatives. By examining trends in various industries, Business Development professionals can provide strategic direction and insights on how to grow the firm. A review of litigation and transaction trends allows more informed decision making about whether to grow via acquisition, new markets, or new areas of practice.*

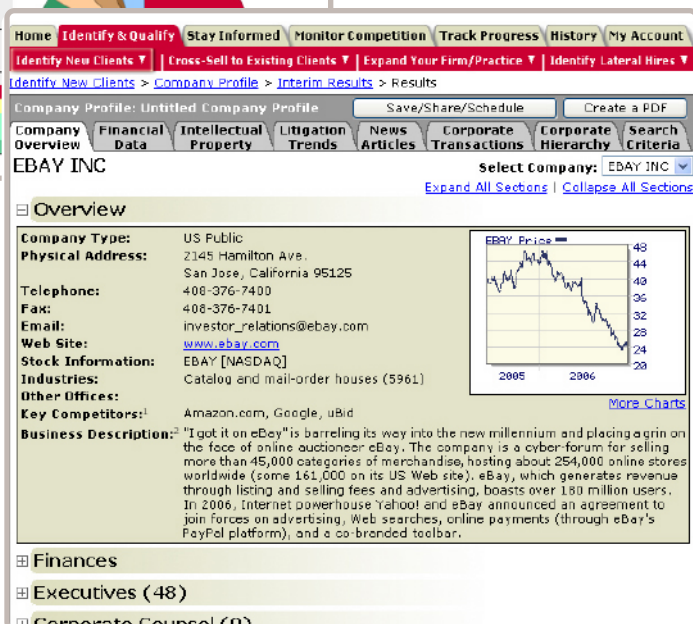
CIS for InterAction streamlines market analysis, research, reporting, client profiling, communications and business development programs. Whether it is a lawyer preparing for a client meeting, a marketer developing a “slice of the market” view of its firm’s customers, or a business development professional analyzing industry trends to uncover growth opportunities, CIS for InterAction provides a global profile of contact specific information. This information is delivered to the desktop as part of everyone’s daily workflow of activities empowering every member of the firm to be more responsive to their clients’ needs.



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Key Features

- Content from external sources delivered directly to the desktop through InterAction, including annual revenues, SIC/NAISC codes and description, number of employees and company ownership status (i.e. public vs. private)
- Tightly integrated with a firm's Personal Information Manager (PIM) such as Microsoft Outlook, Lotus Notes or Novell GroupWise
- Delivers comprehensive profiles and background information on clients and prospects
- Empowers users to quickly make decisions, take action and proactively respond to client's needs
- Includes a firm wide subscription to LexisNexis atVantage for more in-depth analysis on companies and industries



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