



LexisNexis® InterAction® onDemand Fact Sheet

What is LexisNexis InterAction?

LexisNexis® InterAction® is a flexible and uniquely designed CRM platform that drives business development, marketing, and increased client satisfaction for legal and professional services firms. InterAction provides features and functionality that dramatically improve the tracking and mapping of the firm's key relationships -- who knows whom, areas of expertise, up-to-date case work and litigation -- and makes this information *actionable* through marketing automation, opportunity management, client meeting and activity management, matter and engagement tracking, referral management, and relationship-based business development.

InterAction software seamlessly integrates with mission-critical applications including word processing, personal contact managers, time and billing, e-mail, fax, human resources and automated data quality tools. InterAction customers range from the largest law firms and accounting firms to engineering and other professional services organizations.

What is InterAction onDemand?

InterAction onDemand is the first web-accessible customer relationship management (CRM) solution for mid-market law firms and the first entrée by LexisNexis into the Software as a Service (SaaS) market (also known as managed services or managed hosting). The new SaaS offering streamlines one of the leading global CRM solutions into a lower-cost, more-simplified application. LexisNexis owns and remotely manages the servers and software for its subscriber customers.

Who is the target market?

InterAction onDemand targets mid-market law firms from 50 to 250 attorneys with smaller IT infrastructure and resources at their disposal.

What are the benefits of InterAction onDemand?

It is expected that the efficiencies of Software as a Service will result in cost savings averaging about 22 per cent over three years based on the elimination of:

- Capital to acquire, locate and maintain hardware
- New technical and administrative resources
- Software upgrades and licenses
- CRM software optimization with other processes

How does the SaaS architecture work?

- A VPN tunnel and firewall keep traffic securely away from the public internet. Redundant application servers and database servers improve uptime and reliability. Virtual machines for each customer increase security and reduce deployment time and effort.

What services are included with InterAction onDemand?

- Installation of all the server components in two secure LexisNexis data centers in Phoenix (for West Coast customers) and Hilliard, Ohio (for East Coast/Midwest customers).
- Application of InterAction software and server operating system upgrades and patches as they become available
- Backup and recovery services to ensure business continuity
- Service level agreements ensuring uptime and dependable access

How secure are the data centers?

- LexisNexis Data Centers are rated tier 3+ by The Uptime Institute
- Each has redundant power, environmental controls
- Physical security includes limited access by authorized LexisNexis personnel only
 - Closed-circuit camera surveillance, biometric card and fingerprint readers in use
 - Access monitored 24x7x365 by dedicated security support staff
 - Administrative access to servers limited to authorized personnel
 - Encrypted communications over secure VPN connections with rigorous password procedures and rotation
- Establishment of secure VPN used for synchronization and access to InterAction.
- Servers and data are backed up nightly and replicated offsite. Recovery time objective is two days.

How is the software installed?

Minimal services are required for setup of their environment. Clients can select their choice of service depending on preference: installation and training (quick and easy); quick start (still quick, more tailored); custom (tailored to unique business processes/integration).

What is the competitive landscape?

LexisNexis InterAction software is the first to deploy the SaaS model to the legal industry. There are other applications on the market, but none targeting the specific needs of mid-market law firms. InterAction onDemand pricing is by attorney by month with a minimum of 50 attorneys and a maximum of 250. Two of the other CRM solutions on the market are priced higher than InterAction onDemand and do not target the legal vertical.

About LexisNexis

LexisNexis® (www.lexisnexis.com) is a leading global provider of content-enabled workflow solutions designed specifically for professionals in the legal, risk management, corporate, government, law enforcement, accounting and academic markets. LexisNexis originally pioneered online information with its Lexis® and Nexis® services. A member of Reed Elsevier [NYSE: ENL; NYSE: RUK] (www.reedelsevier.com), LexisNexis serves customers in more than 100 countries with 18,000 employees worldwide.

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