



**Extra Help to Win Business
Development Deals: ANSOR Software**
A Solution Partner of LexisNexis® InterAction®

Improve Proposal Quality, While Reducing Effort

Whether the economy is heading up, moving down or cycling somewhere around the status quo, most firms could use help in getting better outcomes from their business development efforts. The LexisNexis InterAction group has found a recommended source for that assistance in its distribution agreement with ANSOR Software. Two of ANSOR's applications complement the relationship intelligence capabilities of InterAction and deliver a much-needed boost in handling RFPs (requests for proposal) and showcasing the experience and expertise credentials of a firm and its people.

Solving the RFP challenge – ANSOR Proposal

The business realities of working life keep shifting for law firms. RFPs and competitive bids used to be the exception; not any more. Client interests in controlling costs and getting better value for their dollars have changed the model. Some 42 percent of firms believe RFP activity has grown over the past year, and the average proposal response now consumes 19.5 to 25 hours of staff time. For the largest firms, the annual impact of RFP activity takes the equivalent effort of more than two full time people.

As much as RFPs are a challenge, they are also an undeniable business development opportunity that's too good to ignore. When firms look for faster and more efficient ways to track, resource and respond to those requests, ANSOR Proposal is ready.

Based on familiar Microsoft® SharePoint® and Office capabilities, ANSOR Proposal gives firms a simple and sophisticated platform for managing the entire RFP response process. Firms can easily:

- Keep documents and content on track and flowing through the collaborative process as items are created, edited and in review/approval cycles.
- Leverage content from multiple firm resources, including information and data in CRM systems like Interaction, web pages, or case and knowledge management systems.
- Handle different layout and format requirements specified by clients, even when they vary section by section.
- Compile final documents, and create operational reports on RFP activity to track the results and success of your efforts.

With ANSOR Proposal, each RFP and all the different elements are treated as individual “projects” with attributes assigned that make it easy to store, find, modify, use and reuse content components or complete response documents over and over. The result is a process that accelerates a firm’s ability to quickly build high-quality proposal responses and pitch books, tailor the content to client interests, and win business.

Keeping track of your most important resources – ANSOR Experience

When clients start looking at law firms, on an informal basis or with a structured RFP process, they’re searching for expertise and experience. Pricing will enter into the equation at some point, but the compelling need is based on finding a firm with credentials that are comparable or identical to the client’s situation. In fact, if your firm is a really good match, pricing concessions will be less of an issue.

ANSOR Experience helps firms create a central database repository for its greatest assets ... the experience, knowledge and expertise found in your attorneys, practice groups and entire firm. Built on the familiar Microsoft SharePoint platform, the software functions as an Experience Management System that allows you to access and search for content details and background credentials from any source, and export that information for a variety of uses.

RFP responses and proposals are just a starting point. You can leverage the experience information to create client presentations and pitch books, handle conflict checking procedures, identify resources for client projects and team assignments, prepare web site content, and support succession planning and human resource activities.

Every time you’ve got a customer-facing project or encounter with a prospect, it’s important to highlight the best your firm has to offer. ANSOR Experience can deliver consistent content that’s readily available to make your preparations faster and more efficient.

Learn More >



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