



## OVERVIEW

**Location:** 7 Offices (Texas and North Carolina)

**Staff Size:** 1 Director and 4 Research Librarians

**Industry:** Law Firm

**Customer Profile:** Winstead PC is a national business law firm with more than 350 attorneys. The firm provides a full range of business legal services to some of the most recognized and respected companies across the country and throughout the world. Winstead has offices in Austin, Dallas, Fort Worth, Houston, San Antonio and The Woodlands, Texas, and Charlotte, North Carolina.

**Business Situation:** The Winstead library services team reviews daily media coverage in a wide variety of industries related to the firm's clients and areas of practice. Team members developed a comfortable workflow many years ago using LexisNexis® Publisher, a legacy LexisNexis information product. Based on this expertise, Winstead was recently invited to review possible efficiency gains from the LexisNexis Newsdesk® service, a new solution developed by LexisNexis.

**Solution:** Winstead's library director, Terri L. Lawrence, immediately recognized the potential of the LexisNexis Newsdesk service to help her team locate and deliver more relevant news content in a faster and more streamlined manner. Winstead constructed a new internal workflow centered on the news content and information sharing tools built into LexisNexis Newsdesk, and began providing daily content to lawyers through multiple distribution channels.

### Results:

- The LexisNexis Newsdesk service provides Winstead's librarians with access to trusted, high-quality news from around the world.
- Winstead attorneys are able to obtain relevant news articles tailored to their specific clients, areas of practice, and/or industry focus, keeping them abreast of the latest data and information.
- Winstead has achieved cost savings by reducing the number of its individual publication subscriptions.
- LexisNexis Newsdesk has enabled Winstead's library team to demonstrate added value to the law firm shareholders and executive team.

# WINSTEAD PC RELIES ON LEXISNEXIS NEWSDESK® TO DELIVER DAILY NEWS INSIGHTS TO ATTORNEYS

## CASE STUDY

Winstead PC is a national business law firm with more than 350 attorneys. The firm provides a full range of business legal services to some of the most recognized and respected companies across the country and throughout the world.

Winstead's attorneys are anchored in their clients' industries, which include: Construction, Energy, Financial Services, Healthcare, Insurance, Investment Management & Private Funds, Real Estate, Sports Business & Public Venues, Technology, Turnaround & Workout, and Universities, among others.

Winstead has offices in Austin, Dallas, Fort Worth, Houston, San Antonio and The Woodlands, Texas, and Charlotte, North Carolina.

## SITUATION

The Winstead library services team is responsible for reviewing daily media coverage in a wide variety of industries related to the firm's clients and areas of practice. Winstead's attorneys have come to rely on these daily news updates as a key resource for staying on top of developing news stories that could impact their clients.

"We were one of the first adopters of a product called LexisNexis® Publisher, which we used as an in-house tool for tracking and sharing news content to our attorneys," recalled Terri L. Lawrence, MLIS, director of library and information resources for Winstead. "For several years, we relied on this product to push 50 to 80 relevant news articles to us every day; then we'd manually review each article and prepare a formatted email newsletter for the attorneys."

Lawrence and her colleagues developed a rhythm to their daily workflow for producing the news digests. But—as is so often the case when it comes to our routines—Lawrence was eventually confronted by the reality that

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Terri L. Lawrence

her team’s process had become unnecessarily laborious and time consuming, particularly in light of new technologies available on the market.

#### **SOLUTION**

“A few years ago, our LexisNexis representative told me about a new product from LexisNexis, which she was confident would help my team push out relevant news content in a faster and more streamlined manner,” said Lawrence. “I was skeptical at first, but eventually agreed to check out this new product and see what she thought made it so unique.”

The product was the LexisNexis Newsdesk® service, an award-winning news and research tool that delivers comprehensive access to worldwide news and social media content. Every day LexisNexis Newsdesk adds an average of 2.4 million news articles and 2.3 million social posts. LexisNexis Newsdesk users are able to analyze more than 300 million articles from the previous 30 days in an instant.

The LexisNexis Newsdesk tool provides near real-time coverage across 85,000 online, broadcast and print news sources, and searches key social media sites including blogs, forums, Facebook®, Twitter®, Instagram® and YouTube®. Users can decide the type of media to include, tailoring the news for the firm’s or a specific attorney’s requirements. Using the LexisNexis Newsdesk service, librarians can make data-driven decisions with advanced analytics tools, creating charts and graphs from their media feeds in just a few clicks, and sharing this insightful information across the organization.

Leading companies, government entities and law firms all over the world rely on the LexisNexis Newsdesk service for media monitoring, market research, enterprise-wide news sharing and information analysis. LexisNexis Newsdesk gives internal teams a powerful set of tools to convert unstructured mass media into actionable intelligence that can be shared with your colleagues. Powerful search filters and advanced article categorization help ensure delivery of only the most relevant information.

“I already trusted the quality of the content based on my professional experience working with LexisNexis databases, so as soon as I saw the newfound efficiencies in [LexisNexis] Newsdesk and the ability for several librarians to collaborate with each other in real time, it was immediately a no-brainer for me that we needed to switch to this product,” said Lawrence.

The Winstead team got to work right away on constructing a new internal workflow centered on the current awareness content and information sharing tools built into LexisNexis Newsdesk. Lawrence found that integration to be fairly seamless, and was pleased that the layout of LexisNexis Newsdesk was “cleaner” than the previous product, with a “more modern” design.

“We established the list of topics for which we wanted to monitor content and then designed a series of pre-formatted eNewsletter templates on our internal SharePoint® site, using RSS feeds generated within the [LexisNexis] Newsdesk product, so we would be ready to populate those templates every morning with relevant breaking news,” Lawrence explained. “Some lawyers just view them on SharePoint, but many of them expressed an interest in receiving them directly into their email inboxes every day, so we accommodate that as well.”

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Terri L. Lawrence

Every afternoon, Winstead’s librarians screen the articles automatically pushed to them by LexisNexis Newsdesk within the preceding 24 hours. They hand select the most relevant articles within each area of practice or industry, posting them to SharePoint using the “Clip” function. Early the next morning, Lawrence reviews these curated roundups on SharePoint and sends out the news via various distribution groups created in Outlook® to attorneys based on their clients, area of practice or expressed interest. She supplements the eNewsletters with morning headlines from *The Wall Street Journal*®—also available directly from LexisNexis Newsdesk—and local-market news for individual office locations.

Lawrence points out that it’s important for librarians to understand the informational needs of the lawyers in the firm. This isn’t always intuitive, so there are several things her team does on an ongoing basis to make sure they know what news content the lawyers are seeking, such as:

- Review newsletter subscriptions for the various practice groups
- Review the daily new business intake report to identify new areas where the firm is doing substantial business
- Read various publications published by Winstead attorneys
- Meet with members of the Winstead Marketing Department to get a pulse on the industry and areas of emphasis for the firm
- Work closely with the recruiting team, gaining insight on practice area growth and interests
- Attend internal CLE training opportunities to gain an understanding of concerns and issues around various topics, regulations and laws
- Meet with practice leaders to discuss practice area needs and news requirements

“Of course, we never miss the opportunity for elevator, hallway or coffee bar conversations with attorneys, where we can ask about their specific work or library needs,” said Lawrence.

Winstead’s team reviews the list of monitored topics every 90 days to keep their search terms fresh and current.

## RESULTS

Since adopting the LexisNexis Newsdesk service and creating a new workflow around its content, the Winstead library services team has realized a number of important benefits.

### 1. Quality of content

“We’ve found that LexisNexis Newsdesk provides our librarians with access to the highest-quality news and information available in the world,” said Lawrence. “The database includes premium sources and trusted publishers, which gives us confidence that we’re sharing stories that are accurate and reliable.”

### 2. Relevant results

The LexisNexis Newsdesk search tools winnow out timely content from a vast universe of news and social media information sources, allowing users to locate the precise

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information they need, precisely when they need it. This capability means that Winstead’s attorneys obtain relevant articles tailored to their specific clients, areas of practice and/or industry focus.

### 3. Cost and time savings

“By relying on LexisNexis Newsdesk, we have access to a database of content that already includes various journals and publications we were previously forced to purchase from multiple individual publishers,” said Lawrence. “Our firm has achieved cost savings by reducing the number of individual publication subscriptions we previously maintained.” In addition, Lawrence’s library services professionals are able to perform their news-gathering responsibilities in less time, letting them focus on providing high-level information services support to the firm’s attorneys.

### 4. Added value

A pleasant—and unexpected—benefit of adopting LexisNexis Newsdesk has been the Winstead library team’s ability to demonstrate added value to the law firm shareholders. Lawrence and her colleagues regularly receive warm compliments on delivering a useful daily information resource now relied upon by the lawyers every morning.

“We’re proud to deliver a product that our attorneys use every single day because we know that our work is helping the firm achieve its mission of providing great client service,” said Lawrence. “LexisNexis Newsdesk provides us with the content and the tools to help our firm’s attorneys spot trends and anticipate horizon issues that will impact how our clients do business.”

The opinions expressed within this case study represent customer opinions. LexisNexis believes this case study experience generally represents the experience found with other similar customer situations. However, each customer will have its own subjective goals and requirements and will subscribe to different combinations of LexisNexis services to suit those specific goals and requirements. This case study may not be deemed to create any warranty or representation that any other customer’s experience will be the same as the experience identified herein. LexisNexis uses the customer’s trademarks herein with the customer’s permission.

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