

# LexisNexis InterAction 5.5 product review

In May 2005 LexisNexis InterAction 5.5 was released. Tony Kyte, head of IT at Bridgewell Group plc reviews the new functionality.

Bridgewell Group plc is a rapidly growing investment banking and securities business based in the City of London. We licensed InterAction in 2004 to help us share important relationship information among our investment professionals and manage our regulatory disclosure obligations. We have been quite pleased with the product thus far and were keen to implement InterAction 5.5 when it was released in May of this year.

LexisNexis InterAction 5.5 is a significant release that reflects a mature product. The major enhancements fall into four main categories:

## Reporting

InterAction now offers comprehensive reports and a powerful reporting tool that should meet the most demanding user's requirements. More than 50 reports come prepackaged such as 'who knows whom' reports, activity reports (long awaited by many), 'win loss analysis' on opportunities and dozens of others. Moreover, InterAction's new report writer lets you create custom reports to your own liking, with an intuitive user interface that should be familiar to anyone who has used other report writers, and fairly easy to learn for those who have not.

## Internationalisation

InterAction 5.5 supports Unicode data, enabling multi-national customers to integrate contact data into InterAction from all users and sources, regardless of character set or language. Users can set and change country and language, enabling dates, times and decimal numbers to be formatted to standard conventions of the user's location.

The upgraded system also supports international marketing efforts. For

instance, mailings can contain contacts from multiple countries and output will reflect standard conventions by determining the address layout for each contact, whether the country should be printed for the contact and the language that should be used for the country name. Many other enhancements of this order will be greatly appreciated by marketing directors whose responsibilities are international in scope.

## Outlook calendar synchronisation

InterAction 5.5 offers much tighter synchronisation with Microsoft® Outlook®. For instance, appointments created in Outlook can now be added to InterAction contacts, matters, opportunities/deals or engagements – where they are fully searchable. If an appointment is changed or deleted in Outlook, the associated InterAction appointment will be updated automatically. This is an important feature to firms who value appointments as a source of relationship intelligence.

## Document attachment

Finally, InterAction 5.5 now lets users attach important documents to activities, appointments, contacts, InterAction matters, opportunities/deals or engagements. This feature will be of most interest to firms that do not have a formalised documentation management system, and can be turned off for those that do. Virtually any type of document can be added to the central repository, and works from within Outlook, so when emails or calendar items are added to InterAction as activities, so too will the attached document. For those of you with Chinese Wall concerns, document-specific security settings make it easy to safeguard sensitive material. This feature will be particularly valuable to firms that want to maintain a close association between people, companies, relationships and relevant documents.

InterAction 5.5 contains many additional enhancements worth looking into as well. Overall the release has proven stable and secure, and a worthy upgrade for firms interested in this functionality.

**Tony Kyte is Head of IT for London-based Bridgewell Group plc and can be reached at [tony.kyte@bridgewell.co.uk](mailto:tony.kyte@bridgewell.co.uk).**

## Market intelligence consulting round-up

### PanLegal launch

Chambers & Partners global directory editor Ross Cogan and Cripps Harries Hall marketing director Suzanne Cawsey have left their respective roles to create a specialised research and strategy consulting firm.

PanLegal will provide the legal community with strategic information on international markets, lead and conduct client feedback, provide thought leadership and training.

Cogan has edited the Chambers global directory for the past two years and the UK directory for four years previously. Cawsey has led the Cripps Harries Hall marketing team for the past three years and was previously at Ashursts.

### Winmark creates new 'Intelligence division'

Winmark, the specialist professional services research and leadership consulting firm, has hired Anna Wilson, former global marketing manager at Motorola and National Semiconductors.

Anna's appointment also sees Winmark create a new 'Intelligence division' to provide market and management intelligence. The division will oversee all research for the firm's professional services client base and for its various networks.

## News in Brief

### DLA to rebrand

Law firm DLA Piper Rudnick Gray Cary has announced that it is to rebrand as DLA Piper. The rebrand is to coincide with an overhaul of the firm's management team, which will see the creation of a new role of chief operating officer.

The firm is the sixth largest law firm in the UK with annual billings of more than £366 million and more than 1500 lawyers around the world.

### Eversheds appoint AS Biss & Co

Eversheds has appointed AS Biss & Co to manage its public affairs. Imogen Lee, senior marketing manager said: "The consultancy firm would advise on corporate and stakeholder relationship development."