

Law Firm Inc.

IDEAS & INNOVATIONS FOR FIRM MANAGEMENT • JANUARY/FEBRUARY 2006

ALM

Tech Buys Ops

Who's Buying What

Client Relationship Management Software



Keeping track of who knows whom can be confusing. That's why there's client relationship management software. Listed here is sales data from three of the four major companies that sold CRM software to the legal market between the first and third quarter of 2006. IBM chose not to provide information for its Lotus Notes application.

—James Erik Abels

Firm	Location	Vendor	Product	No. of Seats
Ballard Spahr Andrews & Ingersoll	Philadelphia	Lexis Nexis InterAction	InterAction	200
Bingham McCutchen	Boston	Lexis Nexis InterAction	InterAction	300
Brown Rudnick Berlack Israels	Boston	Thomson Elite	Apex Outlook Connector	300
Cozen O'Conner	Philadelphia	Lexis Nexis InterAction	InterAction	200
Darby & Darby	New York City	Thomson Elite	Apex Outlook Connector	200
DLA Piper	East Palo Alto, Calif.	Lexis Nexis InterAction	InterAction	300
Fulbright & Jaworski	Houston	Lexis Nexis InterAction	InterAction	560
Hunton & Williams	Richmond	Lexis Nexis InterAction	InterAction	400
Kirkland & Ellis	Chicago	Lexis Nexis InterAction	InterAction	500
McKee Nelson	Washington, D.C.	Cole Valley Software	ContactEase CRM Software	410
Townsend and Townsend and Crew	San Francisco	Lexis Nexis InterAction	InterAction	280
Ulmer & Berne	Cleveland	Cole Valley Software	ContactEase CRM Software	410

A law firm's most valuable assets are the relationships it nurtures with clients and contacts. Successful law firms know this. That's why nearly 80% of the nation's largest law firms (AmLaw 100) choose LexisNexis® InterAction® as their client relationship management tool. Building and maintaining long lasting relationships with clients is key to a law firm's success. Having access to the right information, when and where it's needed, is critical. InterAction makes it easy to aggregate scattered data such as client profiles, matters, notes and activities, and transform this data into the Relationship Intelligence your firm needs to make critical business decisions.

Our most recent offering, Content Subscriptions for InterAction allows users to bring external information directly into InterAction giving users the ability to leverage their internal Relationship Intelligence with external content. Currently there are two Content Subscription offerings available: Company Profile Subscription (CPS) for InterAction and Corporate Intelligence Subscription (CIS) for InterAction. Both are powerful tools that combine internal Relationship Intelligence with relevant external content to provide companies with a true 360 degree view of clients and prospects.

