

Multiply your relationships with InterAction® IQ

Gain deeper relationship intelligence automatically with the new InterAction IQ module.

You depend on relationships to build your business. By understanding all of them, you can make the most of them, whether they're with potential or existing clients.

InterAction software already enables you to mine contacts from Microsoft® Outlook. Now the #1 CRM and Relationship Intelligence software for professional firms is offering a powerful new module which uses your e-mail correspondence to continuously enhance your business development efforts.

InterAction IQ drives the relationship intelligence of your firm more effectively than ever. It automatically analyzes the incoming and outgoing e-mail correspondence of your associates and partners, allowing you to receive and uncover the existence and strength of previously unknown contacts and relationships. With these crucial insights, you'll be better prepared when pitching new business, responding to proposals and understanding each associate's and partner's related contributions.

Only InterAction IQ brings so many components of Enterprise Relationship Intelligence together—not just classical CRM but also marketing automation, business development, matter management and now intelligent e-mail mining, too. InterAction IQ gives you the most sophisticated and complete solution set available—all from the world's most respected legal research and software vendor, LexisNexis®. Plus, InterAction IQ has a major differentiator which sets it apart from its competition—it makes ERM-discovered-data useful by seamlessly transporting it into CRM. For example, it helps to support marketing and communication to newly discovered contacts. It also enables business development activities for uncovered relationships and helps to enhance client satisfaction. Plus, it assists in new business growth by measuring relationship strength with key client contacts. InterAction IQ resolves all your critical relationship management issues, quickly and easily—enabling you to acquire more new business.

Gain New Clients and Get More From Your Current Ones.

- **Get a Robust Profile of Your Relationships Faster.**

How do you quickly assess the best professionals to approach a new client or suggest additional services? InterAction IQ takes relationship management to a new level—by mining correspondence between individuals automatically. The frequency of activity and e-mails, including CCs and BCCs, are indicators of the strength of a relationship—all are documented and scored for quick evaluation. Plus, InterAction IQ combines these capabilities with traditional CRM features—data on contact records, academic background, and calendar activities—to give you a total 360 degree view of all your relationships.

Continued on next page

- **Increase Your Business Development Activity**

InterAction IQ gives you more information about your contacts than any other competitive solution—helping you to pursue prospects more effectively. That’s because only InterAction IQ combines the power of traditional CRM with the depth of Enterprise Relationship Management—making it easier for you to enhance your communication with both prospects and existing clients.

- **Keep Your Contacts When Someone Leaves.**

Your relationships are your firm’s most valuable asset. Protect them by understanding which ones need to be supported when a key member of your team is gone.

- **Improve Your Relationships With Your Most Important Customers.**

Issues occur with clients all the time—from billing to sales. Secure your partnerships with your best customers by knowing exactly who is dealing with them and on what frequency. InterAction helps you understand who has the strongest relationship with a given client as well as the status of that relationship.

Feature (capability)	Function (what purpose it serves)	Benefit (the need it fills)
Identification of New Contacts	By mining email correspondence and appointments, new contacts are added to the CRM database automatically.	Uncovering previously unrecognized contacts and adding them to the contact database enhances the firm’s new business development efforts and helps to improve satisfaction with existing clients as well.
Identification of New Relationships	New relationships are added to the CRM database by automatically extracting email correspondence, appointments, and recorded activities in InterAction.	Discovering new relationships with key contacts greatly enhances the who-knows-whom capabilities of CRM, and extends its reach via a wealth of new firm and contact connections.
Strength Indicator	Quantifies and measures the significance of a relationship between two parties.	Quickly and easily identify your firm’s strongest relationships to help manage them effectively. Objectively measure relationship strength based on frequency and contact dates, displaying this information throughout InterAction software. This improves marketing, business development, and ongoing relationship management abilities. This measured strength is shown in all key areas of InterAction so it can be utilized more effectively. The calculated strength can also be matched to user indicated strength for a summary of strength level.

Continued on next page

Feature (capability)	Function (what purpose it serves)	Benefit (the need it fills)
Enabled Personalized Introductions	Each relationship in InterAction IQ is displayed as either “known” or “anonymous”, so someone who would like an introduction to a contact can do so. The identity of the owner remains protected. So if your target contact is Bill Gates, in InterAction, you can see that someone knows Bill anonymously, but you can’t see who it is. This relationship may have been created by the user or automatically via ERM. In either case, you can use request an introduction to Bill by utilizing InterAction. The system will send your request and an e-mail to the person who owns the relationship, while protecting his or her privacy. That person can decide whether or not to respond to the request .	InterAction IQ offers the advantage that all of its generated contacts are automatically pulled into the main InterAction CRM, making its capabilities available. None of the competitive solutions can perform this all in one software set.

And the best part—it’s easy to install InterAction IQ. Once you have InterAction software in place, adding the InterAction IQ module is straightforward. So you can reap all the new benefits with relatively little effort.

**For more information, call us today at 630.572.1400,
or visit our Web site at www.interaction.com
You Can Succeed with Deeper Relationship Intelligence**

*Comparison data based on information available as of 6-2-09

LexisNexis and the Knowledge Burst logo are registered trademarks of Reed Elsevier Properties Inc., used under license. InterAction, is a registered trademark of LexisNexis, a division of Reed Elsevier Inc. Other products or services may be trademarks or registered trademarks of their respective companies. © 2009 LexisNexis, a division of Reed Elsevier Inc. All rights reserved. LO19593-0 0509