



InterAction Strategic Data

Unify data for business development and firm growth

**Empower your planning and pipeline management.
Strengthen your position to win new business.**

As corporations choose outside counsel more carefully, firms are forced to be more strategic and systematic with their business development (BD). Finding new business and staying competitive involves plans that use data and technology to identify, personalize, and track the most profitable opportunities. Adoption of effective technology can be slowed by siloed teams, not adhering to defined processes, and an abundance of data that's complicated and fluid. COVID-19, social distancing, and working remotely has only enhanced these challenges.

Align Your BD Efforts with InterAction Strategic Data

The most successful business development leaders are empowered to align teams throughout the firm under shared objectives and transparent pipeline management.

The InterAction Strategic Data subscription expands the use of your InterAction data so that aligned teams can see and clearly understand priorities, initiatives, and opportunities together with the companies, people, and relationships that are key to winning. Your firm works cohesively, instead of in silos, with a clear vision and streamlined focus.

Understand How to Use Your Data with these Strategic Data Tools

Business Planning



- Create and manage shared business objectives and align initiatives throughout the firm to increase success rates
- Get a deeper understanding of the relationships between your firm goals, clients, and specific opportunities to improve planning and return on effort
- Increase visibility of work associated with the plan to keep teams aligned and work streamlined

Pipeline Management



- Identify sales opportunities and improve status and stage management
- Understand the people involved and actions being taken to advance the business
- Build connections between specific opportunities and how they relate to broader organizational goals

Microsoft® Excel® Embed



- Streamline the workflow when comparing Excel® data with your InterAction database
- Reveal where relationships exist and where there's opportunity to expand
- Improve list management

Reporting



- Use the InterAction data model—expanded with planning and pipeline data—to design Microsoft® Power BI® dashboards for improved business intelligence built around your needs
- Simplify access to a Power BI® dashboard by embedding it within the InterAction client insights module

Embedded Coaching



- Learn from embedded training videos designed to get users up to speed quickly and conveniently
- Coming soon! Targeted sales coaching from world-renowned coach Mo Bunnell (from Bunnell Idea Group) with quick suggestions on actions users can take to have the biggest impact on clients and prospects

Strategic Data subscription users also have access to the capabilities and benefits of the [Essential Data+](#) subscription

Getting Started

Designed as part of your overall InterAction deployment, firm, practice, and business development, leaders are able to easily align teams with objectives and their associated initiatives while gaining visibility into developing opportunities. Our team of experts can help facilitate the adoption and optimization of your Strategic Data investment. We will partner with you to drive alignment of BD concepts, apply firm goals in a hands-on environment, and configure the system based on your requirements.

**CONTACT YOUR INTERACTION ACCOUNT MANAGER
TO GET STARTED WITH A STRATEGIC DATA SUBSCRIPTION TODAY.**

 **AMERICAS:** [INTERACTION.COM](https://www.interaction.com) | **APAC AND EMEA:** [LEXISNEXISINTERACTION.CO.UK](https://www.lexisnexisinteraction.co.uk)