

GET REAL ABOUT BUSINESS DEVELOPMENT.



THOMSON REUTERS

ELITE

*BUSINESS DEVELOPMENT FROM
THOMSON REUTERS ELITE
CHANGES THE GAME.*



THOMSON REUTERS™

**THE MARKET
HAS CHANGED.
DOES YOUR FIRM
HAVE THE TOOLS
TO KEEP UP?**



Person-to-person contact with a prospect is still the most important and conclusive component of winning new business. But networking at luncheons is not enough: you need a plan going in and technology to support that plan.

in order to present them in significant ways to your clients and prospects. In total, you can now show immediate and tangible results from a customer relationship management (CRM) investment.

BUSINESS DEVELOPMENT PREMIER FROM THOMSON REUTERS ELITE™

- Sophisticated, game-changing enterprise relationship management capabilities uncover new business opportunities from areas within your firm never touched before.
- Intelligent data automation gives you the analytic tools you need to support your initiatives.
- Thomson Reuters data sources provide enhanced company information and competitive intelligence.
- A centralized database lets you easily draw from your firm's deep pool of experience for proposals and presentations.

In short, it gives you all the tools you need to generate immediate ROI for your firm.

It hasn't been that long since the days when business development was simply defined as networking at luncheons, and a lawyer's most valuable business development tool was the Rolodex®. But growth expectations and a shift in client attitudes have changed the landscape profoundly.

Today, clients are handling more business in-house, and internal demands to find new clients are on the rise. Increased competition means you need to differentiate your firm like never before. You need technology that gives you meaningful and valuable ways to increase business, but you find yourself having to rely on systems that don't provide tailored workflows, have cumbersome implementations, and require ongoing manual data management.

The reality is that there is now technology to not only uncover buried opportunities, but prioritize them according to your strategy criteria and present them to you in meaningful formats. You can now harness and automate firm data to make it easier to analyze. You can quickly access your firm's distinctive talents and strengths, from one central location,

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**A REVOLUTIONARY
SOLUTION FOR
A NEW REALITY.**

Business Development Premier changes the way you play and win the game. A cloud-based business development solution designed specifically for law firms, it is built on the best-of-breed Microsoft® Dynamics® platform. Business Development Premier is a CRM solution coupled with enterprise relationship management technology, enhanced with marketing automation, experience management tools, company profiles powered by Thomson Reuters, and competitive intelligence through integration with Monitor Suite.

With this dynamic combination, for the first time you'll have the technology to support the entire marketing campaign lifecycle to help you plan successful campaigns, engage clients, convert opportunities, and measure results. And you won't have to wait 12 to 24 months to see real ROI. Business Development Premier's technology reduces start-up time to a fraction of the time required for traditional implementations. Enterprise relationship management technology automatically uncovers, deduplicates, and enhances contact and company information, so implementations are faster and data quality is significantly enhanced.

WHY MICROSOFT DYNAMICS

- Recognized by leading analysts such as Gartner®, Forrester®, and Nucleus as a world-leading CRM system
- Over 3.5 million users in more than 80 countries and 40 languages
- Over 40,000 customers from small to enterprise
- Technology leader and trendsetter with significant R&D resources
- Thomson Reuters Elite partnership brings you the best CRM foundation, customized with built-in Thomson Reuters legal expertise and unsurpassed informational assets

*... for the first time
you'll have the technology
to support the entire
marketing campaign
lifecycle ...*



RADICAL CRM AUTOMATION

Dramatically faster CRM implementation comes from technology that automatically uncovers and deduplicates client data from address books, email traffic patterns, calendars, and CRM data, with no data entry required.



NEXT-LEVEL MARKETING

Deliver and prove marketing value with a solution that has built-in best practices to manage campaigns through every step of the legal marketing lifecycle – planning, engagement, conversion, and measurement.



DEEP CLIENT INSIGHTS

Gain a perspective never before possible with company profiles, knowledge of where customers are in the CRM pipeline, competitive intelligence, and who-knows-whom information – updated in real time with anywhere mobile access.

**DELIVER VALUE AT
EVERY STAGE OF
THE MARKETING
LIFECYCLE.**

Business Development Premier lets you apply best-in-class techniques to every stage of the legal marketing lifecycle – planning, engagement, conversion, and measurement. You can enhance your marketing workflows and deliver key information wherever it’s needed.

PLAN WITH CLEAR INSIGHT

When you have complete company and client data, along with trend analysis, you can develop a better strategy. Our industry-leading enterprise relationship management technology automatically identifies, deduplicates, and classifies relationship data across your organization without manual entry, enabling you to analyze relationship trends across geographies, practice areas, and industry groups through a combination of sophisticated search tools, relationship monitoring, and advanced reporting. You also have the advantage of competitive intelligence through integration with Monitor Suite, and you have the ability to pull talent and matter information from your experience database so you can plan strategically.

ENGAGE CLIENTS AND PROSPECTS

Having a fully accurate and up-to-date list for campaigns is one of the essentials. But with other CRM systems, 70% of data is outdated in 12 months, and 60% of contacts never make it to a CRM list. Our solution automatically uncovers and aggregates updated company and contact information from multiple sources to keep database and marketing lists current, and it is updated automatically. Contact and list management are automatically combined with email marketing, giving you the ability to centralize and streamline planning and managing campaigns. You can maintain relevant contacts, giving you the ability to engage with the right people at the right time. Top-tier email distribution from an award-winning provider gives you actionable data to help you build marketing intelligence.

Traditional CRM systems require significant manual work for complete campaign management and measurement. But with Business Development Premier, built-in best practices mean low-touch campaign management through the entire marketing lifecycle. We make it easy to plan with clear insight, engage clients and prospects, convert opportunities, and measure results.

CONVERT OPPORTUNITIES

To win new business, you must be able to demonstrate success and experience. With specific, recent, and relevant details such as client, practice, industry, geography, and financial information, you can create a compelling message. Our powerful search capabilities enable you to store, manage, and use all of this information, so you can easily use it for pitches, Web site publishing, newsletters, and advertisements. All information is securely stored in accordance with industry best practices and to conform to your firm’s ethical walls.

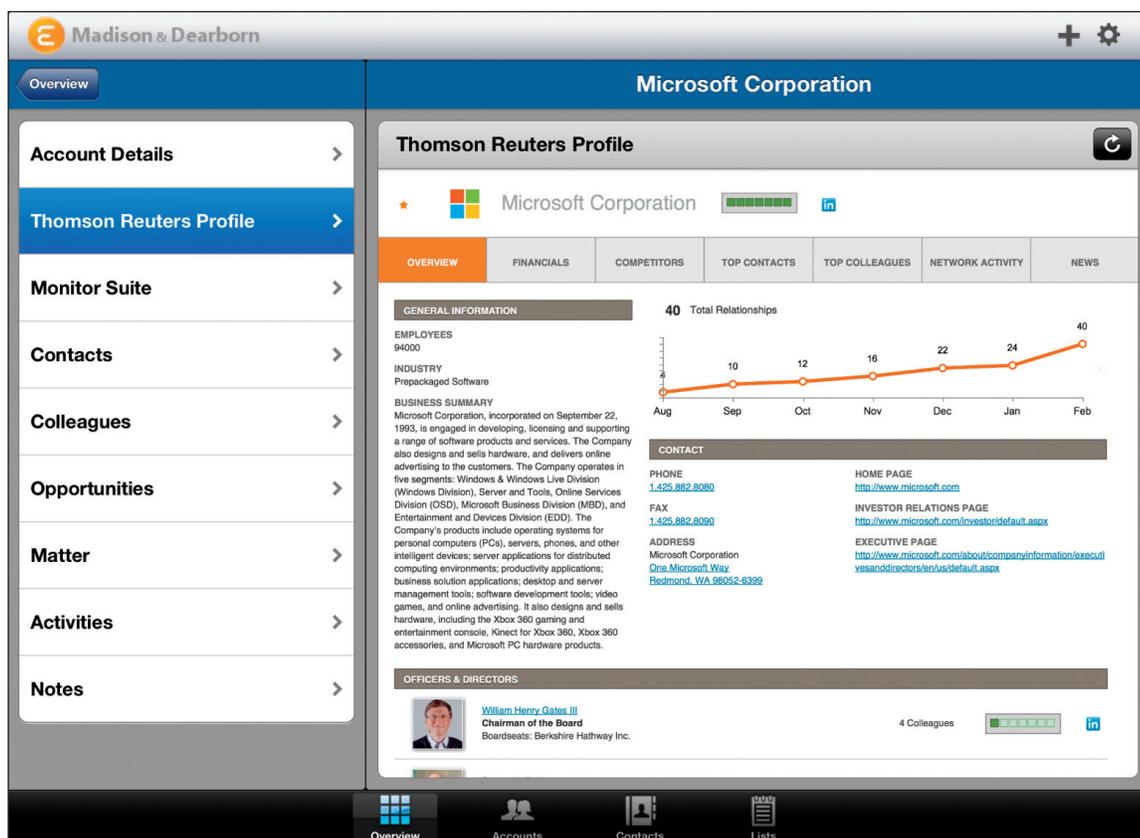
MEASURE RESULTS

Being able to review, measure, and refine is essential in order to optimize marketing strategies and tactics. To do so, you need powerful analytics to evaluate and improve your marketing campaigns. Our built-in metrics capabilities automatically capture firm contact and relationship data and help drive engagement with both lawyers and firm contacts. You can seamlessly search and analyze key client and industry trends and activities, gain competitive and market insight, and build key prospect lists. Automated tracking and easy-to-use ROI dashboards help you easily determine which activities drive revenue.

Our solution automatically uncovers and aggregates updated company and contact information from multiple sources to keep database and marketing lists current.



TRANSFORM BUSINESS DEVELOPMENT FOR ALL MEMBERS OF YOUR FIRM.



Track your firm's engagement with a client over time using the relationship trend graph on Thomson Reuters Profile pages.

CMO: "We need better workflows and data to continuously evaluate and improve upon our marketing efforts."

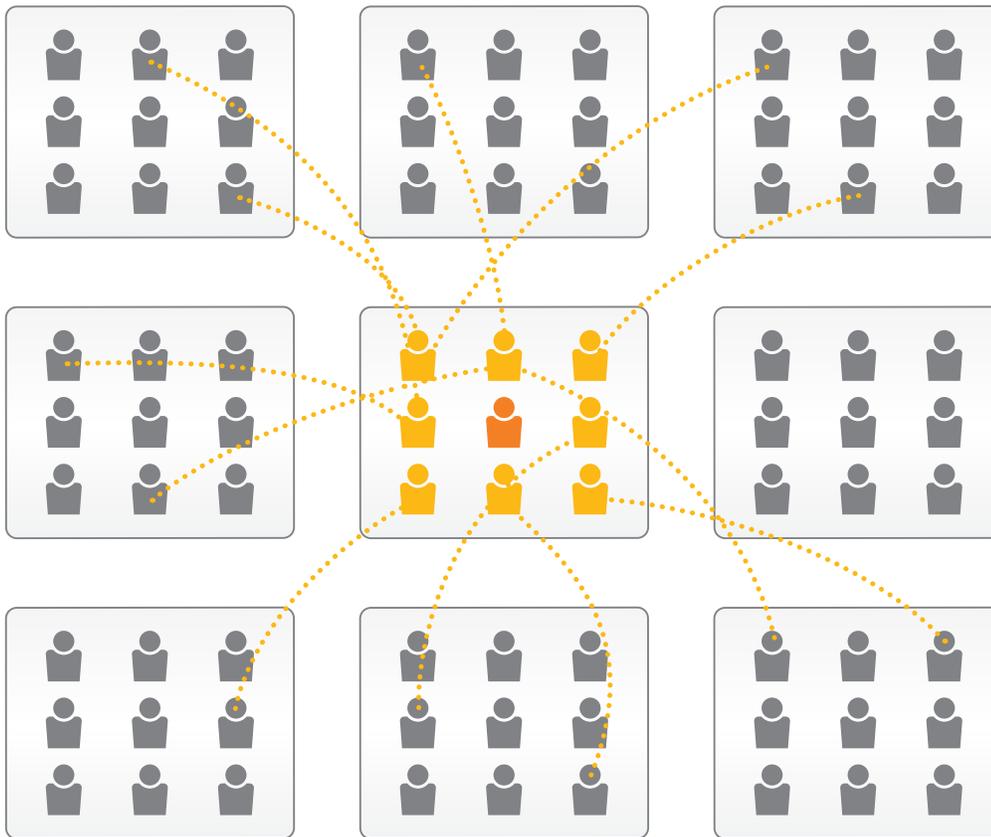
The Business Development Premier platform provides built-in best practices and proven strategies that have been used in industries outside of legal for years. This next-generation marketing automation allows you to manage campaigns seamlessly through every step of the legal marketing lifecycle, including planning, engagement, conversion, and measurement. With increased visibility of contacts and their interactions with your firm, along with access to competitive intelligence and trend analysis tools, you can develop a better strategy.

Armed with client insight, now you can strategically engage your audience more effectively. Campaign management, list management, and email marketing tools help you automate tactics, leverage best practices, and maximize campaign performance. Enterprise relationship management technology automatically updates company and contact

information from multiple sources so you know you're always working with the most up-to-date, accurate data. And a top-tier email distribution solution from ClickDimensions®, an award-winning provider, helps you learn more about your prospects in a streamlined and organized format. You can prioritize opportunities through contact categories, such as Unverified, Verified, Managed, Priority, and Inactive.

Powerful analytics equip you with the necessary tools for the final step in the marketing lifecycle – evaluating and improving your marketing campaigns. Superior reporting lets you manage your marketing activities and prove their value. Automated tracking and easy-to-use ROI dashboards help you easily determine which activities drive revenue. With intelligent metrics, you can focus on strategy rather than tactical execution, thus optimizing performance.

TURN ACCURATE DATA INTO REAL OPPORTUNITIES.



Business Development Premier searches the entire extended network of your company's relationships through a combination of sophisticated search tools, relationship monitoring, and advanced reporting – and without manual data entry.

CMO: "Holistic, accurate data is a must for us to do our jobs well."

Knowing what's happening in the industry and with your competitors is a key to a successful marketing strategy. Business Development Premier provides you with the support you need from the first search to the final analysis. Our enterprise relationship management tools enhanced with Thomson Reuters market data uncover client and company data through address books, email traffic patterns, and calendars to help you build a better team and a more effective pitch to win the work.

Once you have identified an opportunity, you can quickly access experience data to match talent to the prospect. By drawing upon the collective knowledge, strengths, and successes within your firm, you can quickly and effortlessly develop a compelling story that highlights relevant experience, practice, industry, geography, and financial information.

Thomson Reuters Elite is the only provider that can seamlessly integrate your business development solution to Monitor Suite. With this competitive intelligence boosted by Thomson Reuters, your ability to search and analyze key client and industry trends is comprehensively enhanced. You can seamlessly search and analyze key client and industry trends and activities, gain competitive and market insight, and build key prospect lists.

FIND VALUE WITH RAPID IMPLEMENTATION.



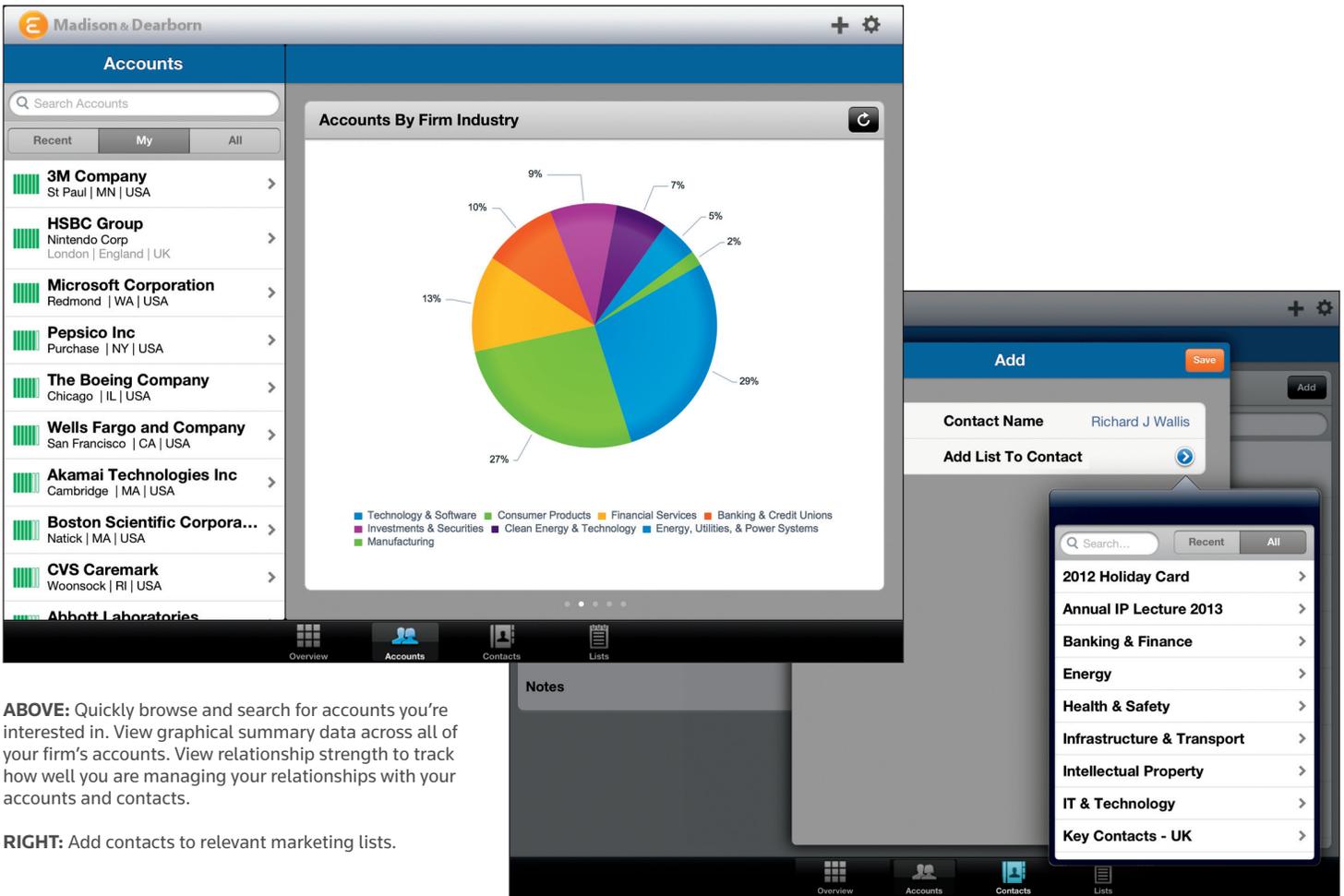
CMO: "I need to quickly show a return on my technology investment. The long lead times and high failure rates of CRM implementations are a risk."

Typical CRM installations often take up to 18 to 24 months due to laborious data entry and cleansing. Business Development Premier changes the game by offering implementation in a fraction of the time, made possible by an automated approach unlike anything on the market.

Business Development Premier uncovers three to five times more relationships than other CRM systems. And its friendly user interface with a minimal learning curve means that instead of your staff wasting resources on time-intensive data entry, they can focus on the work that matters.

Enterprise relationship management data engines automatically uncover and cleanse data sources, including address books, email traffic patterns, calendar data, and CRM data to populate your master database – with minimal work from you.

DEEP CLIENT INSIGHT WHEN YOU NEED IT.



ABOVE: Quickly browse and search for accounts you're interested in. View graphical summary data across all of your firm's accounts. View relationship strength to track how well you are managing your relationships with your accounts and contacts.

RIGHT: Add contacts to relevant marketing lists.

Lawyer: "I want access to a complete, clear picture of my clients before key meetings, regardless of where I am."

Business Development Premier is the only solution specifically designed for the way lawyers work: it provides deeper client insight than ever before possible that's accessible anywhere, anytime.

Now lawyers can walk into meetings better informed with a real-time view into client data, enhanced with relationship insight and competitive intelligence, all accessible from an iPad®.

This on-the-go access gives lawyers the ability to obtain client insight on the way to meetings, while traveling, or working away from the office. As contact information and data changes, they can easily update the information as well as add clients to marketing lists.

The seamless, real-time flow of information means client information and lists are up to date at all times.

- Account Views, Contact Views, and List Views
- Graphical data displays
- Relationship strength details
- Thomson Reuters Profile: displays complete company profiles
- Monitor Suite: displays competitive intelligence
- Add to list functionality

THE GAME HAS CHANGED.

MAKE THE NEW BUSINESS DEVELOPMENT REALITY YOURS.

Business Development Premier gives you the keys you need to unlock the power of information, drive successful marketing and business development initiatives, and ultimately grow your firm.

- Accurate, holistic data
- Intelligent data automation
- Better insight into marketing efforts
- Ability to demonstrate ROI on marketing campaigns
- A complete, clear picture of clients before key meetings
- CRM system that's easy to use and dramatically faster to implement

Here at Thomson Reuters Elite, we consider business development a critical component of our total end-to-end Enterprise Business Management Solution. It starts the business lifecycle and is the thread that runs through all firm management activities. It leaves no stone unturned when it comes to finding and developing new business, which means you can meet today's market demands and build tomorrow's success.

To learn more about Business Development Premier from Thomson Reuters Elite, visit elite.com/getreal. For an interactive preview, scan this code with your smartphone.



Thomson Reuters Elite Headquarters
800 Corporate Pointe
Suite 150
Culver City, CA 90230

elite.com



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