

# OnePlace Marketing & Business Development

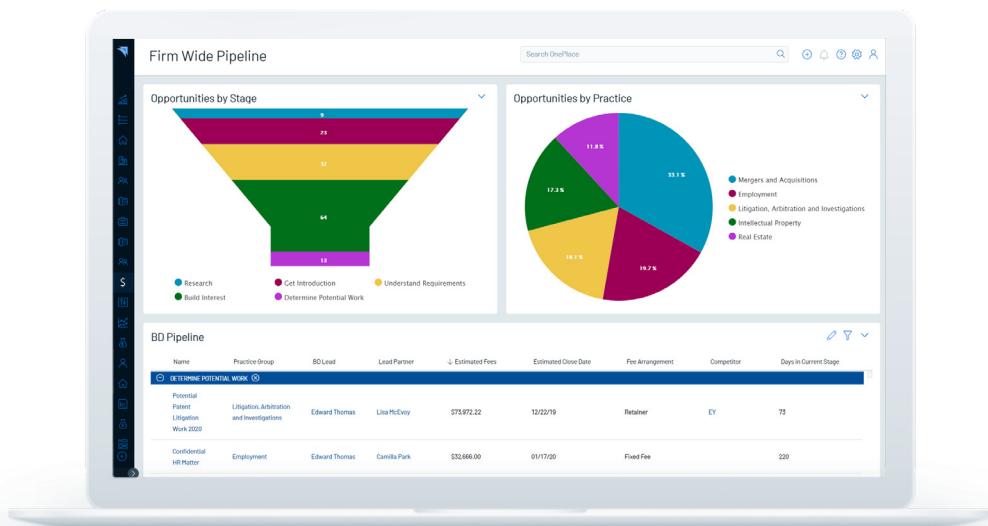
OnePlace Marketing & Business Development delivers strategic client insights to marketing and business development teams to fuel collaboration and drive growth.

OnePlace Marketing & Business Development is purpose-built to help you drive revenue growth, strengthen client relationships, and improve your firm's brand by using automation and today's most powerful technologies.

Designed for the complex needs of partner-driven firms, OnePlace Marketing & Business Development helps you quickly find and leverage expertise and experience across the breadth of your entire firm, discover relationship connections

that will open new doors, and assemble comprehensive insights on your clients to help you serve them better.

Zero-entry capture technology means you'll spend less time seeking data and more time helping your partners win business. The software automatically collects and updates critical client, relationship, and matter data, so you'll always be working on the most current information.



## Benefits



### Drive Revenue Growth

OnePlace Marketing & Business Development provides firmwide relationship, practice, and sector intelligence to help you build strategic plans. Leverage 360-degree client intelligence to help your firm build and execute better client and business-development plans to promote growth.



### Strengthen Client Relationships

OnePlace Marketing & Business Development creates a rich, comprehensive, and up-to-date picture of your existing clients and their needs, so you'll develop and deliver connected client experiences across all touchpoints to enhance your firm's connections throughout the client lifecycle.



### Build a Better Brand

OnePlace Marketing & Business Development minimizes data-input needs to ensure you'll always have the right information at your fingertips. The depth and breadth available at your fingertips helps surface the right expertise, experience, and credentials to assert your firm's competitive edge.

## Features

- **360-degree client, practice, and sector intelligence** provides mission-critical information on demand and robust reporting
- **Opportunity management** across all pitches for key clients, practices, and sectors helps focus on driving the biggest opportunities within your firm
- **Predictive white-space reporting** uncovers hidden opportunities within existing client relationships, and tracks practice penetration and win rate
- **Expertise and experience management** surfaces information on lawyers, matters, and clients that lets you articulate the unique value your firm delivers to clients and prospects
- **Fully integrated marketing functionality** analyzes engagement with pitches and business development to understand the true ROI of your campaigns
- **Robust Microsoft Outlook integration** automatically sends partners meeting follow-up reminders so they can build stronger relationships and drive new business
- **Passive data capture** automatically captures information, letting you spend more time driving outcomes and less time entering data
- **Relationship-strength gauging** on a scale of 1 to 5 helps you quickly identify which clients need nurturing and which provide strong opportunities