

CASE STUDY

Addleshaw Goddard relies on Nexis to stay ahead of the competition

PRODUCT:	<p>Nexis</p> <ul style="list-style-type: none">• Nexis provides access to thousands of information sources on one easy-to-search database. Authoritative sources include:<ul style="list-style-type: none">○ Financial news○ Business news○ Legal, regulatory, company and industry research
CUSTOMER:	<p>Addleshaw Goddard has a turnover approaching £200 million and is one of the UK's leading commercial law firms. It boasts an impressive list of clients, including a host of FTSE 100 companies and nearly 100 organisations from the public sector.</p>
GEOGRAPHY:	<p>UK</p>
BUSINESS SITUATION / CHALLENGE:	<p>In a challenging and highly competitive marketplace, Addleshaw Goddard needs to use the best information services available to maintain its leading position.</p>
SOLUTION:	<p>To help Addleshaw Goddard stay ahead of the competition, LexisNexis recommended their Business Intelligence service, Nexis. This online research tool provides access to a database of over 36,000 global trusted sources of news, company information and biographical data. It also includes every major UK national and over 450 regional UK newspapers.</p>
OUTCOME / BENEFITS:	<ul style="list-style-type: none">• <i>Competitive edge</i> <p>Addleshaw Goddard switched temporarily to a rival service but found that the service did not provide the same breadth of resources as Nexis. The amount of time the firm spent on research doubled during this period, as they had to do more of the work themselves. There was not the same level of investment in content.</p>

- *Comprehensive information*

As soon as Addleshaw Goddard made the decision to re-subscribe to Nexis, Caroline Cleveley, Addleshaw Goddard's Head of Information Services, noticed the difference immediately.

Caroline: "We don't feel we are missing anything and that allows our lawyers to respond to any development affecting their clients. They are much better informed now."

- *Over 15,000 searches conducted in a year*

The 12-strong Information Services team at Addleshaw Goddard relies heavily on Nexis, conducting over 15,000 searches in a year. The team uses the system to compile regular e-mail bulletins for their fee earners, keeping them up to date with developments affecting clients, competitors and specific areas of interest.

- *Alerts for detailed client tracking*

The Information Services team uses Nexis to respond to requests from lawyers for detailed client tracking. The alert system enables this information to be gathered automatically. The team has about 80 alerts running on a daily basis and all the information is delivered by 7am each morning.

- *Increased use of Nexis by 60%*

Due to the financial downturn, the marketplace has become even more competitive. Addleshaw Goddard has combated this by increasing their use of Nexis by 60%.

Caroline Cleveley: "In the current financial climate, it is more important than ever to stay ahead of the game. Everyone is going after the same business leads, so it's crucial to spot developments and react quickly."
