

COMPONENTS OF 3E BUSINESS DEVELOPMENT



INNOVATIVE SOLUTIONS FOR MORE THAN 70 YEARS

Whether you are part of a global institution, a multi-national firm, a boutique practice, a mid- or small-sized firm, a corporate legal department, or a government agency, Thomson Reuters Elite can provide you software products and services that help you broaden your strategic visibility over your business operations, simplify and boost firm-wide compliance, and confidently take on the future.

ALL THE TOOLS YOU NEED

- **Enterprise Relationship Management** identifies the most important relationships
- **Customer Relationship Management** provides a view into your firm's relationship with each customer
- **Market and Competitive Intelligence** provides access to proprietary company, contact, and firm relationship data
- **Experience Management** leverages all of your firm's vital experience to win new business
- **Integrated Time and Billing** lets you quantify your firm's experience to identify opportunities*
- **Lawyer Experience** provides access to contact and company information on the go*
- **Marketing and Planning Automation** applies best-in-class techniques for successful planning, engagement, conversion, and measurement

FEATURES



WEBSITE



VIDEO



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In today's fiercely competitive legal landscape, you need to work hard to keep the clients you have and even harder to win new ones. Having the right business development tools is imperative. 3E® Business Development (formerly Business Development Premier) is the only solution that supports the entire marketing campaign life cycle to help you plan successful campaigns, engage clients, convert opportunities, and measure results. Comprised of multiple applications, Business Development is a consolidated solution that helps unlock the power of information and drive successful business development initiatives. You can eliminate multiple solution providers that require point-to-point integrations. Business Development does it all in one single, dynamic combination. In short, it gives you all the tools you need to generate immediate ROI for your firm and help propel you ahead of the competition.

To learn more about 3E Business Development, visit elite.com/business-development.



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Enterprise Relationship Management

The 3E Business Development Data Engine automatically identifies, deduplicates, and classifies relationship data from multiple sources across your organisation without manual entry.

- Uncover new business opportunities from areas within your firm never touched before
- Identify the strongest and most important relationships to leverage across your business development initiatives
- Measure the relationship and contact strength
- Analyse relationship trends across geographies, practice areas, and industry groups through a combination of sophisticated search tools, relationship monitoring, and advanced reporting

Customer Relationship Management

The Customer Relationship Management is a multifaceted platform where everything crucial to developing, improving, and retaining your customer relationships is stored. The Business Development ERM integrates with Microsoft® Dynamics® 365 CRM to automatically populate the CRM and ensure that it's always up to date.

- Centralise customer information
- Automate marketing interactions
- Provide business intelligence
- Facilitate communications
- Track sales opportunities
- Analyse data
- Enable responsive customer service

Market and Competitive Intelligence

Analyse key client and industry trends and activities, gain competitive and market insight, and build key prospect lists.

- Access the Thomson Reuters company database, including business and financial data, corporate hierarchies, competitors, officers and directors, and more
- Access the Thomson Reuters professional database powering executive profiles for officers and directors and legal professionals including general counsel; view biographies, employment history, board memberships, and relationship paths via shared board memberships

Experience Management

Store, manage, and use all of your firm's valuable experience data and lawyer CVs for business development initiatives.

- Leverage experience data to inform pitches, website content, newsletters, and advertisements

- Pull talent and matter information to plan strategically
- Spend more time gaining strategic marketing and business development value from your experience management solution and less time managing data
- Manage internal approvals and publish experience for internal and external use

Integrated Time and Billing*

Quantify your entire firm's experience to easily identify powerful cross-selling and up-selling opportunities with the automatic population of your firm's experience into the CRM database.

- Analyse data pulled directly from 3E to determine how much time is spent per matter and areas
- Build client teams or highlight in pitches based on experience
- See the full picture of individual fee earners' experience and where their strongest relationships exist
- View how much business of each type and with each client your firm has conducted

Lawyer User Experience*

Give your lawyers the information they need from anywhere with 3E Workspace. Available in iOS, Android, or on the web, Workspace ensures that your lawyers have the information that they need at their fingertips.

- Pull up real-time views into client data and relationship insight
- Update information and add people to marketing lists and activities anywhere, any time

Marketing and Planning Automation

Drive value in your marketing campaigns with a rich feature set to manage the entire marketing life cycle, including planning, engagement, conversion, and measurement.

- Develop strong strategies based on clear insight, complete company and client data, and trend and competitive analysis
- Run marketing campaigns with confidence that your contact lists contain the most current data
- Deliver a framework for ROI analysis by planning marketing initiatives in a visual manner using hierarchical campaigns
- Leverage advanced reporting, custom views, and visual dashboards for rich robust insights that measure the effectiveness of your marketing and business development activities

*Available with Business Development on-premises only. Coming soon to Business Development in the cloud.

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