

LET YOUR EXPERIENCE SHINE.

EXPERIENCE MANAGEMENT

SHOWCASE

Hubbard One Experience Management solutions take advantage of **Business Development Suite** for:

- Matter and attorney resume database
- Content management and workflow
- Financial system integration
- Website and proposal publishing
- Reporting

YOU NAILED IT. YOU ACHIEVED EXACTLY WHAT THE CLIENT HOPED FOR. NOW GO AHEAD, AND USE THAT EXPERIENCE TO WIN MORE CLIENTS JUST LIKE THEM.

The ability to demonstrate and analyze firm experience has become a critical function of law firm marketing and business development. In an increasingly competitive market, law firms must clearly demonstrate specific, recent and relevant experience in order to be in consideration for new work. Yet too often, a firm's ability to access this important information lags behind what is needed to grow, manage and market the firm effectively.

With an Experience Management solution from Hubbard One, firms can centrally store, manage, access and use an authoritative database of the firm's most valuable internal information. Hubbard One partners with clients to ensure that attorney skills, matter experience, industry and practice experience, client experience and case studies are all available for use in strategic planning, marketing, business development and client service.

SHOW WHAT YOU KNOW. TAKE ADVANTAGE OF WHAT YOU'VE DONE.

Use experience to more effectively market your firm:

- **Access** comprehensive firm experience with a few clicks
- **Manage** all experience information in a single place
- **Integrate** experience with your website, proposals, email newsletters and other materials
- **Provide** firm-wide access to attorney skills information through Experience Manager or your intranet
- **Take advantage** of existing information through integration with financial management systems
- **Use experience** information to build pitch teams, staff client teams and respond to media opportunities
- **Leverage** historical firm-wide experience to improve practice development

"We initially purchased Hubbard One's Experience Manager as a way of better organizing our matter information. Then, we quickly realized we could take this matter system and join it to Hubbard One's Proposal Generator product to create EPIC."

MIKE GANNAWAY
Business Development Director
Denton Wilde Sapte LLP

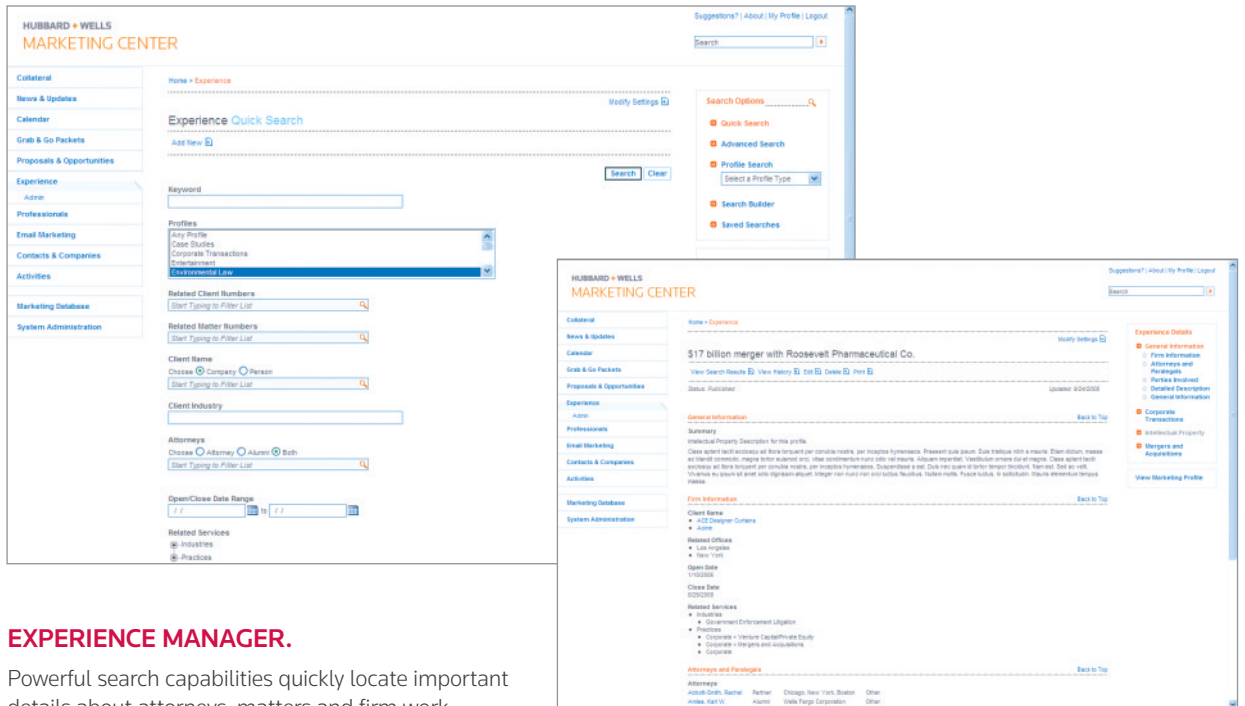
A BETTER WAY TO MANAGE YOUR EXPERIENCE ACROSS THE FIRM.

Hubbard One's Experience Management solution will allow you to:

- **Create** and manage practice-specific experience profiles and information
- **Manage** an unlimited number of custom fields and categories in a completely non-technical way
- **Customize** search screens and search criteria in a completely non-technical way
- **Export** experience records
- **Manage** and share multi-lingual versions of experience

- **Relate** experience information to practices, lawyers, offices, regions and other groups and categories
- **Manage** anonymous and unpublished experience for internal use
- **Find** relevant information quickly by using sophisticated, yet simple searching and reporting

Hubbard One has helped some of the world's most successful firms implement experience marketing and management programs. We apply implementation best practices so that you can be assured that you are collecting the right data, refining content appropriately and publishing your experience where it can't be ignored.



EXPERIENCE MANAGER.

Powerful search capabilities quickly locate important details about attorneys, matters and firm work.

SHOWCASE NOW!

Find out how we can help you showcase your experience to win more business. Contact us at **312.873.6881** or visit us at **hubbardone.com/experiencemanagement**.