

PUT YOUR RELATIONSHIPS TO WORK.

CONTACTNET

HIGHLIGHTS

ContactNet instantly adds relationship intelligence to your firm's key initiatives, including:

- Annual business planning
- Retaining current clients
- Developing new clients
- Prioritizing target clients
- Responding to RFPs
- Cross selling
- Monitoring key clients
- Conflict checks
- And many more

LEVERAGE YOUR FIRM'S EXISTING RELATIONSHIPS.

Your organization has invested for years to acquire and build client and prospect relationships. Are you getting the most out of your investment? Sixty-five percent of your firm's relationships are buried in email communications and partially updated address books or CRM systems. In today's increasingly competitive marketplace, firms need to be able to leverage relationships that already exist within their organizations to bring in new clients, retain existing clients and develop new business with key partners.

Hubbard One's ContactNet solution enables firms to easily leverage existing relationships within the firm in order to maximize current and future business development opportunities. As the most widely used enterprise relationship management solution, ContactNet makes it easy to mine and navigate your organization's extended network and turn those relationships into opportunities. ContactNet helps you uncover and understand relationship assets that are hiding in email patterns, calendars, address books and contact management systems and put them to work for you.

TURN RELATIONSHIPS INTO OPPORTUNITIES.

A typical professional has about 1,000 relevant professional relationships. For a company with 100 people, that's 100,000 unique relationships that should be driving your business development efforts. Leading firms use ContactNet to gain a competitive advantage in pitching, retaining and expanding business:

- **Drive new business relationships:** Understand and uncover key relationships within the organization that can be leveraged to win new business
- **Protect relationships:** Take a proactive approach to client retention strategies when employees leave the firm
- **Make a better pitch:** Use the most powerful and relevant relationships your organization has with a prospect to craft key selling points and a strong competitive advantage

"One morning before work, a lawyer at our organization saw a TV news story about a food company blamed for selling a tainted product. As soon as he got to the office, he logged into ContactNet to find out who at the organization knew people inside the food company. By the end of the day, our litigation unit had signed a new client."

DAVID J. GREGSON
Chief Information Officer
Kilpatrick Stockton LLP

COMPREHENSIVE RELATIONSHIP INTELLIGENCE.

With ContactNet, you can quickly gain comprehensive relationship intelligence with no additional data entry or maintenance. ContactNet serves clients in several unique ways:

- **Automatically capture data:** ContactNet automatically captures relationship data by monitoring multiple data sources (each optional) and applying advanced network analytics
- **Proven relationship strength analytics:** Implementing a 38 variable algorithm, ContactNet ranks colleagues' relationship strength to contacts, clients or industries. Colleagues with the strongest relationships surface to the top of search results
- **Relationship owner control:** Advanced data filtering and highly customizable privacy configuration options enable you to share information without divulging, storing or publicizing any personal or private information
- **Full-service support:** Hubbard One's team of experts provides ongoing project management, consulting, ongoing support, system monitoring and training to ensure you get maximum value from ContactNet

BUILD YOUR NETWORK. BUILD YOUR BUSINESS.

Capture and understand your organization's relationship assets with ease using ContactNet:

- **Intuitive:** Find prospects, new hires and more through easy to understand searches and powerful reporting
- **Effective:** Drive and support cross-selling, client management, business development and talent management
- **Efficient:** No data entry required to receive updates on your strongest relationships
- **Thorough:** Search by name, company, industry and geography
- **Versatile:** Integrate with contact management, telephone time and billing and other systems
- **Immediate:** Installs in days with minimal impact on your organization's IT time or resources

CONTACTNET.

Search for relationships by:

- Name of the contact
- Company
- Industry / SIC
- Geography
- Seniority / Title

PUT YOUR RELATIONSHIPS TO WORK.

Find out how we can help you put your organization's relationships to work.

Contact us at **617.856.1818** or visit us at **hubbardone.com/relationshipmanagement**.



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