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NEWS RELEASE

FOR IMMEDIATE RELEASE

Next generation of ContactNet Enterprise Relationship Management software now available

Offers deeper CRM integration, phone system integration and new user interface

LONDON. 25th June 2009 – Hubbard One has today unveiled the next generation of ContactNet software, the leading Enterprise Relationship Management (ERM) solution for professional services firms. Based on usage experience and direct feedback from more than 65 large professional services organisation customers, ContactNet now dramatically improves the ability of professional firms to get the most from their relationships to drive new business development. Every aspect of ContactNet is designed to help firms better find, use and grow their existing extended relationship network.

“I’m very enthusiastic about the functionality that has been incorporated into the next generation of ContactNet. As one of the first major law firms to install the tool, we have found it to be easy and effective, with refinements that provide an even greater opportunity for us to take advantage of the information aggregated by ContactNet,” said Sue Brelus, chief development officer for Squire, Sanders & Dempsey LLP, a global law firm with 32 offices spanning the U.S., Europe, Asia and Latin America. “We are really impressed with the intuitive presentation of the user interface, the analytical tools that help us identify opportunities that would otherwise be challenging to uncover, and the speed and simplicity of the system. A number of the refinements were made as a result of requests by our firm, and we know these enhancements will yield even better use of the software. ContactNet has already demonstrated it is a useful business development and client relations tool. It’s a smart way to capitalise on our existing resources to serve client needs and support expansion of our business.”



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Full Integration with all major CRM systems. ContactNet integrates seamlessly with every major customer relationship management (CRM) system, allowing firms who have invested in CRM to gain even more value by finding and mapping valuable relationship data into the system. ContactNet can add accurate, real-time measurement of relationship strength to the major CRM systems. This greatly helps to answer “who knows whom” and “who knows this person best.” The broad interoperability means firms are not restricting the future CRM upgrade or vendor path.

Integrated analysis of phone system data. ContactNet now incorporates phone data into its relationship algorithm analysis. Email dominates the way most professionals communicate, but phone calls are still a very important part of meaningful relationships. Phone records, when combined and analysed with other data sources such as email traffic patterns, electronic address books, CRM systems, time and billing systems, and other corporate data sources, allow ContactNet to accurately and comprehensively find and rank the most valuable relationships that a firm has to each target client.

New User Interface. With active participation from more than 65 firms using ContactNet to find relationships and increase their business, Hubbard One designed this new ERM interface for faster, easier, and more comprehensive relationship searching across people, companies, industries and geographies. As a result, users can now find all of their firm’s relationships to contacts in a target industry, such as healthcare, energy or infrastructure. For a firm looking to research, build or expand a specific practice area, this makes identifying all of the valuable existing connections to a particular industry much simpler.

“We’ve learned a tremendous amount from our clients about what works and doesn’t work,” said Preston McKenzie, vice president, Hubbard One. “The new search capabilities make finding relationships faster and easier, maintaining ContactNet’s highest standards of privacy protection and embed relationship intelligence directly into user workflow. It is amazing to see how firms are actively using their worldwide relationship networks in creative and powerful ways.”

ContactNet is the most comprehensive enterprise search engine for relationships that enables professionals to instantly identify which colleagues have the strongest connections to a target for new business development, cross-selling and client service. ContactNet requires no data entry or upkeep; it leverages existing workflow by analysing internal email patterns, address books, time and billing systems, CRM systems and public social networking sites such as LinkedIn. ContactNet uncovers two to three times more relationships than other enterprise relationship management applications, and offers organisations the flexibility to view this data in their system of choice.



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About Hubbard One

Hubbard One is the premier provider of marketing and business development solutions for law firms and other professional services organisations. From Web communications, SharePoint intranets and market analytics, to relationship and contact management, experience management and proposal generation, Hubbard One focuses on bringing the right tools together to help marketers and business developers succeed. Today, more than 300 organisations leverage Hubbard One's solutions. For more information, visit www.hubbardone.co.uk.