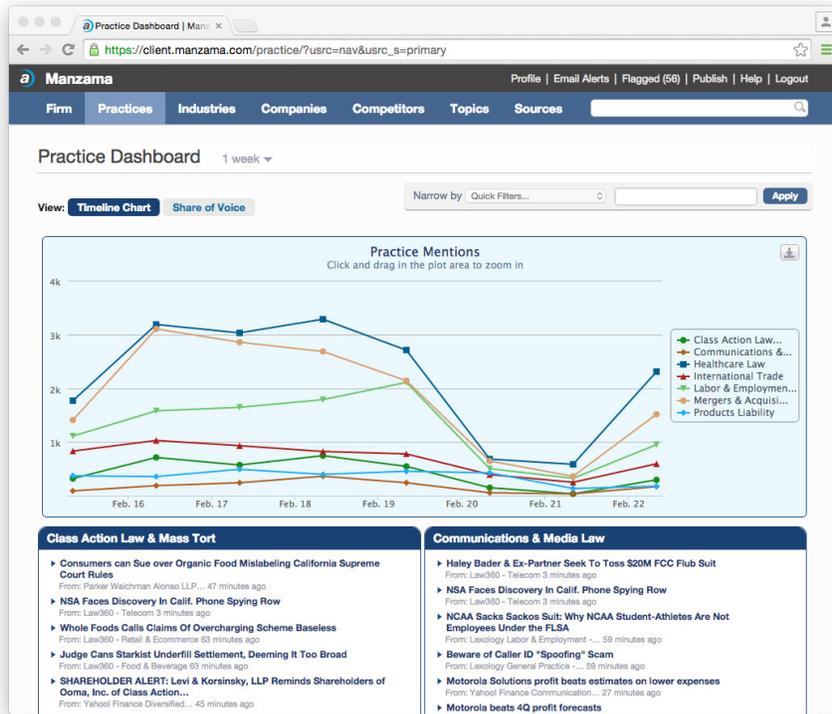


Case Study

Drinker Biddle Reath Puts Client Information at Attorney’s Fingertips with Manzama

If there’s a mantra among law firm business development professionals, it’s “know thy clients.” Understanding the minutiae of a client’s business and the markets in which they operate not only allows firms to provide more pro-active, efficient legal services; it helps identify new opportunities with existing clients, both in currently engaged practice groups and new practice areas. Finding new ways to harness opportunities from existing clients makes sound business strategy; as any marketer knows, it costs far more in time and resources to woo a new client than to hold on to and foster an existing relationship.



“It’s very important to our clients that we have a deep understanding of their business,” said Kristin Sudholtz, Chief Value Officer at Drinker Biddle Reath. “When I first heard about Manzama, I was fascinated. In a firm our size (650+ attorneys), it’s a challenge to keep our attorneys informed about their clients. Our library staff was managing some of the intelligence gathering, but it just wasn’t realistic that they could do it all. Manzama seemed to present a better way to keep everyone informed on a regular basis.”

Drinker Biddle

With 650 lawyers in 11 offices nationwide, Drinker Biddle Reath provides clients with unparalleled service in matters ranging from billion-dollar deals to complex class actions, across a broad spectrum of industries. The Firm combines a comprehensive range of traditional legal practices with significant national roles in such practices as class action defense, corporate and securities, government relations, health care, intellectual property, insurance, investment management, private equity, bankruptcy, energy, environmental, education and communications. Drinker Biddle’s 160-plus year history is marked by service to the public and the bar and innovation for its clients. The Firm makes it a priority to understand their clients’ business so they can help their clients succeed. Learn more at www.drinkerbiddle.com.

Manzama – A Powerful Intelligence Tool

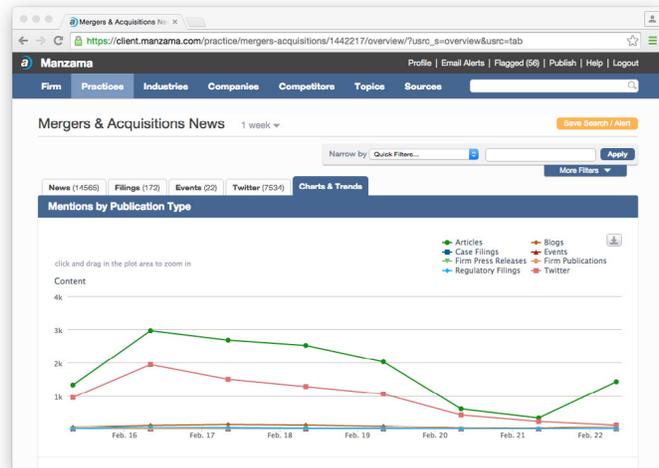
Manzama is a web-based content intelligence platform that automatically scours the web for information based on a user's personal preference. It analyzes and classifies this information for relevance and importance, and delivers on-point information to each stakeholder across the organization, based on what each individual needs to know. It gives users a knowledge advantage, and makes the process of finding insights easy. Tens of thousands of users globally rely on Manzama to:

- ▶ **Understand a Client's Business** – Easily monitor clients to better understand developments around their business and help gain their trust.
- ▶ **Track New Developments in Key Practice Areas** – Manzama performs robust automated searches to help you quickly zero in on emerging trends and developments within key areas of your practice.
- ▶ **Build a Better Understanding of Client Industries** – Manzama helps you better understand trends and risks by industry, and be able to proactively reach out to clients with advice creating new opportunities.
- ▶ **Identify New Client Opportunities** – Locate online intelligence that can lead to a new engagement with a current client or a prospect.
- ▶ **Track Competitive Firms** – Manzama lets you easily track peer firms so you can quickly identify lateral movement, new office openings, and entrances into new practice areas and industries.
- ▶ **Increase Your Content Marketing and Thought Leadership Initiatives** – Track issues and other topics of interest to your clients. Help promote your lawyers and your firm as thought leaders by easily finding and sharing interesting and relevant content through client alerts, newsletters, blogs, events and other thought leadership initiatives.

Helping Practice Group Managers Disseminate Client Information

Biddle is structured so there's a Practice Group Manager who oversees business development efforts for each practice group," Sudholtz continued. "When we decided to implement Manzama, we made these managers the point people for information gathering. We worked with them to set up search and filtering criteria within Manzama so the client information retrieved is very on-point. We also trained them on different ways to disseminate the information, according to attorney preferences.

"It's still early in the roll-out process, but feedback has been very positive. The attorneys in practice groups that are using the platform really appreciate having useful information about their clients at their fingertips. It's allowed them to be pro-active in terms of client service. Manzama has already helped free up our library staff by putting client intelligence gathering in the hands of practice group managers."



To arrange a demonstration, please call 541-306-3271 or visit www.manzama.com/request-a-demo/