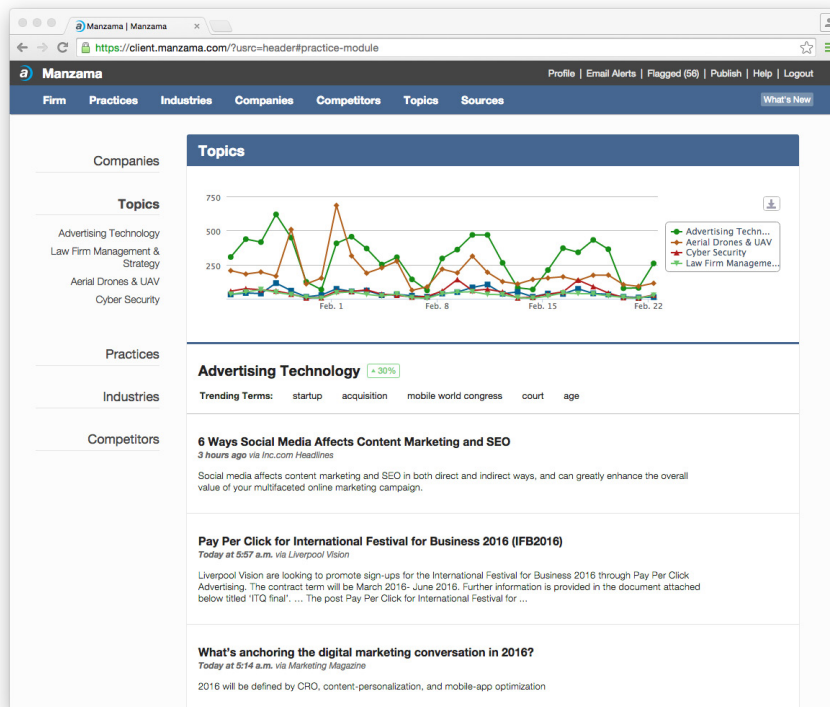


Case Study

Expanding & Centralizing Market Intelligence with Manzama

Kelley Drye & Warren LLP has deployed Manzama's content intelligence platform to integrate information in one easy-to-use application



For legal professionals, the challenge in staying informed about client, practice, and industry developments is rarely a lack of information sources. More often, it's the lack of information organization that makes it difficult to synthesize legal news and industry market forces and extract the implications for a law firm's client service and business development initiatives.

"From a marketing and business development perspective, the biggest challenge we've faced in monitoring developments about our clients, our prospects, our competitors and even our own attorneys has been dedicating time to do a thorough review of the information out there," said Kate Stoddard, Practice Development Manager at Kelley Drye & Warren LLP. "There certainly are information gathering tools available, like Google Alerts. But an application like that might send you several emails an hour, and reviewing alerts for different terms/clients/competitors independently can be time consuming. Before using Manzama, I was not aware of a single place that accessed market intelligence filtered to identify the most relevant and actionable information, and delivered that information in a user-friendly way."

KELLEY DRYE

Kelley Drye & Warren LLP is an international law firm founded in 1836 with approximately 350 lawyers in New York, NY; Washington, DC; Chicago, IL; Stamford, CT; Parsippany, NJ; Los Angeles, CA; and Brussels, Belgium. The firm also offers a scope of legal service through its affiliate relationship with the Mumbai-based firm, Wakhariya & Wakhariya.

Kelley Drye provides legal advice in more than 30 practice areas, delivered with efficiency, excellence in advocacy, early resolution of litigation, and use of state-of-the-art technology.

The firm has received accolades from many sources, including:

- Kelley Drye is listed among 24 "Highly Recommended" firms for litigation in BTI Consulting's 2010 survey of Fortune 500 corporate counsel.
- U.S. News and Best Lawyers honored Kelley Drye's Advertising and Marketing practice with the top ranking in the "Advertising Law - National" and "Advertising Law-D.C." categories in its "Best Law Firm" study.
- Chambers USA recognized 21 Kelley Drye Leading Lawyers and ten Kelley Drye Practice Areas, 2010.
- US Legal 500 gave individual mention to 24 Kelley Drye attorneys in their 2010 edition.

Manzama – A Powerful Intelligence Tool

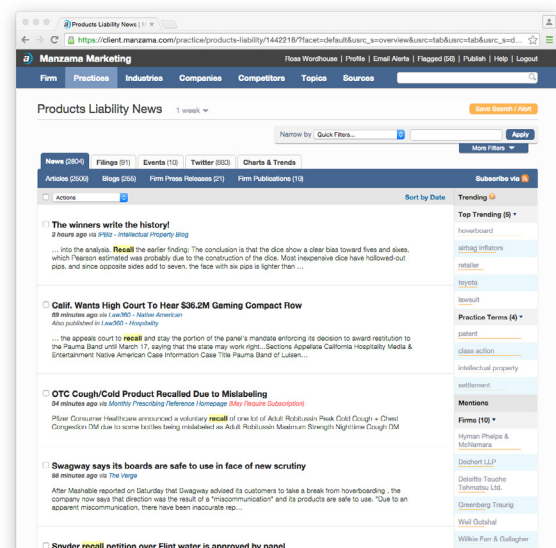
Manzama is a web-based content intelligence platform that automatically scours the web for information based on a user's personal preference. It analyzes and classifies this information for relevance and importance, and delivers on-point information to each stakeholder across the organization, based 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.

Case in Point – Staying a Step Ahead of a Class Action Suit

"We began experimenting with Manzama as a Beta client five years ago," explained Ms. Stoddard, "and we saw the potential of the tool pretty quickly. We've been using Manzama in a number of ways – to monitor news about current clients, track our media mentions, research prospects and stay up-to-speed on news and developments for our various practice areas. It's nice to come into the office in the morning, click into my Manzama dashboard, and see news highlights for all of my various areas of focus and quickly drill down to the details about issues of particular interest. The attorneys appreciate when I email them with a nugget of information gleaned from Manzama that may impact their clients."

All of Kelley Drye's Practice Development Managers use Manzama on a daily basis to get actionable, fresh information to the firm's attorneys. Ms. Stoddard provided a recent example: "After Kelley Drye began representing a new client in a product safety claims investigation by a government regulator, we created a tracker for the company in Manzama. A few weeks later, Manzama alerted us of a press release issued by a plaintiff law firm announcing their investigation of our client and other companies in its industry, in preparation for bringing a consumer class action law suit. Within moments, it was in the lead attorney's inbox. I can say with some certainty that I would not have seen that news had it not been for Manzama."



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