

BI, CI: The ABCs of Librarian as Strategic Innovator

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LLAGNY Education Conference

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**Lowenstein
Sandler**

“The CI group is one of the core strengths we have to help us develop new business opportunities and understand new markets.” – Partner at AmLaw top 10 firm

BI/CI Program

Strategies to:

- Improve profitability
- Increase the client base
- Identify opportunities for cross-selling

BI/CI Standard Strategy

- Write a plan: scope, quality, time, cost, risk and communication
- Communicate the plan to all stakeholders
- How many stopped here?

Survey: Company Profile to CI

- Company / Industry Research
- Summarize findings
- Package info into one report
- Source info
- Brand report

What is CI?

Researching, monitoring, synthesizing,
analyzing, summarizing, forecasting &
packaging company, law firm, competitor
and market data in order to make timely &
successful business decisions.

Build it and they will come

- **Reports** – concise, actionable, timely, templates
- **Resources** – identify, budget and use
- **Alerts** – Know your clients
- **Market** your service
- **Embed** within practices and marketing
- **ROI** – challenges

Reports

- Just start doing it – they will come for more
- Summarize results
- #1 Company profile
- #2 SWOT analysis
- Create templates
- Include sources
- Brand your work!!

Reports

- What do we want to know?
- What's possible?
- Why do we want to know it?
- How do we find out?
- Is this just nice to know?
- Will this lead to a business decision?
- Does this support a firm initiative?
- Will this build our practice and client relationships?

#1 Company Profile

- Description
- History
- Professionals
- Articles in the press
- Outside Counsel
- Disputes and Transactions
- Corporate family list
- List of Competitors

#2 SWOT Analysis

- Executive Summary
- SWOT Analysis
- Market / Practice Overview
- Forecast & Trends
- Internal Business Intelligence

Company Overview

Core Business Description: Source: Capital IQ; Hoovers; OneSource; Company Website; The Economist; Bloomberg
Business Segments: Source: Capital IQ; Hoovers; OneSource; Company Website
Geographic Locations: Source: Company Website; D&B

Opportunities

Expanding in: list M&A target countries with client as Acquirer
Rumors:
Pipeline:
Regional Expansion:

Business Opportunities:
Market/Industry Opportunities:
Economic Opportunities:
Regulatory Opportunities:
Other Opportunities:

Threats

Divesting out of: list M&A target countries with client as Target
Rumors:
Regional Exits, Divestments or Office Closures:
Business Threats:
Employment / Labor Threats:
Market/Industry Threats:

Disputes / Competition Threats:
Environmental Threats:
Economic Threats:
Regulatory Threats:
Legislative Threats:
Other Threats:

Market Overview

Source: BMI, OneSource, PLC, EIU, LNPublisher, Industry Journals

Disputes / Competition by Number of US Cases

Source: WestMonitor, LexisAtVantage, Bloomberg

M&A – Company as Acquirer by Number of Deals

Top Legal Advisors*	Top Target Industries	Top Target Nations
List Top 3 (# deals)	List Top 3 (# deals)	List Top 3 (# deals)

Source: Thomson One Banker, CapitalIQ, The Deal.

Firm-Client Relationship

Financials By Year
Financials By Practice
Financials By Location

Source: Marketing Department, Financial system

Contacts

Last Name	First Name	Job Title	Company Name	City	Country	Firm Attorney

Source: Marketing Department - InterAction

Executive Summary

SWOT Segments

- Pipeline and Rumors
- Investment opportunities by industry, regions and transaction type
- Market, economic, regulatory opportunities
- Litigation, labor, regulatory and agency concerns
- Business, market, environmental, economic threats

SWOT Requirements

- Don't work in a vacuum
- Needs Time
- May require Staffing
- Must build relationships with Partners, Marketing, Business Development, Conflicts

BI/CI Resources

- Use what you have
- Tap marketing
- Increase your budget over time as you get more buy-in
- Cite your sources
- Collect usage metrics for budgeting

BI/CI Resources

Company Profiles

- Company websites, D&B, Hoovers, OneSource, SEC, CapitalIQ, Government, Associations, Annual Reports, LinkedIn, Facebook
- News, Blogs, Wikis, Twitter

BI/CI Resources

Directories, League Tables, Rankings

- LinkedIn, American Lawyer, Chambers & Partners, LegalBusiness100, IFLR 1000, Legal 500, PLC, NLJ250, NYLJ100, Vault, Bloomberg, Thomson One Banker, Corporate Counsel, Global Arbitration, MergerMarket, Project Finance Magazine, Legal Times, The Deal Pipeline, CapitalIQ, Global Competition Review, Martindale Hubbell, EIU

BI/CI Resources

Industry, Practice, Regional

- PLC, Bloomberg, Project Finance Magazine, Legal Times, The Deal Pipeline, CapitalIQ, Global Competition Review, OneSource, Lexis, Westlaw, EIU, BMI, Analyst Reports, First Search, IBIS World, DataMonitor, Practice-Specific

BI/CI Resources





























Litigation Databases

- Bloomberg, West Monitor, Lexis, Country-Specific, Practice-Specific

Transactional Databases

- Capital IQ, MergerMarket, Thomson One Banker, Westlaw Business, Securities Mosaic, Dealogic, Bureau van Dijk, Perfect Information, The Deal

BI/CI Resources Comparison

	Charts	Accuracy	Subsidiaries	Totals
Lexis atVantage				 
West Monitor				 
Bloomberg				
Capital IQ				 
Merger Market				
Thomson One Banker				 

Actionable Intelligence

- Alerts, not information overload
- Targeted to practice
- Buy an aggregator
- Add your firm subscriptions
- Use alerts for research
- Involve Marketing

Intelligence Resources

Current Awareness Key Features	Attensa	InfoNgen	Manzama	Northern Light	Ozmosys	Radian6
Aggregates RSS feeds from public sites and firm subscriptions	Yes	Yes	Yes, if RSS	Public and a few firm subs only	Yes - for extra \$	No
Tracks social media sites	Yes	Yes	Yes	No	No	Yes
Basic and advanced searching	Yes	Yes	Yes	Yes	No	Basic
Taxonomies on industry, legal and business terms, and companies	No	Yes	Yes, but not corporate	No	No	No
Deliverables include one e-mail , newsletter, Sharepoint	Yes	Yes	Yes	Yes	Yes	No
Presence in law firms	Yes	Yes	Yes	No	Yes	No
Commenting and tagging	Yes	Yes	Yes	No	No	No
Trending on keywords and Taxonomy	Yes	Yes	Yes	No	No	Yes, keywords only
Mobile apps available	Yes	Yes	Yes	No	No	Yes

Intelligence Service

You are Invited to Participate in the
Firm's New Intelligence Service!

- **Real-time**, relevant and customized intelligence about clients, emerging and industry trends, deal activity, legal and business topics
- **One daily email** that organizes actionable key developments by client or topic
- Access to over **70,000** free web sources and **firm subscriptions** aggregated by InfoNgen



Alerts in One Email

From: Kitty Schweyer [mailto:Schweyer@lowenstein.com] **On Behalf Of** InfoNgen Market Intelligence Portal
Sent: Wednesday, January 08, 2014 5:04 AM
To: Schweyer, Kitty
Subject: Vendor Trends News

Vendor Trends News

Jan 08, 2014

This Issue Includes:

- Practical Law Company News
- Wolters Kluwer News
- Thomson Reuters News

Practical Law Company News

PLC's Intellectual Property in M&A Transactions

10:13 AM 01/07/14 | *Friedfrank* | *Events and Publications*

January 22, 2014

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Wolters Kluwer News

Wolters Kluwer Financial Services to Acquire Financial Tools [Professional Services Close - Up]

01:37 AM 01/08/14 | *Tmcnet* | *Latest News*

In a release on Jan. 3, the Company said that Kampff and all of Financial Tools' 30 employees have joined Wolters Kluwer Financial Services.

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1/13/2014

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Market your service

- Presentations
- Logo and Brochure
- Signature line
- Add reports and alerts to practice and client pages
- Marketing Department is your best friend
- Show ROI to management to get buy-in for more budget
- DO NOT over promise services!

Embedded Librarian

- Be part of discussions with partners about practice/client strategy
- Takes time to build trust
- Partners don't know what they need until we offer it

ROI

Start Small

- By partner, practice, office, client
- Map BI/CI reports to New Business/Matter Intake – time consuming
- Work with Marketing

BI/CI Done Right

- Grows the firms business
- Identifies opportunities for cross-selling
- Improves profitability

How BI/CI Benefits You

- Partners trust work product
- Opens communication between departments
- Others will market your services
- Relationships with decision makers
- Becomes part of KM Infrastructure

Librarians

Johann Benöhr on the corporate investigative business - “ there’s very little James Bond, and a lot more librarian work.”

- Broker, Trader, Lawyer, Spy: The Secret World of Corporate Espionage by Eamon Javers (Feb. 9, 2010)

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