



*"Having Dun & Bradstreet data directly available in InterAction means that we're now able to make better informed and more strategic decisions"*

Holman Fenwick Willan (HFW) is one of the UK's leading international commercial law firms. The firm has over 450 lawyers operating in 14 offices across 11 countries and is recognised for particular expertise in commodities, aviation, shipping and insurance. Access to accurate information about all the companies they deal with across the world is vital for efficient management of their practice.

Commercial Director James Huckle explains: "For risk and compliance management, we need to understand exactly who we're dealing with from a legal perspective. To help us to make informed decisions about potential conflicts, to identify cross-selling opportunities, and to support accurate group reporting, we need to understand the corporate structures and ultimate ownership of both prospects and clients. And to support our business development processes, we need reliable information to allow segmentation by factors such as size, location and industry sectors."

HFW partnered with Dun & Bradstreet (D&B) to provide the firm with access to the information maintained by D&B on over 200 million organisations worldwide. However, the D&B information was originally only accessible through the firm's library - this presented significant challenges in efficiently distributing the information to HFW's lawyers. It also meant that opportunities to maximize the value of the data were being missed because the information was not integrated with the firm's other systems and databases.

As long-established users of the LexisNexis InterAction CRM platform, HFW knew that incorporating the D&B data into InterAction would allow them to get the information to end-users as efficiently as possible. They also knew that because InterAction holds information on all of their clients and prospects, this approach would provide the crucial internal context to support their decision making. However, they needed a dynamic solution that would really make the D&B data come alive.



"We looked at a number of traditional methods for adding D&B data into InterAction, but none of them could give us what we were really looking for," says Craig Martin, Marketing Database Manager at HFW. "For example, we needed to be able to view a complete corporate structure with all our existing points of contact into that structure highlighted. We also wanted to be able to interactively find the D&B match for any newly created companies in InterAction, and to be able to add companies to InterAction directly from D&B's data."

HFW approached Fellsoft (a LexisNexis Solution Partner for InterAction) with their requirements. Working with HFW and Dun & Bradstreet, Fellsoft created a completely new type of company data integration solution for InterAction that provides all the key features HFW needed and is facilitating real improvements in processes within the firm. Fellsoft's integration connector has proved simple to implement and maintain. For example, data for matched companies is kept updated in InterAction completely automatically, which eliminates the need for complicated import processes.

John Shand, Relationship Manager for Dun & Bradstreet comments "We've invested heavily in providing 'data on demand' through web APIs because we recognise that customers need flexibility and the ability to combine our data with their own. What Fellsoft have created with their integration for InterAction is a great example of how this approach benefits customers".

"Having D&B data directly available in InterAction means that we're now able to make better informed and more strategic decisions" concludes Craig.