

The NEXL logo is rendered in a bold, blue, sans-serif typeface. The letters are closely spaced, and the 'X' is formed by two intersecting diagonal strokes. The background of the entire page is a light blue sky with soft, white clouds. In the bottom left corner, a portion of a modern building with a curved, ribbed facade is visible. A thick, dark blue diagonal line cuts across the lower-left portion of the image, starting from the bottom left and extending towards the center.

# A better way to grow your practice

Powerful and simple. A complete business development platform for law firms.



# YOUR LAW FIRM DOESN'T NEED A CONVENTIONAL CRM.

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If you ask any law firm leader or business development manager, they will tell you that they need a Customer Relation Management (CRM) system. The industry has seen a big push towards CRMs over the past few years, and most law firms feel the need to implement one.

In fact, the majority of larger firms have already implemented a CRM. According to a recent survey, more than 70% of mid-sized to large law firms currently use a CRM.

However, over **90% of these firms are dissatisfied** with their CRM. Did you know that the majority of firms reported a **user adoption of less than 5%**, and only 2% of firms have actually recorded a good ROI?

CRMs have been developed for sales teams, however law firms don't have designated sales teams and lawyers are not trained as salespeople in the traditional sense. CRM means 'Customer Relationship Management' but law firms don't deal with "customers" per se, they deal with 'clients' and as such need a completely different tool set.

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Law firms all around the world face the same challenge - effectively tracking their client relationships.

The truth is, **law firms don't need a conventional CRM.**

Lawyers need a simple solution to manage their firm's client, referrals and all other business relationships.

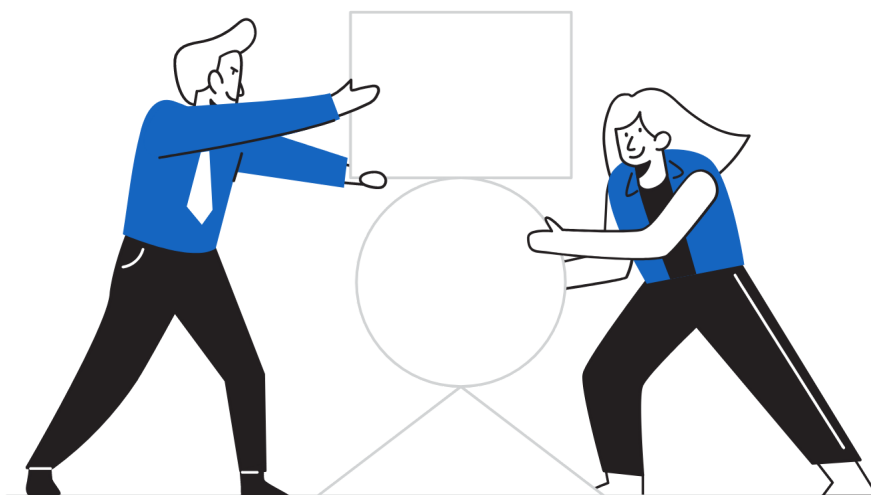
What they don't need is a re-package of existing CRM's that don't address the unique needs of law firms.

NEXL addresses the shortcomings of legacy systems, and understands the distinct characteristics of law firms.

That's why NEXL's business development platform has been developed specifically for the legal industry, having completely reimagined a relationship management tool for law firms.

NEXL empowers lawyers to build stronger relationships and equips Business development (BD) teams with the tools and data they need, to strengthen your law firm's strategic business relationships.

**NEXL**





# SMART, DIGITAL "ROLODEX" FOR LAWYERS

Say goodbye to complex legacy CRMs that go unused by lawyers and fail to meet your business objectives.

NEXL is a personal contact management solution lawyers will actually love to use, and providing the firm with rich and accurate relationship data.

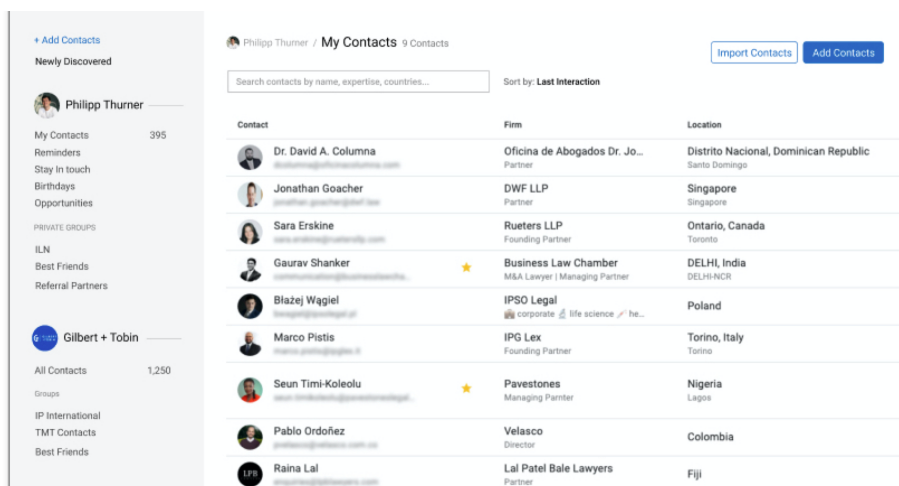
## Why use NEXL's contact management tools?

Legacy CRMs are too heavily focused to serve sales teams. This makes them difficult to use for law firms, they are expensive, and lawyers generally don't use them to their full advantage. NEXL is different.

NEXL is tailored to the individual lawyer and delivers a personal contact management system. It automatically captures contact and relationship data and operates as a sophisticated relationship management platform at a firm-wide level.

NEXL is an easy to use, modern 'rolodex' for building stronger relationships including your clients, referral partners, law school contacts, former colleagues or social media connections - all in the one place.

- Automatically sync contacts from your email
- Collaborate within teams and share contacts
- Receive automated "Stay-in-touch" reminders



The screenshot displays the NEXL contact management interface. On the left, there is a sidebar with navigation options: '+ Add Contacts', 'Newly Discovered', and a profile for 'Philipp Turner' with 395 contacts. Below this are sections for 'PRIVATE GROUPS' (ILN, Best Friends, Referral Partners) and a group for 'Gilbert + Tobin' with 1,250 contacts. The main area shows 'My Contacts' for Philipp Turner, with 9 contacts listed. A search bar and a 'Sort by: Last Interaction' dropdown are at the top. The contacts are listed in a table with columns for Contact, Firm, and Location.

Contact	Firm	Location
Dr. David A. Columna <a href="#">dcolumna@abogadosdrjo.com</a>	Oficina de Abogados Dr. Jo... Partner	Distrito Nacional, Dominican Republic Santo Domingo
Jonathan Goacher <a href="#">jonathan.goacher@dwf.com</a>	DWF LLP Partner	Singapore Singapore
Sara Erskine <a href="#">sara.erskine@rueters.com</a>	Rueters LLP Founding Partner	Ontario, Canada Toronto
Gaurav Shanker <a href="#">gaurav.shanker@businesslawchamber.com</a>	Business Law Chamber MSA Lawyer   Managing Partner	DELHI, India DELHI-NCR
Blażej Wągiel <a href="#">blazej.wagiel@ipsolegal.com</a>	IPSO Legal corporate life science he...	Poland
Marco Pistis <a href="#">marco.pistis@ipglex.it</a>	IPG Lex Founding Partner	Torino, Italy Torino
Seun Timi-Koleolu <a href="#">seun.timikoleolu@pavestones.com</a>	Pavestones Managing Partner	Nigeria Lagos
Pablo Ordoñez <a href="#">pablo.ordonez@velasco.com.co</a>	Velasco Director	Colombia
Raina Lal <a href="#">rainalal@lalpatelbale.com</a>	Lal Patel Bale Lawyers Partner	Fiji

More information about NEXL's contact management system is available via:  
<https://nexl.io/contact-management-system/>





# INSIGHTS THAT DRIVE REVENUE

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NEXL's Client Insights tool helps your law firm leaders and BD team better understand your firm's relationships

Clearly map and record your lawyers' business interactions and relationships, without any manual input using NEXL's seamless Office 365 integration. It automatically captures information from lawyers' email activity and correspondence, and records it.

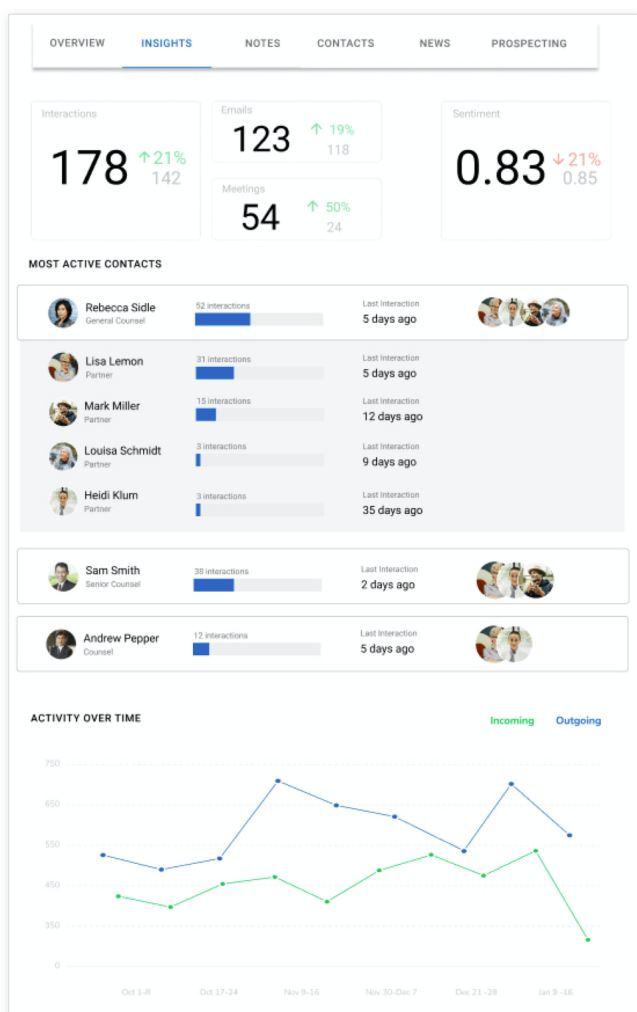
Aggregated email data allows you and your BD team to map your firm's relationships to easily identify strongest links, opportunities to strengthen client relationships, and identify new client opportunities.

Have the knowledge you need, across your clients, referral partners and target clients to increase cross-selling and up-selling opportunities

NEXL prides itself on having the highest data security standards and data privacy shields in place to confidently ensure comprehensive protection for your firm.



- Automatically mine relationship data from your lawyers' email activity
- Get insights across all your firm's relationships
- Get the data you need to make better business decisions.



NEXL can work with your existing tools



# LAND AND EXPAND. INTEGRATED CLIENT PROSPECTING.

NEXL comes with integrated prospecting tools you need to grow your practice.

NEXL will show people you already know, as well as relevant people you may not know yet, but should.

This allows your firm to build better relationships with existing clients in order to drive more revenue.

With NEXL's integrated prospecting tools you can also discover new business opportunities from similar potential clients to expand your client base.

- Discover new client contacts
- Expand your relationships with current clients
- NEXL discovers companies similar to your clients to help you find new client opportunities.

The screenshot displays the NEXL PROSPECTING interface. At the top, a navigation bar includes tabs for OVERVIEW, INSIGHTS, NOTES, CONTACTS, NEWS, and PROSPECTING (which is highlighted). Below this, the section is titled "EXPAND CLIENT ACCOUNT / PROSPECTING".

The main content area lists four client accounts, each with a logo, name, location, and a "View Similar Accounts" link:

- BHP** Australia (View Similar Accounts v)
- Thiess** Australia (Contacts 12, Size: 10,001+)
- Barrick** Canada (Contacts 4, Size: 10,001+)
- Alcoa** United States (Contacts 2, Size: 10,001+)

Below the client list, a table of contacts is shown for the selected client (BHP). Each row includes a checkbox, the contact's name, email address, and title:

<input type="checkbox"/>	Name	Email	Title
<input type="checkbox"/>	Tom Day	tday@bhp.com	Vice President - Legal
<input type="checkbox"/>	Nicolas Lustig	nlustig@bhp.com	Legal Vice President Minerals Americas
<input type="checkbox"/>	Marleen Bergman	mb@bhp.com	Senior Legal Counsel
<input type="checkbox"/>	Kristin Gamble	kig@bhp.com	Head of Legal - Employee Relations
<input type="checkbox"/>	Chloe Mitchell	cmitchell@bhp.com	Legal Counsel, Employee Relations
<input type="checkbox"/>	Sean Wilson	swilson@bhp.com	Managing Counsel - Commercial, Petroleum
<input type="checkbox"/>	Rachel Agnew	ragnew@bhp.com	Vice President Legal Marketing



# MORE DATA, LESS EFFORT

## Understand contacts in a meaningful way

With NEXL's data enrichment services, you instantly access a range of accurate insights about clients and prospects in real-time. Save time and money, and transform a single email address into a personal understanding of individuals.


### Individual Data Points


First Name	Gender	Twitter URL
Last Name	City	LinkedIn URL
Full Name	Region	Twitter Username
Current Organization Title	Region Code	LinkedIn Bio
Current Organization Name	Country	Photo URL
Website Label	Country Code	Education
Website URL	Location General	Education End Date
Age		Degree
Age Range		

### Company Data Points

Name	Founded	Phone
Location	Employee Count	Profiles
Twitter	Locale	Image
LinkedIn	Category	URL
Bio	Industry	Keywords
Logo	Email	Traffic
Website		


phil@nexl.io





Philipp Thurner, CEO  
Sydney, NSW, Australia

[in](#) [t](#)



NEXL  
Information Technology  
<https://nexl.io>



# GROW YOUR INTERNATIONAL CLIENT BASE

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A successful international strategy focuses on both generating more inbound referrals from law firm networks, and meeting the demand for client cross-border needs.

By tracking your law firm relationships and referral activity, you can drive better reciprocity throughout your entire network of law firm relationships, and increase your international client base.

NEXL is the world's first and only management system for your law firm relationships.

With NEXL you can build and manage your own international network and become a trusted global law firm.



"The importance and revenue potential of focussed relationships between law firms is significantly under-valued by most law firms. Law firms need systems in place to manage those relationships."

**Stephen Revell**

Partner, Freshfields (Stronger Together)

# A DIRECTORY FOR YOUR INTERNATIONAL NETWORK

Easily communicate your firm's strategic relationships to ensure your lawyers always use the right referral partner for clients and firm.

The screenshot displays the NEXL Directory web application. The top navigation bar includes links for 'Get Started', 'My Contacts', 'Directory', 'Community', and 'Discover'. A search bar on the left allows filtering by 'Country' (set to 'United States') and 'Keyword'. A world map on the right highlights the United States. The main content area lists five law firms, each with its logo, name, location, and a list of practice areas. Some firms also show a profile picture and a role title.

Firm	Location	Practice Areas	Key Personnel
Debevoise & Plimpton	New York, United States	Equity capital markets, Private equity, Investment funds, Capital Markets, Diversified Financial Services	Clare Rose, Counsel
Sidley	Dallas, United States	M&A deals (mid-market), M&A deals (large / premium)	Heidi Guldberg, Associate
Skadden, Arps, Slate, Meagher & Flom LLP	New York, United States	Trademarks and service marks	Sylvia Marquis, Trademark Specialist
Lowenstein Sandler	New Jersey, United States	Intellectual property (general...), Technology, Trademarks and service marks	Vanessa A. Agnello, Partner, Chair, Trademarks, Copyrights & Trade Secrets; Matthew Hertz, Counsel
Morgan, Lewis & Bockius - global law firm	Washington, DC, United States	Intellectual property (general...), Technology, Data protection and cybersecur..., Copyright, Trademarks and service marks	KAREN BUTCHER, Partner

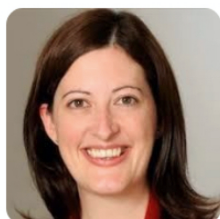
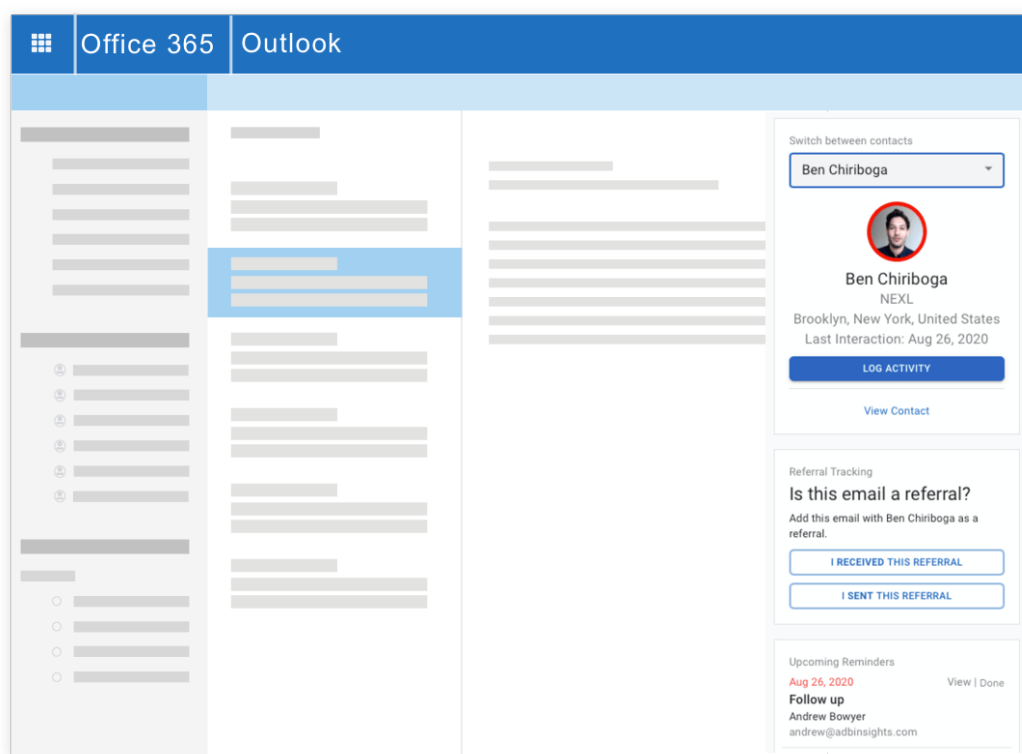


# TRACK REFERRALS, WITH A SINGLE CLICK

Better understand your law firm's referral relationships and let your referral partners grow your practice for you.

NEXL gives you the information you need to make better referral decisions and where to invest your time and effort in relationship-building.

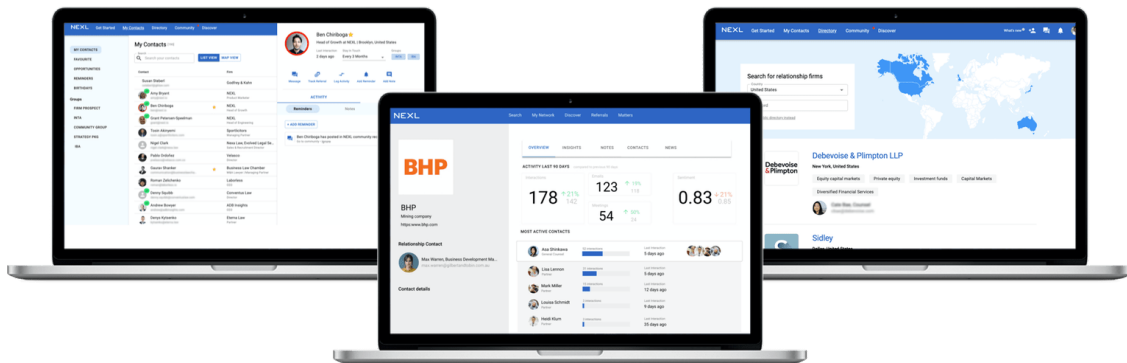
Forget time-consuming spreadsheets - track your referrals using NEXL. The platform features a referral tracking tool for Outlook, which allows firms to track referral activity with a single click of a button.



"In today's global legal industry, having strong and transparent relationships between law firms around the world is crucial. NEXL provides an intuitive platform that enables users to build global networks, to exchange referrals, and to report on those quickly and easily."

**Christie Guimond**  
Senior Manager, White & Case

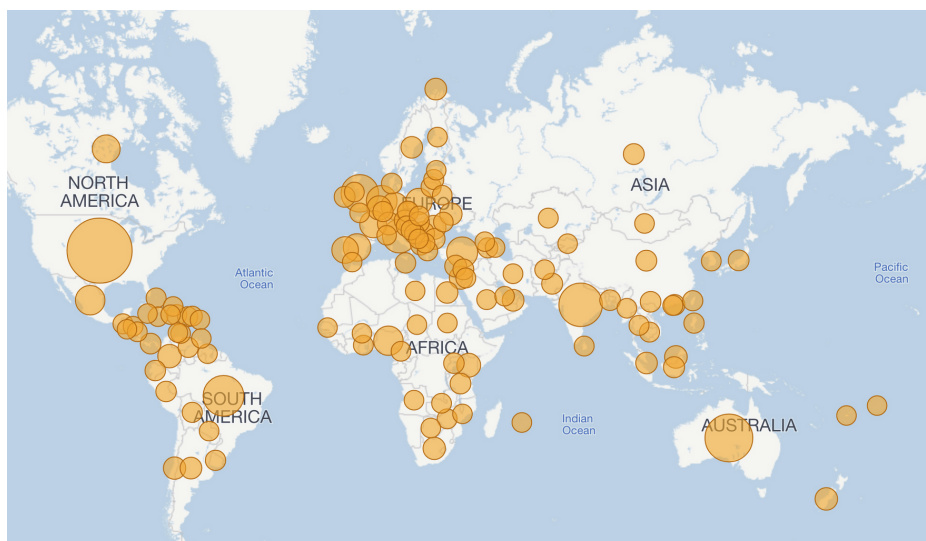
# YOU ARE IN GOOD COMPANY



Helping over 3000+ firms win more clients.



This is where we are helping lawyers build stronger relationships



Proudly funded by





NEXL

# WE LOOK FORWARD TO WORKING WITH YOU

<https://www.nexl.io/for-law-firms>

office@nexl.io

## PRODUCT INFO

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