

The logo for NEXL, consisting of the letters 'NEXL' in a bold, blue, sans-serif font. The background of the entire page is a light blue sky with soft, white clouds. On the left side, there is a large, diagonal blue stripe. In the bottom left and right corners, there are partial views of modern, curved buildings with glass facades, suggesting a corporate or legal environment.

NEXL

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.

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.

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.

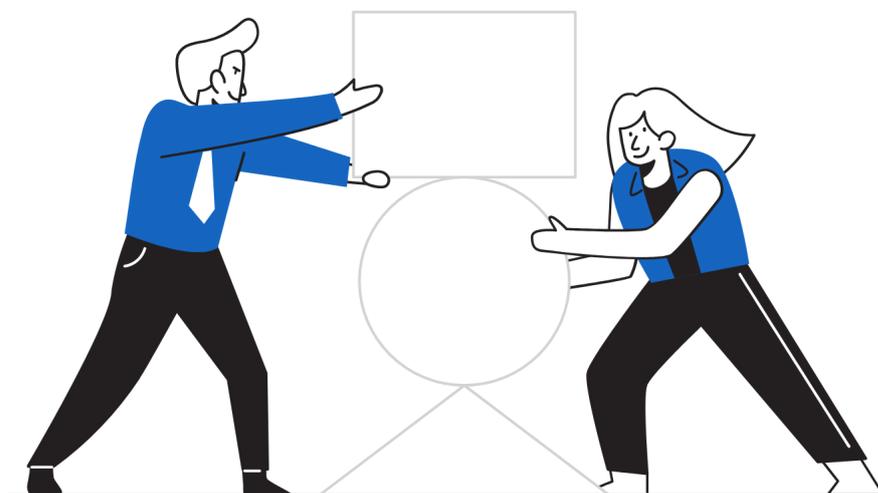
What they don't need is a re-package of existing CRM's that don't address the unique needs of law firms.

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.

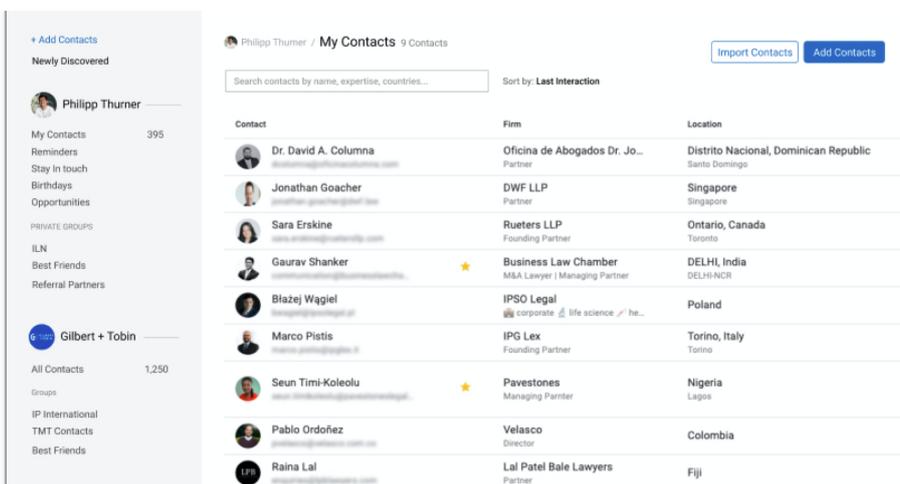
Why use NEXL's contact management tools?

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 like 'Add Contacts', 'Newly Discovered', and 'My Contacts'. The main area shows a list of contacts under the heading 'My Contacts 9 Contacts'. The list is sorted by 'Last Interaction' and includes columns for 'Contact', 'Firm', and 'Location'. The contacts listed are:

Contact	Firm	Location
Dr. David A. Columna	Oficina de Abogados Dr. Jo...	Distrito Nacional, Dominican Republic
Jonathan Goacher	DWF LLP	Singapore
Sara Erskine	Rueters LLP	Ontario, Canada
Gaurav Shanker	Business Law Chamber	DELHI, India
Blażej Wągiel	IPSO Legal	Poland
Marco Pistis	IPG Lex	Torino, Italy
Seun Timi-Koleolu	Pavestones	Nigeria
Pablo Ordoñez	Velasco	Colombia
Raina Lal	Lal Patel Bale Lawyers	Fiji

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

INSIGHTS THAT DRIVE REVENUE

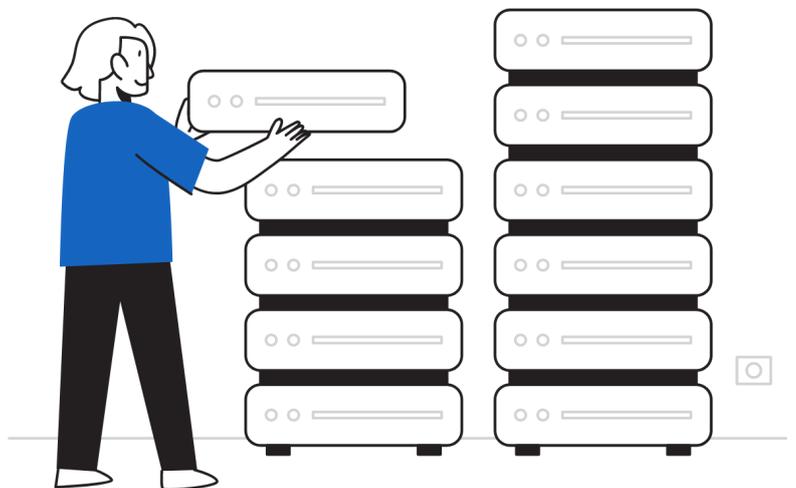
NEXL's Client Insights tool helps your law firm leaders and BD team better understand your firm's relationships

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.

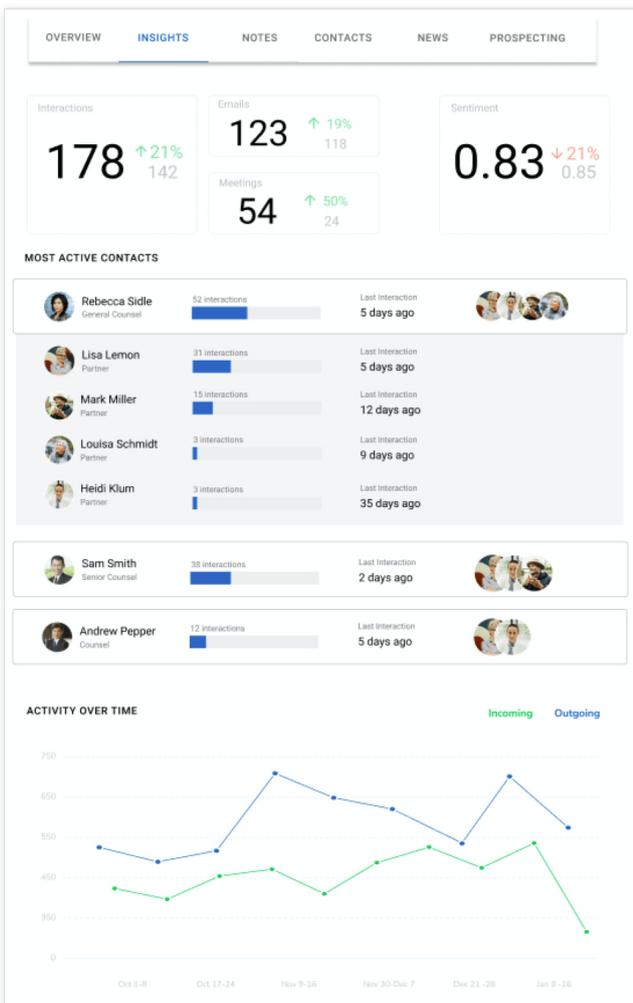
Aggregated email data allows you and your BD team to map your firm's relationships to easily identify strongest links, opportunities to strengthen client relationships, and identify new client opportunities.

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.

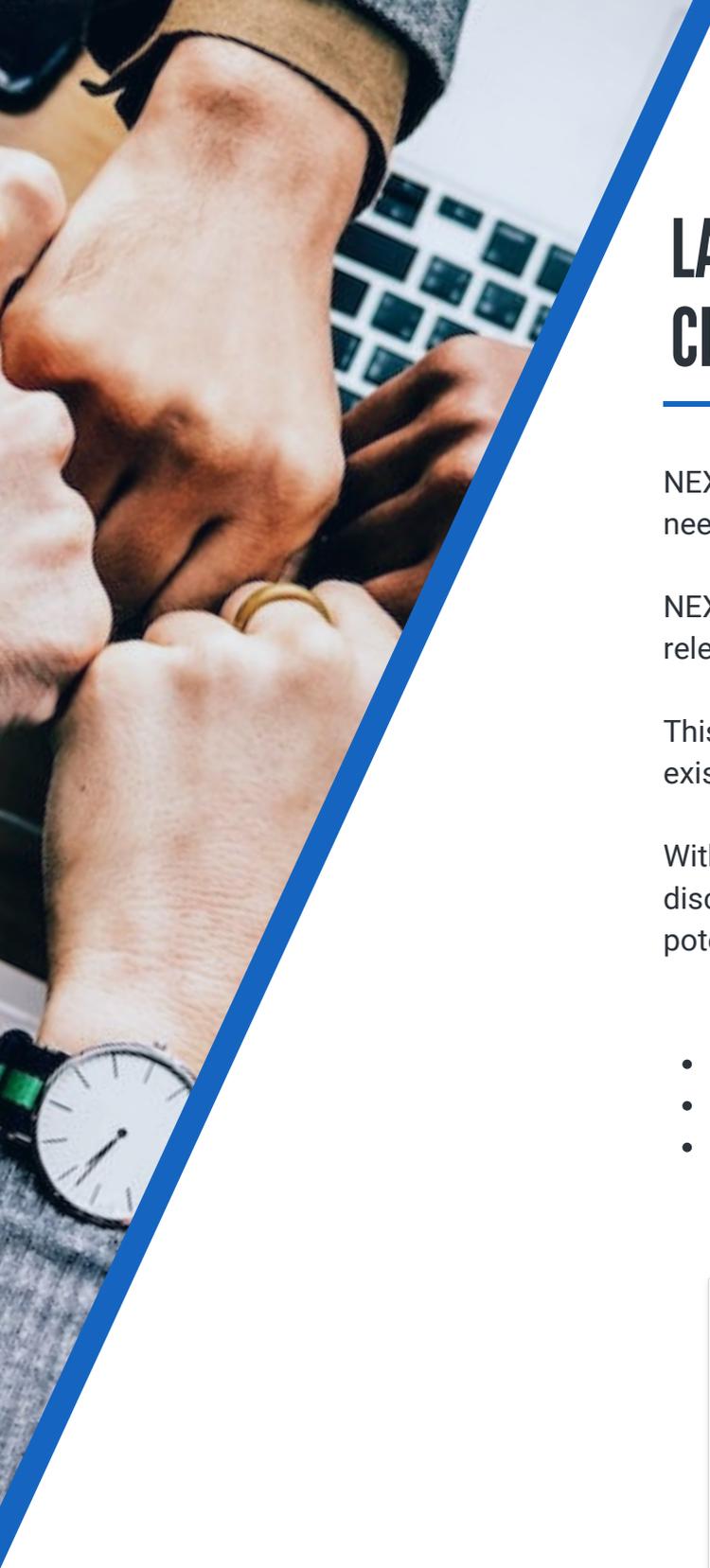


- Automatically mine relationship data from your lawyers' email activity
- Get insights across all your firm's relationships
- Get the data you need to make better business decisions.



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.

Company	Location	Contacts	Size
BHP	Australia	12	10,001+
Thiess	Australia	12	10,001+
Barrick Gold Corporation	Canada	4	10,001+
Alcoa	United States	2	10,001+

Name	Email	Title
Tom Day	tday@bhp.com	Vice President - Legal
Nicolas Lustig	nlustig@bhp.com	Legal Vice President Minerals Americas
Marleen Bergman	mb@bhp.com	Senior Legal Counsel
Kristin Gamble	kgamble@bhp.com	Head of Legal - Employee Relations
Chloe Mitchell	cmitchell@bhp.com	Legal Counsel, Employee Relations
Sean Wion	swion@bhp.com	Managing Counsel - Commercial, Petroleum
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

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

GROW YOUR INTERNATIONAL CLIENT BASE

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 interface. At the top, there is a navigation bar with links for 'Get Started', 'My Contacts', 'Directory', 'Community', and 'Discover'. A search box titled 'Search for relationship firms' is located on the left, with a 'Country' dropdown menu set to 'United States' and a 'Keyword' input field. To the right of the search box is a world map. Below the search box, five law firm profiles are listed:

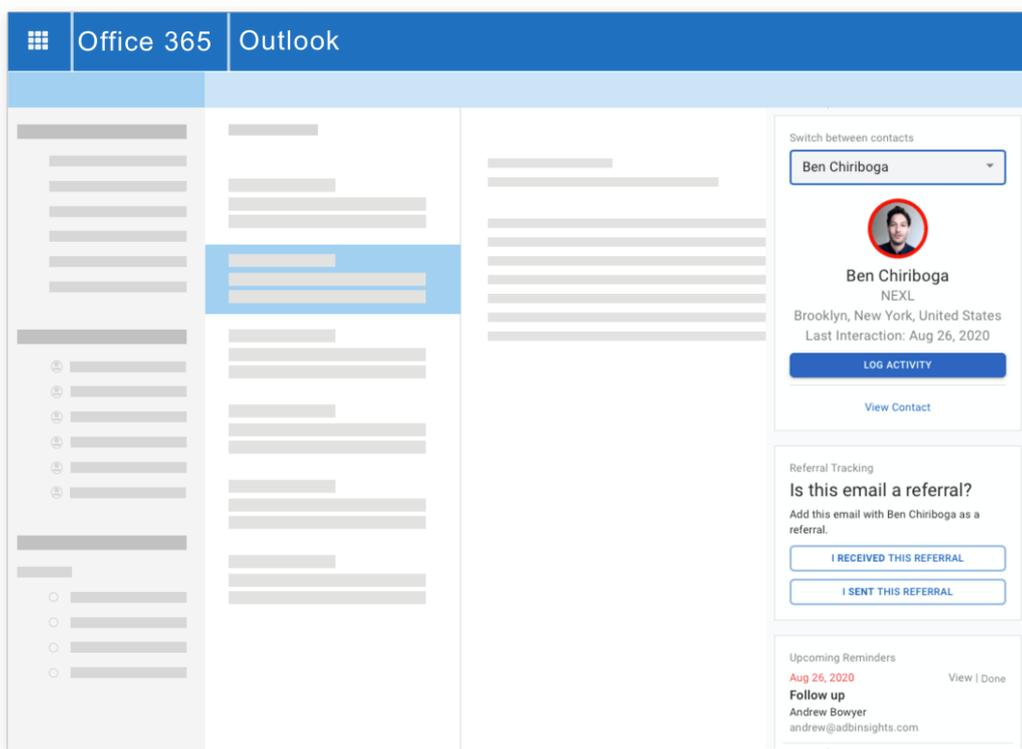
- Debevoise & Plimpton LLP**: New York, United States. Services include Equity capital markets, Private equity, Investment funds, and Capital Markets. A contact person, John Doe, is listed.
- Sidley**: Dallas, United States. Services include M&A deals (mid-market) and M&A deals (large / premium). A contact person, Jane Smith, is listed.
- Skadden, Arps, Slate, Meagher & Flom LLP**: New York, United States. Services include Trademarks and service marks. A contact person, John Doe, is listed.
- Lowenstein Sandler LLP**: New Jersey, United States. Services include Intellectual property (general...), Technology, and Trademarks and service marks. Two contact persons, John Doe and Jane Smith, are listed.
- Morgan, Lewis & Bockius - global law firm**: Washington, DC, United States. Services include Intellectual property (general...), Technology, Data protection and cybersecur..., and Copyright. A contact person, John Doe, is listed.

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.

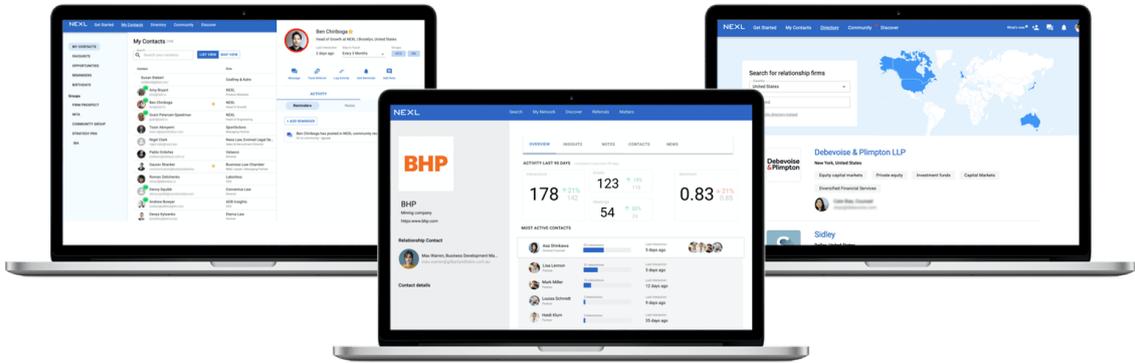
Forget time-consuming spreadsheets - track your referrals using NEXL. The platform features a referral tracking tool for Outlook, which allows firms to track referral activity with a single click of a button.



"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>

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