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## **LexisNexis Taps Endeca IAP for Legal Business Development Solution**

**CAMBRIDGE, Mass., March 14, 2007** – Endeca Technologies, Inc., an enterprise information access software company, today announced that LexisNexis has selected [the Endeca Information Access Platform \(IAP\)](#) to power the legal business development solution, LexisNexis® atVantage™. Designed to help business development and marketing professionals at law firms identify new business opportunities and grow existing accounts, the LexisNexis atVantage service offers fully integrated analytics, visualization, Guided Navigation® and search capabilities. These capabilities, supported and enabled by the Endeca IAP's unified indexing technology, help LexisNexis clients intuitively explore and analyze a wealth of litigation, company, and market data sources to make the best possible business development decisions given all relevant information available.

The LexisNexis atVantage product -- one of the first true search/business intelligence convergence applications and a cutting-edge example of a premium content supported workflow application -- combines Endeca's information access capabilities and access to LexisNexis® premium information to help law firms grow revenues in three distinct ways. Firms can use atVantage to identify cross-selling opportunities within their existing client base, find and qualify new prospective clients, and/or make the best informed decisions about expanding into new markets.

The LexisNexis atVantage product team selected Endeca for the new solution based on the company's previous experience working with Endeca's technology on two of its most popular directory solutions, and cited the unique user experience and time-to-market benefits the technology could deliver over traditional search, database or business intelligence tools as key to the decision.

"In talking to our customers we found that most people were struggling to manage, connect and align the various data and content sets that informed their marketing and business development decisions," said Mason White, vice president of atVantage for LexisNexis. "Endeca's technology and adaptive data model gave us an opportunity to rapidly deploy a solution that could pull together our premium data and content in a way that makes this information both more accessible and actionable. This combination has been well received by our customers."

LexisNexis atVantage provides detailed information on clients' litigation and financial transaction activity, with detailed charts allowing marketers to identify opportunities, determine the firm's current share of a client's business, and pinpoint who has the remaining share. It also provides insight into companies' historical and current litigation and financial transaction activity, law firm representation and trends by practice.

Firms can create prospect target lists through an exclusive prospecting tool that allows guided searching and browsing by litigation and financial transactions, location, industry, size, and many other available criteria. In addition, the atVantage service provides up-

to-the-minute research on market and industry trends, as well as the most current litigation, news, mergers and acquisition activity, deals and analyst reports.

“AtVantage is the first business development solution of its kind in legal field, and is a pioneering example of next-generation information access applications,” said Steve Papa, chief executive officer of Endeca. “By teaming up with visionary companies like LexisNexis, we can deliver new classes of applications today, while working with their teams to continually improve and advance our technology to create tomorrow’s information access infrastructure.”

#### **About Endeca**

Endeca is a next-generation information access company, uniting the ease of search with the analytical power of business intelligence. Combining patented intellectual property, breakthrough science and a deep focus on user experience, the Endeca Information Access Platform helps people find, analyze and understand information in ways never before possible. Leading global organizations like ABN AMRO, Bank of America, Boeing, Cox Newspapers, Dice, The (US) Defense Intelligence Agency, The Home Depot, Hyatt, IBM, John Deere, The Library of Congress, Nike, and Walmart.com rely on Endeca to power business-critical applications that increase revenue, reduce costs and streamline operations.

Headquartered in Cambridge, MA, USA, Endeca is a private company with worldwide operations. For more information: [www.endeca.com](http://www.endeca.com) or [info@endeca.com](mailto:info@endeca.com).

#### **About LexisNexis**

LexisNexis® ([www.lexisnexis.com](http://www.lexisnexis.com)) is a leading provider of information and services solutions, including its flagship Web-based *Lexis*® and *Nexis*® research services, to a wide range of professionals in the legal, risk management, corporate, government, law enforcement, accounting and academic markets. A member of Reed Elsevier [NYSE: ENL; NYSE: RUK] ([www.reedelsevier.com](http://www.reedelsevier.com)), LexisNexis serves customers in 100 countries with 13,000 employees worldwide.

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