



Identify and understand prospects and customers in minutes

## LexisNexis® Company Dossier

The advanced company reporting tool that delivers targeted accurate intelligence on your customers, competitors and your industry – every time.

Enter one simple search – either a company name, an industry or an executive's name – and receive a thorough report with the current, vital facts about existing and prospective clients, business partners, vendors, competitors and industries.

Retrieve and analyse the company, industry and executive information you need to make better business decisions

## Identify and understand prospects and customers in minutes with LexisNexis® Company Dossier

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### Gain deeper insights into companies with whom you do business already and find new prospects with LexisNexis® Company Dossier

Having easy access to this comprehensive and reliable information enables you to dig deeper and stay ahead of the competition by making better, more informed decisions.

#### Strengthen existing business relationships

- Drive business development and maximise sales and marketing programmes by keeping one step ahead of changing needs, financial situations, marketplace trends and competitors.
- Track competitors, their businesses, performance and litigation.
- Research possible mergers & acquisitions or joint venture prospects.
- Stay ahead of industry needs and trends.
- Monitor clients’ brands and trademark performance.

#### Target the right new business relationships

- Identify and pre-qualify potential clients, and retrieve customised prospect lists based on specific criteria (i.e. industry, sales, geographic location, earnings and position titles).
- Prepare on-point presentations and reports before meeting with prospects or analysing business opportunities. Build a comprehensive understanding of your clients’ businesses and needs.
- Gain an understanding of a prospective client’s brands and trademarks.
- Compare and contrast financial results to create benchmarks and evaluate relationship risk.

“ The service provided us with a small item from a regional newspaper about a land deal involving a client... one of our partners was able to pick up the phone and generate extra work. That call would not have been made without Nexis. ”

Caroline Cleveley, Addleshaw Goddard



## Count on powerful company insights from LexisNexis® Company Dossier

LexisNexis Company Dossier reports cover more than 43 million public, private and international companies, including 26 million non-U.S. companies. Getting a report is simple... just enter the company name or ticker symbol.

### Easy-to-browse customisable reports

Each report comes with an easy-to-navigate table of contents and includes details from the extensive universe of authoritative LexisNexis sources, allowing you to link directly to:

- Convenient, at-a-glance company overviews.
- Articles about target companies in publications from our collection of more than 22,000 such as The Telegraph, The Guardian, The Independent, The New York Times®, The Washington Post®, CNN® and USA Today®.
- Parent company and subsidiary information from the Directory of Corporate Affiliations™.
- Financial, competitive and stock information; mergers & acquisitions; research and analyst reports; and other company reports provided by the most prestigious names in the business including Hoover's®, Standard & Poor's®, Hemscoff, Investext Analysts Reports and more.
- Information about key executives, including biographical and CV information and details of other companies that they're associated with.
- Recent U.K., U.S. and Canada case law; Commonwealth case law; Mealey's™ Reports; Martindale-Hubbell® Outside Counsel, Corporate Counsel and Law Directory; and CourtLink® strategic profiles.
- Domestic and foreign patents; recent trademarks; and copyrights.
- Competitive positioning, research and analyst reports, corporate financials, and mergers & acquisitions.

LexisNexis is a starting point for any pitch work carried out here. The comprehensive coverage also provides us with the information we need to best serve our clients, efficiently and reliably. LexisNexis

Mike Spencer, M&C Saatchi



## Expand your sales & marketing intelligence with LexisNexis

### Use news to identify new “reasons to call”

Keeping in touch with clients and prospects is vital, if you're not calling them then your competitors are. Equip Sales and Operations teams with targeted newsletters, keeping them up-to-date with the latest news in your target markets and giving them plenty of reasons to call.

### Embed company profiles into your CRM

Get more out of your existing CRM systems by integrating our news, company, industry and executive information with your customer and target lists. Supply your Sales and Marketing colleagues with the information they need, when they need it.

## Get in touch

To find out more about LexisNexis solutions:

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