



3E BUSINESS DEVELOPMENT PARTNERING TO PROVIDE YOU WITH THE COMPETITIVE EDGE

KEY BENEFITS OF THE 3E BUSINESS DEVELOPMENT PARTNER NETWORK

- Gain powerful CRM capabilities using the familiar Microsoft Office platform
- Generate, qualify, and prioritise high-quality leads and enhance client relationships with targeted email marketing capabilities and intuitive technologies
- Ease bid management processes through automated proposal generation

DELIVERING INCREASED VALUE THROUGH THE PARTNER NETWORK

It's no longer acceptable to have a business development system that is "good enough." Today's competitive world requires that your firm be able to differentiate itself from the rest and make the most of the information that exists within your organisation. Thomson Reuters Elite delivers all this and more with 3E® Business Development, a superior, complete, end-to-end system for the entire marketing life cycle.

3E Business Development brings more value to your firm by combining legal-specific knowledge and technologies with complementary solutions from a best-of-breed partner network. Thomson Reuters Elite provides a deep understanding of how law firms use technology, from business development to accounts receivable, as well as unsurpassed information assets. Our partners deliver enhanced value on specific functionalities, such as email marketing or proposal generation. In addition, our 3E Business Development partners are serious about R&D, and they put significant investment into staying at the forefront of their respective technologies, whether customer relationship management, email marketing, or proposal generation systems. By working closely with its partners, Elite is able to lower the total cost of 3E Business Development ownership for firms and speed time to value as well.

AN INNOVATIVE AND GLOBAL LEADER

Thomson Reuters Elite offers a complete enterprise business management solution to run all operational aspects of your firm, including business development, risk management, client and matter management, and financial management. Using our integrated suite of offerings enables you to increase visibility and streamline workflow, ultimately improving profitability and exceeding your clients' expectations.



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GET YOUR RETURN AND MORE WITH CRM

Microsoft Dynamics CRM combines familiar Microsoft® Office® applications with powerful CRM software to improve marketing effectiveness, boost sales, and enrich customer service interactions. Whether on-premises or on-demand, Microsoft Dynamics® CRM delivers on the power of service productivity with a solution that is:

- **Familiar** – software that empowers people through natural, productive, and insightful experiences
- **Intelligent** – real-time analytics and streamlined business processes that enable informed decisions and operational efficiencies
- **Connected** – connections across people, processes, and ecosystems that allow businesses to maximise the value of relationships and systems

BRING EMAIL MARKETING INTO FOCUS

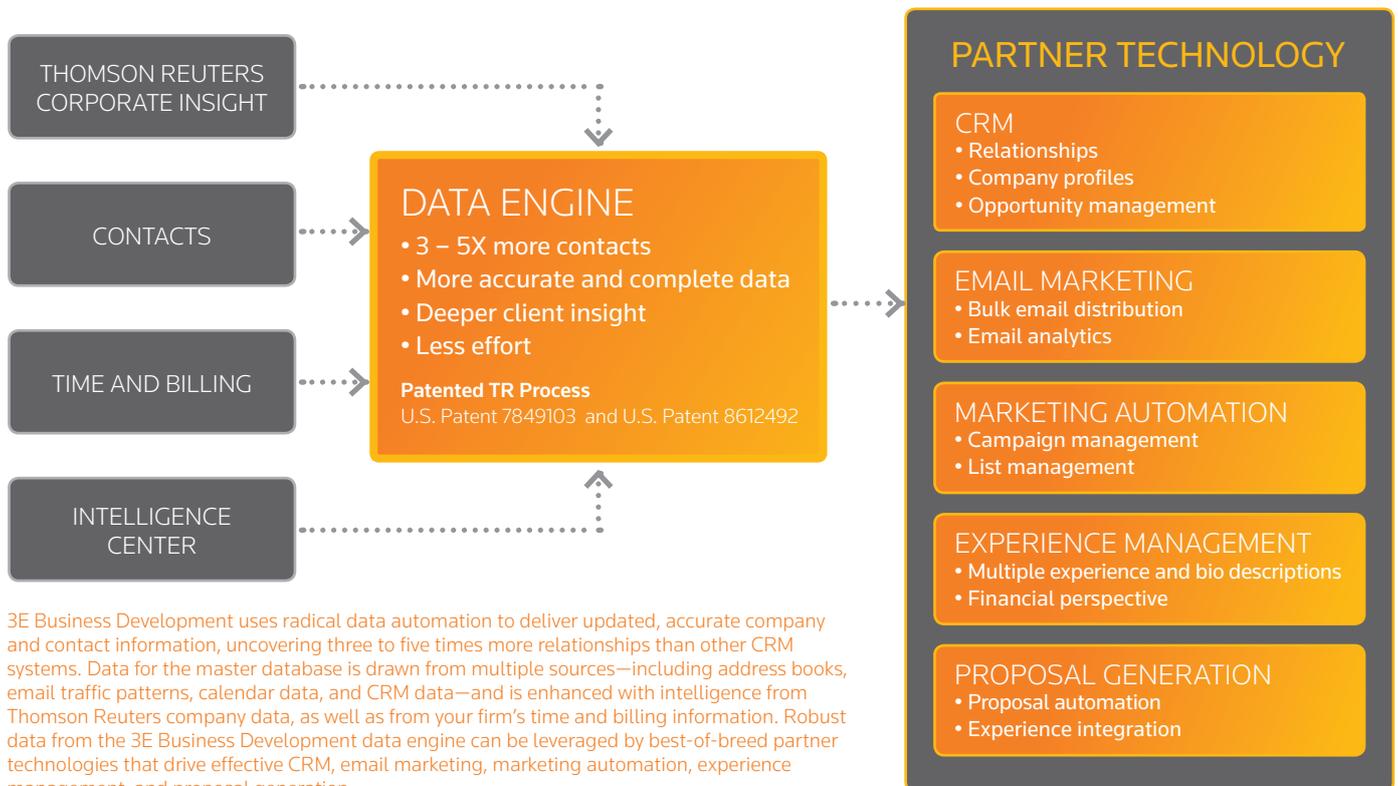
Concep is a provider of empowerment marketing technology and services to corporate and professional firms globally. Concep is a trusted long-term partner to more than 200 firms globally, delivering enterprise-wide email marketing and mobile business development technology and supporting services. Concep believes that technology, creative thinking, strategy, and most importantly people are the fundamental elements to successful marketing.

Vuture enables users to create and manage their marketing communication programs, whether digital, email, events, websites, social media, print, or surveys, and can be utilised as a marketing asset manager. Vuture clients include 40% of all large law firms globally, 3 of the big 4 accountancy firms, and 50% of the top 10 global real estate firms. It puts the power of marketing in the hands of the marketer rather than in the hands of external creative agencies.

GENERATE BETTER PROPOSALS FASTER

Qorus Breeze Proposals provides proposal, sales, and bid managers with a solution that brings the entire bid management process together, easily. The result? Reduced costs, less time and hassle, more control, and a proposal automation solution that is easy to use and that actually works.

- Generate proposals faster
- Grow your knowledge
- Achieve higher win rates



3E Business Development uses radical data automation to deliver updated, accurate company and contact information, uncovering three to five times more relationships than other CRM systems. Data for the master database is drawn from multiple sources—including address books, email traffic patterns, calendar data, and CRM data—and is enhanced with intelligence from Thomson Reuters company data, as well as from your firm's time and billing information. Robust data from the 3E Business Development data engine can be leveraged by best-of-breed partner technologies that drive effective CRM, email marketing, marketing automation, experience management, and proposal generation.

Learn more about 3E Business Development from Thomson Reuters Elite at elite.com/getreal.