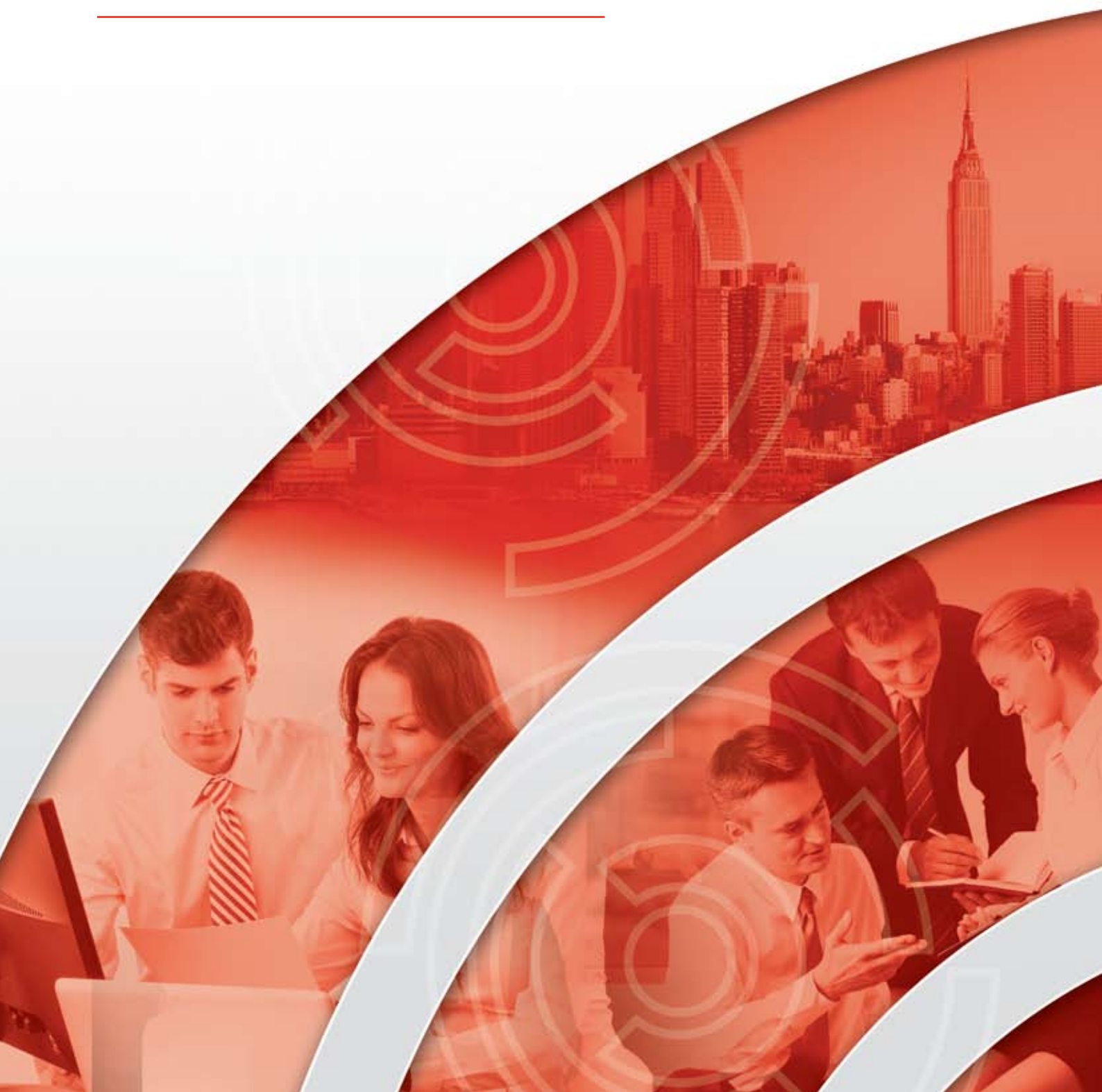




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**The smart way to win  
new business**

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# PREPARE TO IMPRESS, PITCH TO WIN

**Pitching for new business is not easy. You need to know the potential client and show that you understand their business.** You need to demonstrate that you have the right experience and that your firm is a good fit when it comes to building a long-term partnership. Above all, you need to impress and stand out if you want to win new clients.

It takes time to produce a pitch document that ticks all those boxes. Your marketing department has to scour multiple documents and data

sources to find relevant information. They will also need to contact fee-earners and partners who've worked on similar engagements but who may be too busy to spare much time to help.

Marketing and Business Development staff are often constrained by deadlines, incomplete or outdated information and inefficient systems, resulting in sub-optimal pitch documents.

There is now a way to categorise your experience and leverage it to prepare stronger pitches that win new business - by using Iphelion PitchPoint.

Key benefits:

## HARNESSES EXISTING INFORMATION

No need to input data twice. Information held in existing practice management and CRM systems can be imported into PitchPoint.

## ADVANCED SECURITY

PitchPoint respects ethical walls and restricts access to price-sensitive and eyes-only information without sacrificing the ability to find information you need.

## EMPOWERS MARKETING

PitchPoint acts as a central repository for collecting intelligence on clients and prospects that can be searched by marketing and other staff and accessed by third-party systems.

## BOOSTS FEE-EARNER PRODUCTIVITY

Automate time-consuming tasks by providing fee-earners with links to key documentation, staff who worked on the matter and any other related matters.

## MOBILISES YOUR TEAM

PitchPoint has been designed for mobile working over VPN and can be accessed on tablets, smartphones and notebooks as well as desktop PCs. Your team can work on winning new business wherever they are, whenever you need them.

## ENHANCES YOUR BRAND

Pitch documentation is automatically generated using your own branded templates and house style directly from within Microsoft Word using Iphelion Outline rendering technology.

## MINIMAL IT ADMINISTRATION

Your marketing team can administer the PitchPoint software and maintain data quality as specialist IT skills are not needed for day-to-day tasks.

**PitchPoint takes the hard work out of pitching**

# STAND OUT FROM THE CROWD

PitchPoint is an advanced, yet easy to use, solution for preparing the perfect pitch. Firstly, it organises your firm's experience and then harnesses it, allowing your team to create compelling pitch documents that give you an edge in today's increasingly competitive market.

Using PitchPoint, your marketing team gains an invaluable business intelligence tool for collecting marketing information about your experience, fee-earners and testimonials.

Preparing a pitch is a team effort. PitchPoint breaks down the information silos that hold back collaborative working, encouraging your paralegals and support staff to take on some of the workload involved in pitch preparation, if desired. Fee-earners can also play a bigger role as they now have an easy-to-use method to contribute information on matters to the PitchPoint repository. PitchPoint makes it easy for team members to review content and ensures it conforms to the firm's standard language and tone.

Finally, PitchPoint helps your marketing department transform marketing information into well-researched, professional and persuasive pitch documents that stand out from the crowd and, above all, impress potential clients.

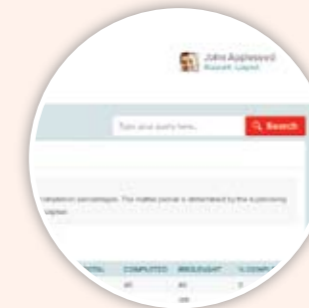


## NEXT GENERATION FEATURES



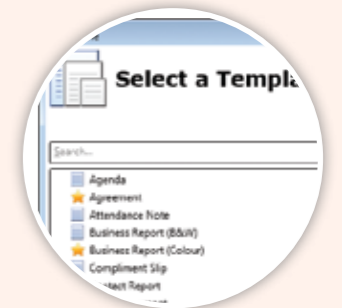
### Designed by law firms, for law firms

PitchPoint was designed with input from legal marketing teams, lawyers and partners therefore we understand the challenges you face when pitching for new work.



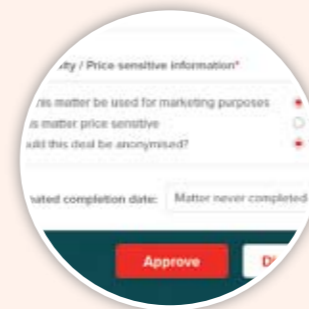
### Searchable experience

Searchable experience database provides a powerful business intelligence tool that lets you locate expertise across different practice areas, industry sectors and geographic regions.



### Powerful template integration

Turn your pitch document designs into flexible and smart Word templates using the built-in template rendering engine, powered by Iphelion Outline.



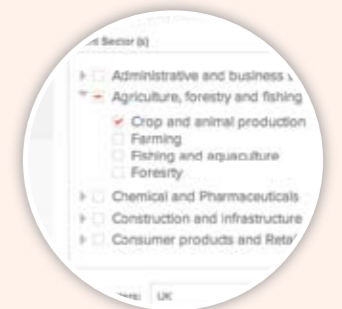
### Built-in approvals

Ensure information quality by enabling supervising partners or business development representatives to approve the addition of matters before the information becomes searchable.



### Device independence

You can enter or search information in PitchPoint using any device that runs a web browser, including smartphones, tablets, notebooks and desktop PCs.



### Modifiable meta information

Meta information on practice areas, fee-earners, industry sectors, countries, testimonials and departmental information can be easily modified via the administration area.



# Your questions answered

## What are the advantages of using PitchPoint to prepare pitches?

PitchPoint has been specifically designed to collect information on your firm's experience, fee-earners and testimonials across the entire organisation and makes that information searchable and accessible to help you win new business. Your staff can instantly access the information they need to prepare a bid document without having to waste time tracking it down. Equally importantly, PitchPoint includes powerful pitch generation software that takes the hard work out of creating professional pitch documents that can be designed in-house.

## We already store information on clients and experience in a database/spreadsheet. Can we reuse that information in PitchPoint?

Our implementation team can review the current experience information you hold around the firm and work with you on a way to standardise it for importing into the PitchPoint system. This may include one-time imports of spreadsheets or scheduled imports from live systems.

## Can you handle documents other than those in Microsoft Word format, such as desktop publishing files?

Our staff has considerable expertise in all common document formats used in the legal profession. We can either work with you to produce a Word version of your template to maximise your staff's ability to edit and share the pitch document, or produce a basic Word pitch template that can be used by your DTP team to extract the information from PitchPoint and then import it into your DTP platform. For spreadsheet users, we offer the ability to directly export the search results from PitchPoint to Excel, if required.



## Why Iphelion?

Iphelion is a UK-based software house specialising in the legal sector. It was started in 2006 by Managing Director Andy Driskell, formerly of Open Text, and Technical Director Simon Ashby-Crowe, formerly with KPMG, who shared a vision of providing a fresh approach to software and development within the legal sector.

To date, Iphelion has successfully delivered projects to some of the leading regional, national and international legal practices.

## Technical Features

- Requires Microsoft IIS server and Microsoft SQL Server 2008 or above
- Template integration requires Microsoft Word 2010 or above and an additional client-side installation
- Browsers supported: Safari, Chrome, FireFox, IE9+

Contact us if your software is not listed or you require bespoke integration.

## Integration

PitchPoint is fully compatible with Iphelion Outline, our powerful template management solution, and leading document management platforms. In addition, PitchPoint offers out of the box integration with:

- HP Autonomy WorkSite
- NetDocuments DMS
- Lexis-Nexis InterAction CRM
- Thompson Elite Enterprise

Find out what PitchPoint can do for your business by requesting a no obligation demo at [www.iphelion.com](http://www.iphelion.com) or emailing [info@iphelion.com](mailto:info@iphelion.com)