

## LexisNexis Axxia ® dna Strengthens its Position in Mid Law Segment

*Wins over law firm Aberdeen Considine; Russell-Cooke upgrades to latest LexisNexis Axxia dna*

**London – January 2010** LexisNexis, a leading provider of practice and productivity management solutions, today announced that Aberdeen Considine, a leading Scottish law firm, has selected LexisNexis Axxia dna as its single, integrated practice management system of choice. The firm will also act as a showcase reference site for LexisNexis Axxia dna in the Scotland region. In addition, Russell-Cooke LLP, a top 100 legal firm, has chosen to upgrade from legacy accounting and billing solution Personal Knowledge Centre (PKC), to LexisNexis Axxia dna.

Aberdeen Considine has purchased 100 user licences for its Legal Services Division. It chose LexisNexis Axxia dna for its easy workflow build capability and superior reporting functionality. With the firm's core business offering being volume debt recovery and conveyancing, the firm relies heavily on workflows to continuously enhance operational efficiency and reduce costs. The exhaustive reporting options offered by the solution will give the firm detailed management information such as billing and accounting status and profitability, in real-time enabling informed business decision making. The firm has been using an accounting system from SOS. Having rapidly grown its operations, it is looking to deploy technology that will deliver greater business benefits and maximise its technology investments.

Rob Aberdeen, Partner in charge of Lender Services, Litigation and Employment, explained, "We went through an exhaustive due diligence process prior to selecting LexisNexis Axxia dna. The workflow development capability offered by the solution is truly exceptional – even non IT staff can easily create new workflows. As the showcase reference site for Scotland, we have a seat on the LexisNexis Axxia dna Product Development Board, which means that we have the opportunity to contribute to its further development. This is important to us. One of the key reasons for our consistent growth has been a strategic and progressive approach to technology adoption. This has enabled us to stay ahead of the curve, allowing us to add new services quickly in response to market demand."

Russell-Cooke's decision to upgrade to LexisNexis Axxia dna has been driven by the firm's business requirement to bring workflow development capability in-house and to deploy a document management system firm-wide. The



functioning of one ISO accredited department at the firm is very process intensive and the department needs to be able to quickly deliver on evolving client requests and rigid billing structures in order to adhere to the stringent rules of the accreditation. LexisNexis Axxia dna will give the firm the ability to easily develop new workflows in response to such demands and potentially deliver benefits to other teams as well. In the near future, Russell-Cooke is also likely to adopt the more sophisticated automated billing functionality offered by the solution. The firm has purchased 230 user licences to be spread across its two offices in London and one in Surrey.

Philip Hill, Chief Executive at Russell-Cooke LLP, commented, “We are keen to adopt a solution platform with developmental potential for the foreseeable future so that it not only remains flexible and adaptable to our business needs, but also maximises our investment. With three offices spread across five buildings, LexisNexis Axxia dna will unite the firm via a single interface and streamline the business. Going from a predominantly manual document management process to one that is integrated into the practice management system should deliver substantial and almost immediate efficiency gains.”

Tim Cheadle, General Manager, LexisNexis Practice & Productivity Management, concluded, “We are delighted by the traction we are seeing for LexisNexis Axxia dna in the market. Increasingly, firms are telling us that with strategic technology investment becoming crucial to ensuring long term growth and competitive advantage, LexisNexis Axxia dna is proving to be the most logical option for them. The fact that firms of the calibre of Aberdeen Considine and Russell Cooke have chosen LexisNexis Axxia dna over all other products on the market, itself speaks volumes for the solution’s merits. We are looking forward to working with both firms to deliver the best possible solution – now and in the future. LexisNexis Axxia dna is an evolving platform, which will continue to be enhanced in response to customer needs.”

LexisNexis Axxia dna is a next generation, fully-integrated practice management software designed to increase firms’ efficiency and profitability with legal accounting, time and billing, workflow, document and contact management, in one integrated system. The company has recently released LexisNexis Axxia dna 1.5, the latest version of the software. It has been enhanced with functionality that allows the creation of joint clients and entities and financial requisitions management, amongst others.



#### About Aberdeen Considine

Aberdeen Considine is a leading Scottish law firm, which provides clients – both private and corporate – with a host of specialised services relating to the legal, financial and property sectors.

Established in 1981 in Aberdeen, the firm has grown to a network of more than 19 offices throughout the North-east of Scotland and Perthshire, employing over 240 partners and staff.

For further information on Aberdeen Considine & Company and the firm's range of services please visit [www.acandco.com](http://www.acandco.com) or call 01224 589 700.

#### About Russell Cooke

Russell-Cooke LLP is a Top-100 legal firm with around 150 highly-regarded specialist lawyers, acting for a mix of commercial, not-for-profit and private clients. Many Russell-Cooke teams and people are leaders in their fields, winning peer-group accolades in areas as diverse as commercial property, regulation, crime and childcare law. The firm is highly rated by legal directories. Russell-Cooke's breadth of expertise means it can tackle complex multi-dimensional cases. A significant proportion of the firm's work comes from referrals from other solicitors or professional firms.

For further information about Russell-Cooke LLP and the services it offers, please visit [www.russell-cooke.co.uk](http://www.russell-cooke.co.uk) or call 020 8789 9111.

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