

# ERM and CRM: Compare and Contrast

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# Agenda

- Panelist Introductions
- Audience Poll
- Comparing the Strengths
- Individual Firm Considerations in  
Choosing/Implementing a CRM or ERM System
- Questions

# CRM/ERM – Similar Strengths

Problem/Need	ERM	CRM
Data storage location	ASP or In-House	ASP or In-House
Initial cost/implementation time	Lower	Higher
Ongoing costs	Lower	Higher
Relationship strength measurement** CRM – manual; ERM – automated	+	+
Social media links (LinkedIn)	+	+
Identify potential industry growth areas	+	+
Identify relationships in a specific city	+	+

# ERM – Strongest Solution

<b>Problem/Need</b>	<b>ERM</b>	<b>CRM</b>
What is the potential impact of departing attorneys?	+	
Who do we know?	+++	+
Who are our lawyers working with?	+++	+

# CRM – Strongest Solution

Problem/Need	ERM	CRM
Who are clients/prospects?		+
Are business development efforts turning into new business?		+
Who are we sending Marketing materials to?		+
Is anyone reading our Marketing materials?		+
What transactions can we publicly disclose?		+
Manage mailing lists		+
Activity tracking		+

# Andrews Kurth – Cultural Difficulties/Considerations

Cultural Consideration	Priority
Growing demands on marketing/BD departments	1
Executive management commitment	2
Sufficient staff to support	3
Privacy/opt-out plan	4
Cost	5
Implementation time	Helpful to have quick wins
Structured firm hierarchy	Needed buy-in from PGL
Users amenable to ongoing training	Little training required
Changes in marketplace	Client and market demands drive changes
Willing to share data	Improving

# Foley Hoag – Cultural Difficulties/Considerations

Cultural Consideration	Priority
Executive management commitment	1
Structured firm hierarchy	2
Sufficient staff to support	3
Willing to share	4
Already have ERM or CRM	5
Cost	Already owned CRM
Implementation time	Not an issue
Marketing/BD programs in place	Already in place
Partner champion?	Exec commitment more important
Previous implementation unsuccessful	True
Users amenable to ongoing training	Enforced thru Exec commitment
Willing to actively participate in data maintenance	Enforced thru Exec commitment

# Reed Smith – Cultural Difficulties/Considerations

Cultural Consideration	Priority
Growing size of firm	1
Established Key Account program	2
Innovative culture within the firm	3
Executive management commitment	4
Cost	5
Already have ERM or CRM	Did not have either system = green field site
Structured firm hierarchy	Already established in the firm
Sufficient staff to support	Budget to recruit additional staff
Willingness to share	Enforced by SMT: <i>“If it isn’t in CRM, it didn’t happen”</i>



# CRM Vendors in the Legal Sector

Contact Manager	Hubbard One <a href="http://www.hubbardone.com/contactmanagement/">www.hubbardone.com/contactmanagement/</a>
ContactEase	Cole Valley Software <a href="http://www.colevalley.com">www.colevalley.com</a>
CRM4Legal	Client Profiles/Microsoft <a href="http://www.clientprofiles.com/products_crm4legal.asp">www.clientprofiles.com/products_crm4legal.asp</a>
IntelliPad	Versys Corporation <a href="http://www.intellipadcrm.com">www.intellipadcrm.com</a>
InterAction	LexisNexis <a href="http://www.interaction.com/interaction/legal/">www.interaction.com/interaction/legal/</a>

# ERM Vendors in the Legal Sector

BranchIt	BranchIt Corporation <a href="http://www.branchitcorp.com">www.branchitcorp.com</a>
ContactNet	Hubbard One <a href="http://www.hubbardone.com/relationshipmanagement/">www.hubbardone.com/relationshipmanagement/</a>
InterAction IQ	LexisNexis <a href="http://www.interaction.com/interaction/IQ/">www.interaction.com/interaction/IQ/</a>
Relationship Discovery	Cole Valley Software <a href="http://www.colevalley.com">www.colevalley.com</a>

Questions?

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