

Leading Firms Select Hubbard One's FirmConnect 5.3

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New approach lets law firms focus effort on delivering heightened client service and more efficient business development processes

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Hubbard One, part of FindLaw and a business within The Thomson Corporation (NYSE: TOC; TSX: TOC), today announced the launch of FirmConnect® 5.3, the latest release of the most popular Web platform for large law firms. FirmConnect 5.3 uniquely facilitates sharing content and capabilities across Web sites, client and matter extranets, business development proposals, and alumni and recruiting sites. Even before the product's launch, more than five AmLaw 100 firms have already committed to FirmConnect 5.3.

FirmConnect 5.3 features unprecedented integration of content and functionality and enables law firms to power a broad range of Web-based applications, delivering control, consistency and increased efficiency across the firm. The release ushers in a new way of developing and deploying large-scale law firm Web solutions. Now, firms can spend less time establishing essential Web components and more time delivering high-value information and communication to key constituents. It promotes ease of use, rapid implementation and lower total cost of ownership.

The highly-integrated product suite gives firms the flexibility to buy what they need to meet specific business requirements and add additional capabilities to address new and emerging projects.

"We see FirmConnect 5.3 as the foundation of Dorsey & Whitney's client and business development strategy," said Carolee Swallie, director of Global Communications, Dorsey & Whitney LLP. "We believe the solution brings together significant benefits in terms of client service, marketing cost-effectiveness and overall firm competitiveness."

Key features of this release include a revolutionary approach to quickly deploying Web sites with FirmConnect Web and a new proposal-generation tool within FirmConnect Prospects.

Highlights of the new FirmConnect Web include

- Globalization: FirmConnect 5.3 allows firms to easily adapt their Web presence to multiple languages (including double-byte) and regions.
- Point-and-click editing and preview/publishing features: Administrators can edit content directly on the Web page, reducing technical dependency, and review new or edited content and templates on an actual Web page before moving it to the live Web site. Administrators also can move data from a staged environment to a live environment and schedule the display of data.
- Enhanced personalization and reporting: Firms can deliver tailored content and a customized browsing experience for each of its site visitors based on individual identities. Then, firms can analyze user activity, security, site traffic and administration reports to consider ongoing enhancements.

New FirmConnect Prospects features include

- Proposal generation: Using templates, firms can easily assemble consistent, high-quality proposals in minutes. The intuitive proposal generation wizard allows firms to select and edit content sections, save the file to a proposal library and export the proposal document.
- Centralized prospect content management: FirmConnect Prospects offers a centralized resource to manage all available content and leverage existing firm-wide content from other FirmConnect applications, such as attorney bios, practice group descriptions, and publications. Users can easily create, edit and restructure content relevant to business development efforts, and tailor information for individual opportunities.
- Proposal tracking and reporting: FirmConnect Prospects lets users collaborate with peers by sharing existing proposal information and maintaining more efficient proposal records. Archived proposals can be accessed through powerful meta-data or full-text searches. The tracking function allows firms to monitor proposal activity and analyze opportunities over time.

"Hubbard One is committed to the legal industry's Web applications and continues to develop fresh, imaginative approaches to help law firms maximize their benefit from their Web properties. FirmConnect 5.3 is a tremendous example of that," noted John Fish, vice president and general manager, Hubbard One. "With our unique industry focus, Hubbard One is committed to developing products that bring together the features, ease of use, and reliability that law firms need and their clients demand. FirmConnect 5.3 is our greatest success in that regard."

In July, Hubbard One was acquired by FindLaw, the leading provider of client development services to the legal profession and a business within The Thomson Corporation. Together, Hubbard One and FindLaw provide the broadest range of best-in-class services law firms need to build profitable relationships with clients.

About FindLaw

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