



Using data driven services in Manzama to drive sales and match customers to need – Anthony Roberts

Q & A

Q) Could you give us an idea of cost and deployment timetables? How quickly could a firm get live? Is it going to be a huge amount of money or is it very achievable?

A) This is a very cost-effective solution – we can deploy this very quickly. As an example, one of our clients deployed 1,500 Unique User Profiles within 6 weeks. So if you have 200 lawyers, within 2 weeks, I would expect each lawyer to receive a personalised daily summary, their own dashboard, we'd have all of your newsletters set up and we can integrate fees into your local systems.

Within the cost, we provide a full client success profile programme, including what we call a 'Jump Start Programme'. We don't just give you access and make you do it yourselves. You tell us a series of objectives that you want to achieve, provide us with some information and as part of the cost our client success team set everything up for you. But typically this is a fraction in comparison to most other legal tech solutions.

Q) Would you give us an indicative cost based on an example?

A) For a small to medium law firm, typically the costs start around £7.5 thousand pounds per year as an annual subscription covering the entire firm. And that obviously increases based on the number of lawyers you have or, if you're not a law firm, the number of users or recipients of this information.

Q) Can it reflect internal data back to the recipient - so for example, a CMS worklist?

A) Within the curated newsletter tool – you really can add external content from the news space, or you can add in any of your own internal content. You can add in articles you can write content; you can add commentary to external news. So that is really just a tool that allows you to put content in that you really want, create the styling and send it to large groups of users, understanding then who's viewing and clicking into which documents.

Q) Is there a way to facilitate retaining that information, perhaps in a CRM system, easily?

A) We are really a technology platform that sits on top of the news so whenever you click on an article, we take you to the original website. Within the publication history of any newsletters, that is a permanent history. It shows the exact report that was sent out at what time and all of the articles included. Within CRM integrations typically how it works, and we

work with multiple CRMs, you have a client page – say Barclay’s Bank – and within a tab of that window we can add in news or analytics that’s live and currently updated.

Q) Does this work better for larger/listed companies – what about the SME space?

A) The products that I showed you on the screen a split between the base product – which is an aggregation current awareness tool which is used by a huge number of organisations – that first well for any company. Even if your clients are small will be in the media and we track those; we track all of the local Midlands Newspapers. We work with lots of law firms in the Midlands. The insights, the analytics which we saw towards the end, that’s separate module. The reason we separate it is that that is better for larger corporations. We need more data to be able to formulate health scores, so if that doesn’t fit with the company you can split that part off and obviously reduce the cost. But the main product is indeed better for all companies, Insight is better for larger corporations.

Q) The large publishers’ products are very good but very expensive. To what extent can you aggregate any legal information, and can this product begin to substitute some of those much higher cost solutions?

A) Manzama track about 2,500 law firms. We have pre-set searches so you can actually just run what we call ‘Law Firm produced content’ and you can look at all of the content being released by all of the law firms in the UK at an instant glance. And then you can narrow it down to your specific interest – that could be COVID, Brexit, the West Midlands, anything you want. We have hundreds of pre-set legal searches filters within Manzama based on all the law firms and what they’ve asked for. This does tick a lot of boxes at a fraction of the price.

The COVID situation is obviously extremely challenging for all companies. At the start of the crisis we’ve actually seen some of the law firms speed up their purchase of Manzama in order to track their clients on a more proactive basis and to understand any implications that COVID had on them. More recently we’ve seen companies use Manzama to drive sales, to spot opportunities, to look at new markets, prospects, and try and grow.

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