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100% of the top 100  
legal firms, all the  
Judiciary and HMRC  
rely on this -  
you and your partners  
may be interested, too

Mr Huw Williams  
Geldards LLP  
Dumfries House  
Dumfries Place  
CARDIFF  
UNITED KINGDOM  
CF10 3ZF

**"This has changed the way we work.  
It allows us to bring a higher quality of service to our clients and  
enables our fee earners to work more quickly and effectively"**

*Wendy Small, Eversheds*

Dear Mr Williams,

You are busy, I am sure, but I hope you can spare a few minutes to consider something that can radically transform your practice for the better – both professionally and financially.

In fact, I consider its potential so great that I have taken the unusual step of writing to you and members of your partnership about it. I hope that when you have read what follows you will agree this was fully justified.

My belief in this potential derives both from my own experience as a lawyer at Pinsent Masons and CMS Cameron McKenna, and the experience of *all* the UK's top legal firms.

Clifford Chance ... Allen & Overy ... Lovells ... Slaughter & May: every one of the country's top 100 relies on what I am talking about, as do the Court Service and Her Majesty's Revenue & Customs.

But it is also sufficiently affordable for innovative small and mid-sized firms like Nowell Meller, Brethertons, SAS Daniels and Buss Murton – firms, perhaps, not dissimilar from yours – to use it. And they all report similar results, as the following comments testify.

**"We have experienced a marked improvement in our productivity and profitability"**

*– Jason Bastock, Brethertons*

**"There is no doubt that we are now shrewder, more efficient and able to practice more law per hour"**

*– Robert Sedgwick, Buss Murton*

**"It has made a huge difference to the way we run the firm. We now look like a modern, clean, functional practice. We have the confidence we'll not be bettered in Court by any**

*Please t/o and read on*

SOLUTIONS FOR KNOWLEDGE-DRIVEN PROFESSIONALS

Client Development

Research & Knowledge  
Solutions

Practice & Productivity  
Management

Risk & Compliance

**barrister with access to better information than we have”**

*– Steve Kirwan, Nowell Meller*

**“For us, speed and accessibility are crucial. I estimate that we are now spending at least 25 per cent less time on research”**

*– Helen Thompson, SAS Daniels*

You will not be surprised that I am talking about information, for that is our business.

In particular, I am talking about being able to access the largest, most accurate and comprehensive online legal library faster, more easily and cost-effectively than ever before.

### **Introducing the LexisNexis Butterworths Legal Library (LNB)**

You already trust us with supplying you with legal information in print format, so you are familiar with the quality of what we offer.

But since the law is not just a profession but a business, you will appreciate that it is vital not only to meet clients’ expectations, but to try and exceed them.

This is exactly what we set out to achieve with LexisNexis Butterworths (LNB). It is a comprehensive online legal library, with more of the sources you need, on more favourable terms than you might expect. This is largely because the flexible online format allows you to customise your subscription to your practice and only pay for what you need.

Here is a detailed list of what all your colleagues will have available, at the click of a mouse.

\*\*\*\*\*

- ▶ The most up-to-date **UK legislation** available anywhere – with Acts consolidated by us to include amendments by SI – and all **UK Parliament Acts** available in PDF;
- ▶ The best case coverage available with over **200,000 cases**, including authoritative series such as the **All England Law Reports, Industrial Relations Law Reports** and **Times Law Reports** as well as next day delivery of case digests;
- ▶ **Over 160 commentary titles** covering all areas of the law, including the renowned and authoritative **Halsbury’s Laws of England, Harvey on Industrial Relations and Employment Law, Hill & Redman’s Law of Landlord and Tenant, Rayden & Jackson on Divorce and Family Matters, Civil Court Practice, Blackstone’s Criminal Practice, Butterworths Company Law Handbook** – and many more;
- ▶ Unrivalled coverage of **Forms and Precedents** including the entire **Encyclopaedia of Forms and Precedents** and **Atkins Court Forms**;
- ▶ A wide range of journals including **New Law Journal, Estates Gazette** and many more.

#### **PLUS (an introductory offer)**

- ▶ An additional **160,000 cases** – including **Lloyd’s Law Reports, ICLR Law Reports,**

*Please read on*

**Family Law Reports**, as well as a large database of **unreported decisions**;

- ▶ Even more **full text journal coverage** – including **Medico Legal Journal** and **Jordan's Family Law Journal**.

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As Charles Christian, the editor of "*Legal Technology Insider*" put it:

**"LexisNexis Butterworths has always enjoyed a great reputation for the depth and authority of its content. But its new online service represents a quantum leap forward in how easy it is to search and navigate"**

Even the judges at the prestigious Legal Technology Awards agreed – they chose LNB as the Online Product of the Year.

And this is no surprise, since this service enables you to deliver a better service to your clients, faster, more easily and more profitably than ever before.

Quite a statement. But I am sure that from what follows everyone in your practice will see at once the benefits you will gain – and the huge potential it represents.

Quite simply, this service means it takes far less time to get far more accurate, up-to-date and comprehensive information. This is time saved that your fee earners can use more profitably.

- ✓ **Everybody in your practice can access the same information, at the same time, from any location, instantly, at the click of a mouse** – people no longer need to share the same precious volumes; they simply log onto the LNB website, at any office, at home or even on the go;
- ✓ **It makes research much, much quicker and easier** – whatever you or your lawyers need to find, simply type your keywords into the search field and see all the results instantly. Then the service guides you to other relevant information enabling you to move seamlessly from cases to legislation to expert commentary;
- ✓ **You can be 100% confident, as it provides accurate and comprehensive information** – search the most authoritative coverage of UK legal materials simultaneously, safe in the hands of the most trusted UK legal publishing house. What's more, all the material can be downloaded to Microsoft Word for drafting;
- ✓ **You access constantly updated information** – for instance, we provide a Stop Press twice a day to tell you when legislation has changed. And when the new Companies Act was released, it was available on LNB two weeks before any other online legal research service;
- ✓ **It helps you recruit and retain good lawyers** – when they evaluate employers, access to a specialist online library has become increasingly important
- ✓ **It is far less expensive than you think** – if you subscribe to the whole online library, you could be paying up to 75% less than if you subscribed to all the individual sources.

But just as important as the savings, is the increase in profitability you could experience:

*Please t/o and read on*

**“The Legal Library on LexisNexis Butterworths has freed up people’s time because it is instantaneous. We are getting work out of the door quicker and turning over more work. Our lock up – the period of time from the customer walking through the door to billing – has improved. That is our measure of profitability.”**

*– Helen Thompson, Head of Dispute Resolution – SAS Daniels*

What’s more, with a range of flexible options, you only pay for what you need.

**Will your firm, too, take the “quantum leap forward”?**

The firms I mentioned at the beginning of this letter did not hesitate. They could see the number and scope of LNB’s benefits. They decided to subscribe and, judging by what I have heard from them and the comments I have quoted, never looked back.

If you, too, like those firms I mentioned at the beginning, want to...

**“Bring a higher quality of service” to your clients...**

**“Enable your fee earners to work more quickly and effectively”...**

**“Have the confidence you’ll not be bettered in Court by any barrister with access to better information”...**

**Experience “a marked improvement in productivity and profitability”...**

**Be “shrewder, more efficient and able to practice more law per hour” ...**

... Go straight to our website at [www.lexisnexis.co.uk/lbnlegal](http://www.lexisnexis.co.uk/lbnlegal) and see a quick demonstration of how LNB could help you, or call our consultant on **020 7400 2596** to arrange a 30-minute in person demonstration.

Or, if you prefer, e-mail my assistant on [luella.porter@lexisnexis.co.uk](mailto:luella.porter@lexisnexis.co.uk) – I’ve already arranged for you to have a 14-day free trial following a meeting where we will show you in person what LNB can do for you.

**Changes in the profession make LNB a necessity for any practice destined to succeed**

You have built a significant and successful firm.

Of course, this success comes from hard work and talent. But *continued* success depends on how quickly one can respond to market changes.

And, as I am sure you are keenly aware, circumstances are putting pressure on the legal profession as a whole, and small to mid-sized firms in particular. I am referring, of course, to the Legal Services Bill of last October and the present financial turbulence.

The first, the infamous “Tesco law”, threatens to widen the competition you already face by opening the way to new types of firms who will harness technology to price many out of the market.

*Please read on*

What's more, the credit crunch and the subsequent decrease in the number of merger and acquisition cases mean many top 100 law firms have effectively started to compete with mid-sized firms, chasing lower value matters.

Hence the necessity to recognise these new realities – threats, even – and act accordingly, by increasing productivity and efficiency, and ensuring you can offer the best possible service.

As research by Legal Week points out:

**“Future productivity growth will need to come from working smarter, not harder and again, technology will have a crucial role to play.”**

*(Source: “Information technology survey” – Legal Week Intelligence, November 2007)*

LNB, of course, cannot be the solution to *all* this, but it is definitely an important *part* of it.

And let me emphasise one highly relevant fact.

Pressed by the need to get legal information quickly and cheaply, a few firms have started using some of the free resources available online. This shortcut may all too easily result in great financial losses to the detriment of a firm's reputation, as the abstract below reports:

**“Solicitors risk breaching conduct rules and could face insurance claims if they use non-specialist online sources for legal research, a leading QC solicitor has warned.**

**Evidence has emerged that increasing numbers of solicitors, from trainees to senior partners, are putting clients and their own practices at possible risk by using collaboratively written online encyclopaedia Wikipedia, Google and other search engines for legal research.”**

*(Source: Jonathan Rayner, The Law Gazette, 12 June 2008)*

Quite an unnecessary risk, given the availability and affordability of a comprehensive, accurate online legal library like LNB.

#### **Experience the benefits of LNB – take a free 14-day trial**

The benefits of this new service are so clear and overwhelming that – as my little note at the top says – every single one of the top 100 firms subscribes to it.

What is particularly important is that almost all young lawyers entering your practice will be familiar with it, and have been trained on it – every English university subscribes to LNB and 79% of all Legal Practice Course graduates say they prefer it to any other legal online service.

Nevertheless, I doubt if anyone in your practice will appreciate its value and implications better than you.

*Please t/o and read on*

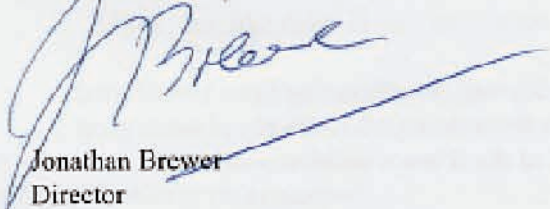
Nothing is more compelling than evidence. As I noted earlier, the system is so simple that you can actually see it in action by going to [www.lexisnexis.co.uk/lblegal](http://www.lexisnexis.co.uk/lblegal). A quick demonstration takes no more than 5 minutes.

Then, if you like what you see, just call 020 7400 2596 or email [luella.porter@lexisnexis.co.uk](mailto:luella.porter@lexisnexis.co.uk) to start your 14-day free trial. In a very short time indeed you and your colleagues can verify the claims I have made in this letter.

The law has always depended on knowledge. Those who are better informed, or informed before others win cases or seal the best commercial deal for their clients. That is really the overwhelming reason why this new service is not just important but, we believe, essential.

Why not invest 5 minutes at [www.lexisnexis.co.uk/lblegal](http://www.lexisnexis.co.uk/lblegal) and see for yourself?

With best wishes,



Jonathan Brewer  
Director

P.S. If you take up my offer – and agree to a free trial within the next 30 days, I shall arrange for a **15% discount** if you subsequently decide to subscribe to LNB. It is just my way of thanking you for your business over time and for agreeing to try something new.

\*\*\*\*\* 15% CLIENT SAVINGS CERTIFICATE – PLEASE FAX BACK \*\*\*\*\*

If in the next 30 days you agree to a free 14 day trial of LNB, you qualify for a 15% discount should you later decide to subscribe. This discount is restricted to new LNB online research clients.

We anticipate a high response to this letter. Would you be kind enough to give me your views? Please tick one of the boxes and fax back this Certificate to 020 7400 2842. If you are NOT interested, do please tell us, we do not wish to waste your time. Thank you.

**YES.** We are interested. Please give more details on cost and arrange a free 14-day trial

**PERHAPS.** We are interested, but would like to know more. Please ask a representative to call us

**NO, THANK YOU.** This is of no interest to us

Please note: before replying you can see a quick demonstration of LNB at [www.lexisnexis.co.uk/lblegal](http://www.lexisnexis.co.uk/lblegal)

Your Firm: Geldards LLP

Your Name: Mr Huw Williams

Name of best person to contact: \_\_\_\_\_ Tel number: \_\_\_\_\_