

PATTON BOGGS LLP

Patton Boggs is a leader in public policy, litigation and business law, and is well known for its deep bipartisan roots in the U.S. political arena. The firm’s core practice areas are Public Policy, Business, Litigation, and Intellectual Property. Patton Boggs provides innovative legal services to public and private institutions operating in critical sectors of the global economy where government, law and business intersect. Coupled with public policy acumen, business savvy, and litigation prowess, Patton Boggs’ invaluable relations and ability to form strategic alliances with government and industry leaders enables the firm to achieve clients’ success.

With offices in Washington DC, New York, New Jersey, Dallas, Denver, Anchorage, Northern Virginia and internationally in Doha, Qatar, Abu Dhabi, United Arab Emirates, and Riyadh, Saudi Arabia, Patton Boggs’ more than 550 lawyers and professionals provide comprehensive, practical and cost-effective legal counsel to clients around the globe. The firm operates with a “One Firm, One Community Principle” model in which geographic, political, and practice-driven barriers have been removed, resulting in a culture of inclusion and open communication. A unity of direction and purpose connects offices and departments with resources, ideas, and information that are freely shared. For more information, visit www.pattonboggs.com.

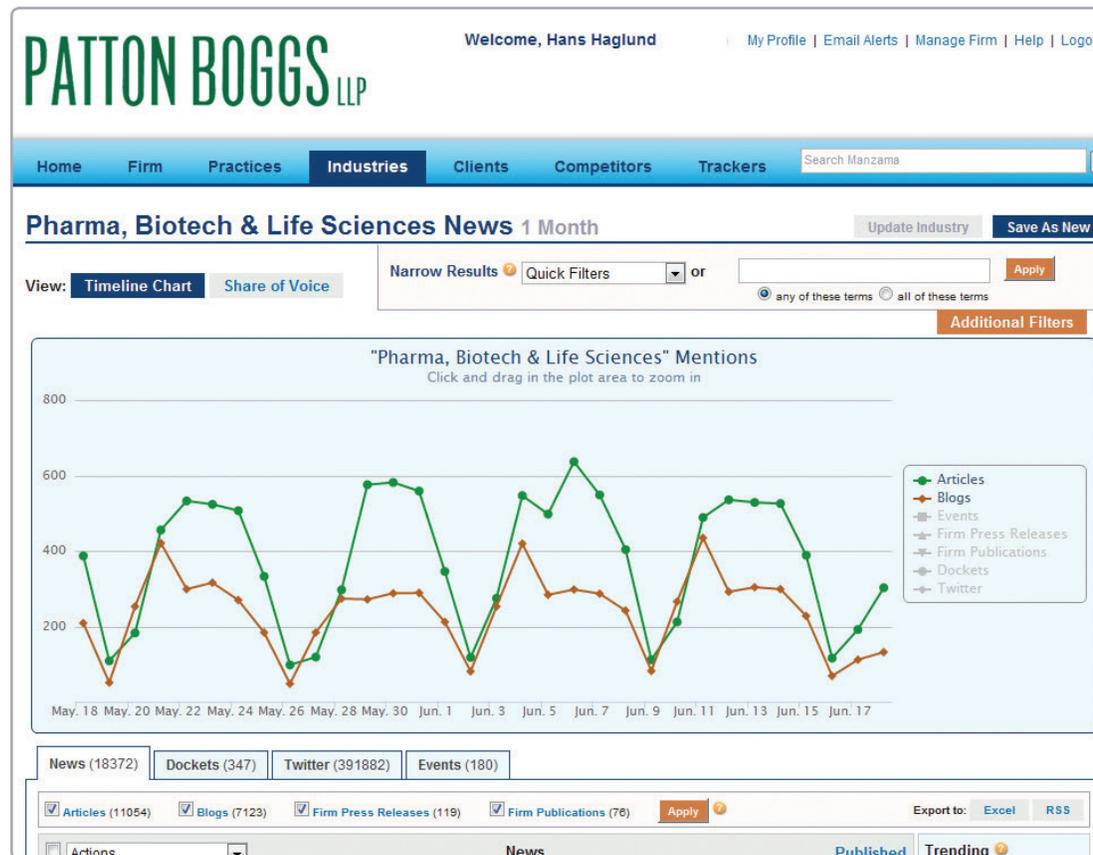
Patton Boggs Elevates Client Service with Actionable Intelligence from Manzama

A sensational trial performance or deep expertise in certain esoteric financial instruments may initially attract clients to a firm. But at the end of the day, it’s service – and an unwavering commitment to protecting a client’s best interests – that creates the long-lasting relationships that enable law firms to thrive.

“At Patton Boggs, we pride ourselves on our client focus” said Hans Haglund, the firm’s Chief Business Development and Marketing Officer. “At the time I first learned about Manzama, we were looking for ways to isolate and aggregate actionable intelligence for key practice and client teams. We had evaluated several tools, but none of the available platforms could look across both news sites social media. We also wanted a tool that would allow us to build specific searches for attorney teams. The ideal tool would take into consideration the specific triggers that lawyers look for.”

Manzama – Aggregating Client Intelligence in One Place

Manzama is a business and social intelligence platform developed specifically for legal professionals to stay updated on client, practice, and industry developments while also keeping abreast of competitive intelligence. It searches and analyzes legal and industry-specific news sources, blogs, Twitter feeds and other social media, and delivers only results



that are relevant to the legal professional. Where marketing and business development staff once needed to track down important and relevant information proactively, the information now finds them. Users tell Manzama what clients, industries, and practice areas they want to track. Manzama then uncovers and categorizes the information that really matters so that legal professionals can better manage, market, protect and grow their practices.

Manzama delivers:

- **Client Insight – Uncovers important information about existing and prospective clients, revealing opportunities and risks**
- **Competitive Analysis – Helps benchmark competition at the firm, practice, and attorney level**
- **Brand Intelligence – Gives attorneys, practice groups, and firms visibility into their online presence and share of voice**
- **Practice & Industry Perspective – Helps legal professionals to understand topics, trends and developments within their practice and industry sectors**
- **Integration – Information gleaned from Manzama is easily integrated into the workflow of the user and firm, whether through email alerts, RSS feeds, Manzama’s API, detailed customized reports, or hands-on use of the application.**

Getting Ahead of Potential Problems



Since implementing Manzama, Patton Boggs has used the Manzama platform for issue spotting, trend analysis, and monitoring clients. “With the tool, we’ve been able to scan blogs and Twitter feeds to identify issues our clients may be facing and uncover possible problems before they hit the mainstream media and news outlets,” Haglund continued. “It allows us to get ahead of potential problems and to proactively pose solutions before our clients may even know these problems exist. Though our business development team uses Manzama, our attorneys are our primary users. We’ve set the system up so they receive daily feeds tailored to their practices and clients via email. Having the ability to automate alerts and an intelligence dashboard that matches up to an attorneys specific needs is a huge time saver. The attorneys are up to date on clients and practice trends. The business development and marketing teams are also up to date, as we’re following the same information. We’re smarter, and in a better position to support client initiatives.”

“With Manzama, we’ve been able to gather and disseminate intelligence on a weekly basis,” Haglund added. “Through the system, we’ve helped clients avoid pitfalls, and have identified legal issues and trends that will impact the client in the long term. Thanks to Manzama, the level of service we provide to our clients is more focused, and likewise, our opportunities to provide services have increased month over month.”

“Before Manzama, we licensed several services that provided news aggregation. We’ve canceled them and now rely solely on Manzama.”

To arrange a demonstration, please call 541-701-2267 or visit www.manzama.com.

