

# Lexis<sup>®</sup> Affinity

## Case Study – RAINEY LAW

### RAINEY LAW STREAMLINES ITS BUSINESS PRACTICES WITH LEXIS AFFINITY

**Rainey Law is an innovative, specialised law firm based in Auckland. Formed in 2009, the firm has broad experience in commercial litigation, with a particular focus on bringing or defending civil claims based in negligence or contract, including building and construction litigation.**

Rainey Law required a comprehensive practice management solution to meet the requirements of their growing firm. Tim Rainey, owner and partner, needed a solution with document, matter and email management, client relationship management (CRM), trust accounting, efficient time recording and superior reporting ability. Rainey Law also wanted a practice management solution that could be hosted through the cloud, making it possible for fee earners to access the application wherever and whenever required while reducing IT overheads.

*"We conducted an evaluation of the practice management offerings, and concluded that Lexis Affinity was the only practice management solution that ticked all the boxes."*

**TIM RAINEY** owner and partner of Rainey Law

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*"On average our staff record an extra hour of time per fee earner per day. Lexis Affinity is better than anything I have used in my 16 years of experience and our users absolutely love it, as it's simple and easy to use."*

TIM RAINEY owner and partner of Rainey Law

**Lexis Affinity** provides Rainey Law with a fully integrated CRM system, allowing for deeper examination of client information, enabling the firm to easily identify opportunities, sell services, retain key clients and seamlessly market to them via email from one application. *"Lexis Affinity gives me the ability to build my business by identifying and managing relationships using Lexis Affinity's CRM functionality,"* says Tim Rainey. *"I can easily communicate with my clients on a personal, proactive and consistent basis."*

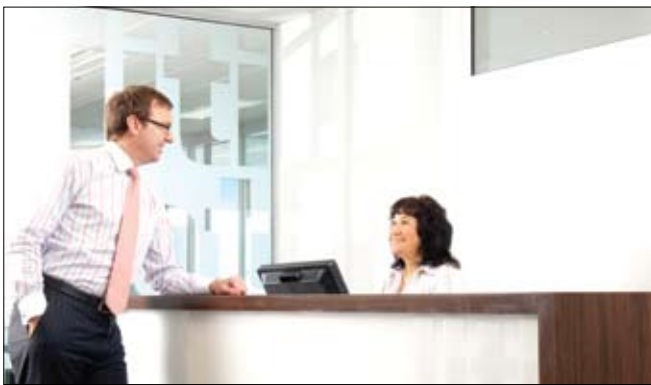
**Lexis Affinity** saves all correspondence, precedents, documents and emails, making retrieval fast and painless. *"We are able to save time by having a central place for all file notes, emails and correspondence on a particular matter,"* says Tim.

**Lexis Affinity** records time automatically when conducting LexisNexis online research. *"Our fee earners are also able to capture significant additional billable time through accurately capturing research time,"* Tim states.

**Lexis Affinity** replaces Rainey Law's inefficient paper-based systems of recording matters and client development. Double-handling of correspondence is eradicated through automated processes therefore giving time back to both administrative staff and fee earners.

**Lexis Affinity** gives Rainey Law access to real-time reports showing financial performance, write-offs, unbilled disbursements and WIP by fee earner, client or matter. *"Being able to visually see how you are doing at any point in time is vital in any successful business,"* says Tim.

*"We are delighted that Rainey Law has chosen LexisNexis to be its business partner,"* says Hugo Mahoney, Managing Director of LexisNexis New Zealand. *"We are confident that Lexis Affinity will quickly pay for itself, providing tangible cost savings and identifying revenue generating opportunities for this innovative law firm."*



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