

Jones Lang LaSalle Breaks New Ground With LexisNexis' Knowledge Management Services

LexisNexis™ Publisher Transforms the Intranet Experience

As one of the world's leading providers of integrated real estate services, Jones Lang LaSalle prides itself on delivering world-class solutions to real estate owners, occupiers and investors in over 100 markets in 34 countries around the globe. With its staff of approximately 17,600 employees specializing in services from consulting to space acquisition and disposition, and property management and development, the company relies on diverse and strategic external business intelligence to compete in its competitive market space.

For more than 15 years the company had relied on information services provider LexisNexis™ to fulfill its news and business intelligence needs through the LexisNexis online service at *nexis.com*® and through its central library. This library provided searches and delivered materials based upon requests – such as news articles about competitors, real estate reports, SEC filings, etc. Each request was handled on a first come first serve basis.

The Challenge: Decentralization

However in 2001, as a result of company restructuring, this information gathering process was discontinued and the decision was made to revamp the process, transforming the library function from a centralized service to a decentralized global service - where the power of searching and acquiring information was transferred directly to the hands of the employee. Because the business units were going to have to change their approach to

information gathering, Associate Kim Palmbush from Jones Lang LaSalle's Americas offices, used a "two-click theory" to guide her decision-making. Her theory was if it took more than two clicks to find information, the adaptation process would bog down. Different people have different technical savvy and knowledge management abilities. LexisNexis was able to provide a solution.

The Decision: A Trusted Partner

During this transition, Jones Lang LaSalle decided that it needed a solution that could address all of its information needs in its three main regions – the Americas, Europe and Asia Pacific. This meant that it required a provider that could deliver globally, regionally and locally. The company first turned to its long time partner, LexisNexis, for suggestions on how to approach the new information needs generated from the company's reorganization.

It was determined that customized solutions for various business units and geographical requirements could truly put the power of searching into the hands of the Jones Lang LaSalle employees. This not only meant accessing information but also the ability to share it across the end-user groups. The evaluation team at Jones Lang LaSalle also reviewed the types of resources that were available. The company uncovered that it had access to crucial information through its *nexis.com* account, such as company profiles and analyst reports that many of its business units were unaware of and were even purchasing some of this content independently.



LexisNexis™

It's how you know™

LexisNexis Solutions

Customer service was obviously a crucial decision factor. Jones Lang LaSalle needed to feel secure that representatives would be accessible at all times and would be able to address problems effectively and quickly for all regions. According to Kim, the representative from Jones Lang LaSalle, "LexisNexis is able to provide the customer support we require."

As a global company, Jones Lang LaSalle's need for information varied among its geographic regions. Therefore, Jones Lang LaSalle needed an information solution that could provide regionally relevant content in a manner consistent with each region's technical infrastructure. This required a solution that was flexible enough to be customized for each region. Customized

user interfaces were designed around the workflow and needs of each region, and delivered worldwide.

In addition to using *nexis.com* as their research tool, Jones Lang LaSalle integrated LexisNexis™ Intranet Publisher with its knowledge management portal; thereby providing its employees with credible, relevant and timely content in easily accessible manner.

A workable solution was provided for a complex company that operates in several regions and across many countries. It gave flexibility and at the same time customization as well as training to help the adaptation process. End-user behavior is beginning to change as people realize the powerful tools LexisNexis provides.

