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## **Drinker Biddle & Reath LLP Chooses ContactEase CRM Software**

**Coeur d'Alene, ID – May 12, 2006** – Cole Valley Software ([www.colevalley.com](http://www.colevalley.com)) has announced that Philadelphia-based law firm Drinker Biddle & Reath LLP ([www.drinkerbiddle.com](http://www.drinkerbiddle.com)) has purchased its flagship product, ContactEase CRM software to manage the firm's relationships with clients and prospects.

According to Drinker Biddle's Chief Marketing Officer Steve Barrett, "We selected ContactEase CRM software primarily because of its greater ease of use and outstanding support in comparison with competitive products. We fully expect that ContactEase will be an active business development tool for us. By using the product proactively, I anticipate it will pay for itself within 1-2 years. I am 100% confident that we will be able to report business increases as a result of the installation of ContactEase, and that real results will be evident about six months after our firm-wide installation."

Drinker's Chief Information Officer Gerard Haubrich projects that "ContactEase will enable us to expand our business intelligence capabilities using a significant firm asset -- contact and company information. More importantly, it will allow us to effectively utilize existing relationships in an effort to expand our business."

Barrett continued to say that the firm has already installed the CRM product for a small group of 20-25 users, but a firm-wide rollout to approximately 1000 total users, including 450 attorneys, is scheduled for completion by October of 2006. Once installed, Barrett says that the ContactEase interface will resemble a major upgrade to Outlook for the attorneys with all the enhanced ContactEase and summary Elite accounting information displayed at the bottom of the ContactEase screen. "This will make it easier for attorneys to learn, which means that there will be a higher degree of compliance from lawyers using the system," Barrett explains.

Barrett knows the attorneys will extract significant value from ContactEase, but he sees great potential in the product's use for his marketing department. "With ContactEase, we will be able to see how many contacts all of the firm's lawyers have at a given company. The marketing department can then fill in contact holes by doing research or purchasing mailing lists. We will be able to see how many people we know at major clients' and attractive prospective clients. We'll be able to determine how many contacts we don't know yet and we can find the names and network to meet them."

Drinker Biddle's selection committee had evaluated and considered several CRM products prior to purchasing ContactEase including InterAction and Elite Apex. Barrett reports that the committee ultimately selected ContactEase for several compelling reasons:

1. **Intuitiveness and ease of use, requiring minimal training for attorneys** – Barrett recalled a firm smaller than Drinker Biddle spending \$1.6 million on CRM training alone over the years. He remarked, "With ContactEase, our attorneys won't have to learn a whole new interface. We will be spending comparative pennies on training for ContactEase."
2. **Lower Cost** - ContactEase's acquisition price was all-inclusive and lower in general – no need to buy costly additional modules to get needed functionality. Another major CRM would have required an additional \$40K for the customized document shell mailing feature alone.
3. **Rapid Return on Investment (ROI)** – As mentioned before, Barrett said that the firm will recoup its investment in ContactEase within 1-2 years by using it as a proactive business development tool. As a by-product, the firm will also save money on postage for mailing to wrong addresses which the new CRM system will reduce.
4. **Superior Customer Service** – Comparatively better customer service references.
5. **ContactEase Key Features:**
  - a. Ability to synch with PDAs, Outlook and the latest "smart phones."
  - b. Customized e-mail mailings and shell document mailings – salutations for each e-mail can be personalized as needed.
  - c. On-entry de-duplicating feature saves a lot of time. Barrett says "ContactEase reduces duplicate entries entering contacts from PCs. If you enter contacts from a PDA, the entry goes into a dupe reservoir and is checked for dupes back at the office."

In closing, Barrett points out that many firms have already installed CRM systems, but he believes only a handful of them are using the product the way he plans to, incorporating all salient attorney contacts and relevant summary accounting and client/prospect activities.

Jeff Reade, President of Cole Valley Software, is very pleased to have won the Drinker Biddle business. Reade says, "Drinker Biddle & Reath is one of the oldest and most respected law firms in the country. We are thrilled that they have selected ContactEase and are very excited to have the opportunity to work with them in implementing the rollout of our product at the firm. Law firms are increasingly discovering that CRM systems like ContactEase are an incredible resource

for their business development and marketing efforts, as well as being a very useful application for the firm's attorneys and staff. We look forward to working with the Drinker team to ensure an outstanding installation of ContactEase in the months ahead."

### **About Drinker Biddle & Reath LLP**

Founded in 1849, Drinker Biddle & Reath LLP is a leading law firm that has demonstrated a sustained commitment to excellence in the practice of law, public service and a civil society. Drinker Biddle combines a comprehensive range of traditional legal practices with significant national roles in such practices as class action defense, intellectual property, insurance, investment management, private equity, bankruptcy, environmental, education and communications.

With more than 450 lawyers, Drinker Biddle represents clients that consist primarily of substantial businesses, money and asset managers and investors, ranging from mid-sized enterprises to Fortune 50 companies. Clients include leaders in the pharmaceuticals, communications, information technology, insurance, investment and transportation industries.

### **About Cole Valley Software**

Since 1991, Cole Valley Software has served the legal profession by delivering fully integrated firm-wide marketing automation. Cole Valley offers an RDBMS based contact management and marketing solution designed to integrate seamlessly with most accounting, human resource, database and office applications. Turnkey solutions enable firms to manage contact data, events, activities, and projects/matters while providing the functionality to use this "business intelligence" to conduct strategic marketing activities.

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