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## **McKee Nelson LLP Selects ContactEase CRM Software**

**Coeur d'Alene, Idaho – June 16, 2006 – Cole Valley Software ([www.colevalley.com](http://www.colevalley.com))** has announced that law firm **McKee Nelson LLP ([www.mckeenelson.com](http://www.mckeenelson.com))** has purchased its ContactEase CRM software. With offices in Washington, DC and New York City, McKee Nelson will have approximately 400 total users when the firm-wide rollout is complete. McKee selected ContactEase because of its ease of use, superior customer support and its all-inclusive pricing model.

Prior to selecting ContactEase, McKee Nelson had become highly motivated to find a CRM solution. They had been using an Access database which was extremely inefficient and frustrating. According to Jennifer Sebeny, Director of Marketing at McKee Nelson, "With the firm's rapid growth in the past few years, we realized we needed a system that would easily assimilate the partners' contacts. At a strategic level, once the data is properly captured and managed, the CRM becomes a powerful marketing and business development tool. ContactEase will enable us to better manage our existing client relationships, to support core business development cross-selling initiatives, to strengthen and broaden relationships with current clients, and to target potential new clients."

Sebeny explains that the firm determined its search criteria and then received product demonstrations from several vendors, including ContactEase, InterAction, Microsoft CRM and Elite. After the very first demo, ContactEase had already risen to the top of the list. "It met our needs right out of the box."

ContactEase has already been installed for McKee's Marketing department. Even though she has only been using the product a short time, Elizabeth Gooch, Marketing Manager for McKee Nelson, reports that ContactEase has already made her life a lot easier and has

increased her department's productivity. She says, "We have two events coming up, including a corporate retreat, and we are using the web-enabled portion of ContactEase to send electronic invitations to clients and firm employees, gather their responses, verify their contact information, and register them for our events."

Within a few months, Gooch explains that ContactEase will be rolled out to the rest of the firm so all users will be able to leverage the features of the ContactEase CRM system. Some users will have the full version of ContactEase installed, while others will use the Outlook-integrated version of the product, which resembles a major upgrade to Outlook and requires less training. Gooch is confident that ContactEase will be instrumental to business development, both for the attorneys and for the Marketing department. She says, "ContactEase absolutely gives us a competitive advantage. It offers us the chance to do cross-selling. Partners can mine contacts like never before. Using ContactEase, we can understand who our clients are and learn how to serve them better. Now we can focus on the more important parts of business development and we can expand existing relationships across various practice areas."

Cole Valley Software's President Jeff Reade remarked that he was very pleased that McKee Nelson chose ContactEase over its competitors. Reade says, "When we first started speaking to McKee Nelson, they were looking for a CRM product that was simple but would be able to grow with them and allow them to foster existing client relationships as well as facilitating contact with prospective clients. We were thrilled when McKee chose ContactEase, and we are committed to implementing the product to its fullest potential at the firm."

Gooch concludes by saying, "Installing ContactEase CRM system will definitely impact our firm's day-to-day operations in a positive way. We highly recommend the product because of its usability, customer support and the significant potential of the software. ContactEase is very flexible, giving us the opportunity to shape it into what we want it to be. We can push the software to benefit us more and we know that Cole Valley will be there to help us accomplish our goals for the system."

### **About McKee Nelson LLP**

McKee Nelson is a young, entrepreneurial firm built rapidly by experienced lawyers, many of whom led their former practices or even their former firms. Their practice is client-focused and relentlessly committed to the idea of engaging only in those practices in which they can be truly excellent. McKee Nelson lawyers are specialists in structured finance, tax litigation, tax planning, corporate finance and M&A, securities, and white collar/investigations for Fortune 200 businesses and financial institutions.

### **About Cole Valley Software**

Since 1991, Cole Valley Software has served the legal profession by delivering marketing automation. Cole Valley offers contact management and marketing solutions

designed to integrate seamlessly with most accounting, human resource, database and office applications.

ContactEase, Cole Valley Software's flagship product, is a client relationship management and marketing automation solution uniquely tailored for the specific business practices of professional service firms. ContactEase enables users to manage, coordinate and synchronize multiple client touch points including phone, fax, e-mail, and events. Beyond contact management, ContactEase empowers marketing staff to execute automated marketing campaigns from the same central database.

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