

# The path to profitable client development

## 1 Problem context:



**70%**

of firms have invested more on business development in order to **improve firm profitability**



**30%**

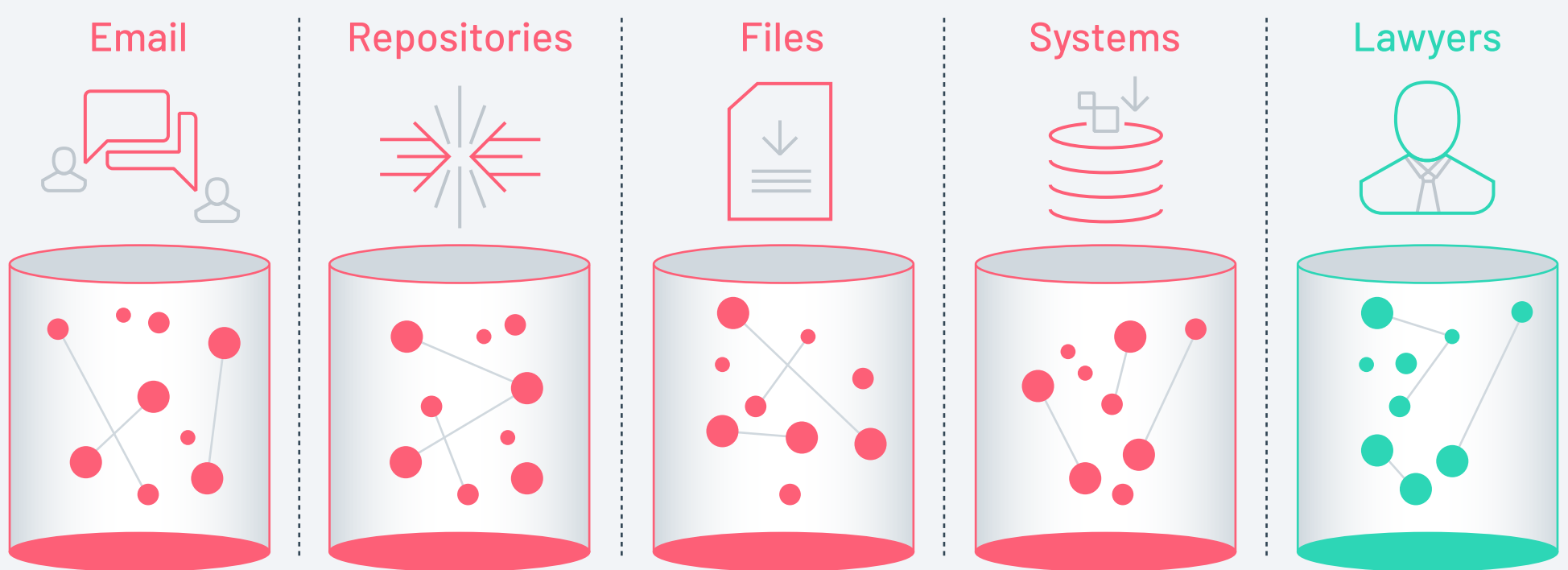
of firms realizing desired improvement in **terms of BD as an effective method of improving profitability**



We know that **only a third of firms** are seeing a real return on that spend when it comes to **improving profitability**

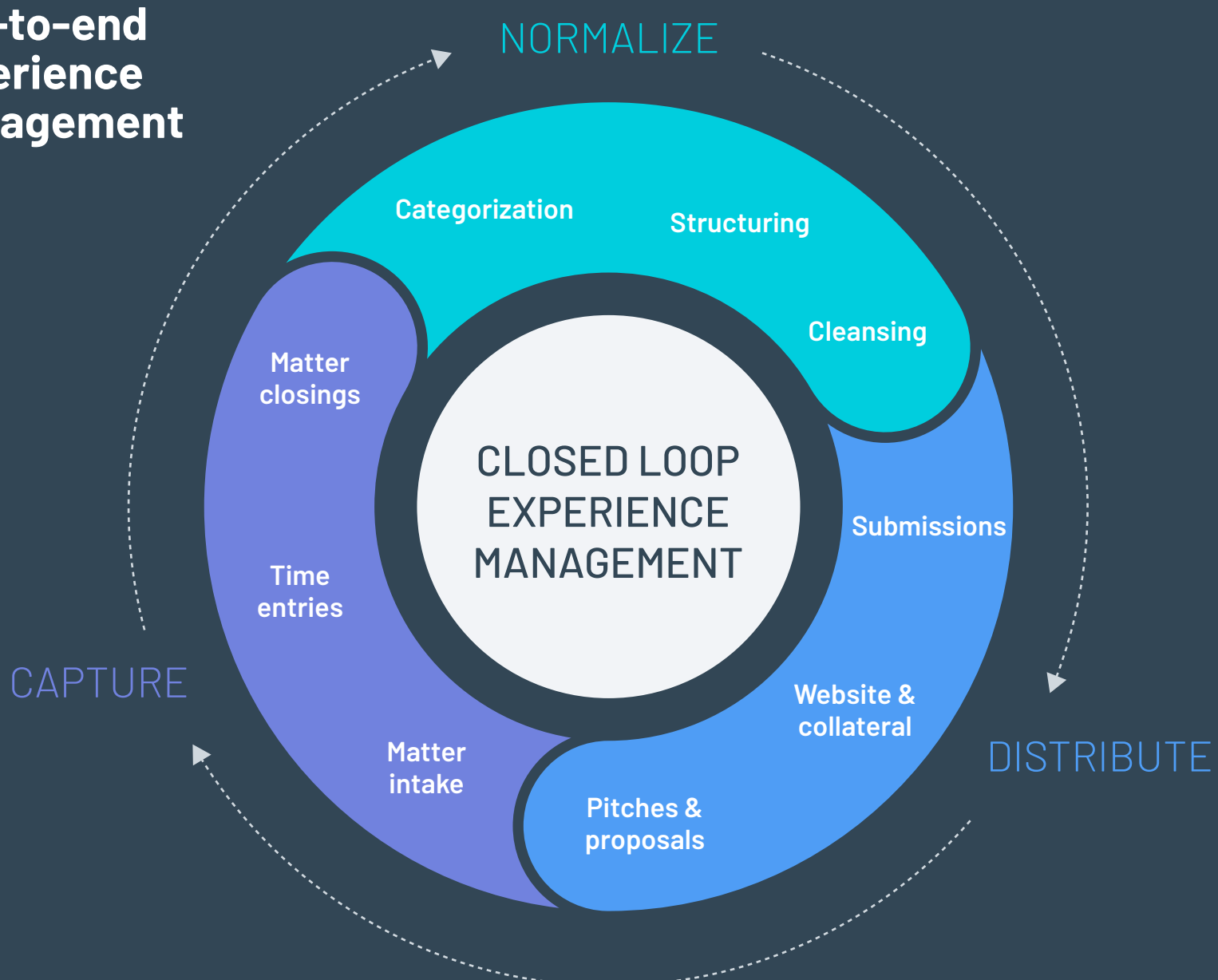
## 2 Root cause:

### Information is trapped in silos



## 3 Implementing a solution:

### End-to-end experience management



## Differentiate your firm

Intapp Experience helps capture and leverage your firm's collective experience, using an AI-based approach that sources current, comprehensive, and granular data while minimizing manual entry bringing your firm's experience to the forefront helping to enhance competitive win rates, work allocation, knowledge management, and talent development.

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