

Wolters Kluwer/Cheetah™  
& Bloomberg/BNA BLAW™  
Survey

Summary Results

Feit  
CONSULTING



**Thank you** for participating in the *Wolters Kluwer/Cheetah™ and Bloomberg/BNA BLAW™ Survey*. Your complimentary copy of the survey results summary is attached.

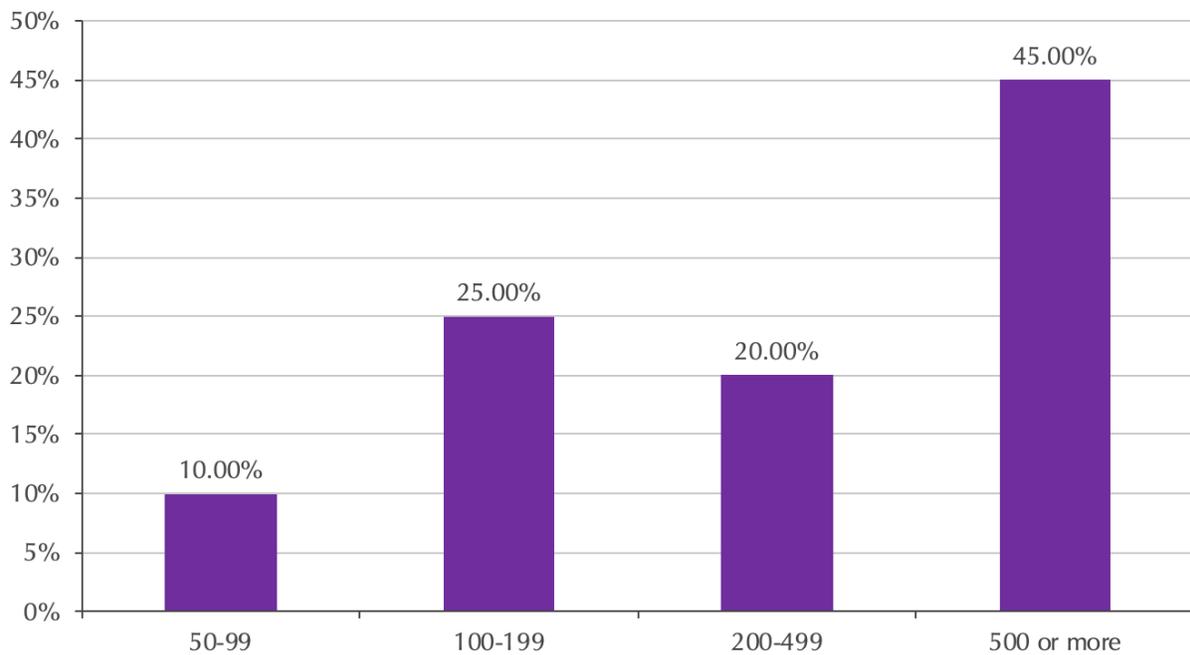
Survey Methodology:

This survey consisted of 23 responses, from 22 law firms. National in scope with a mix of firm sizes as shown below.

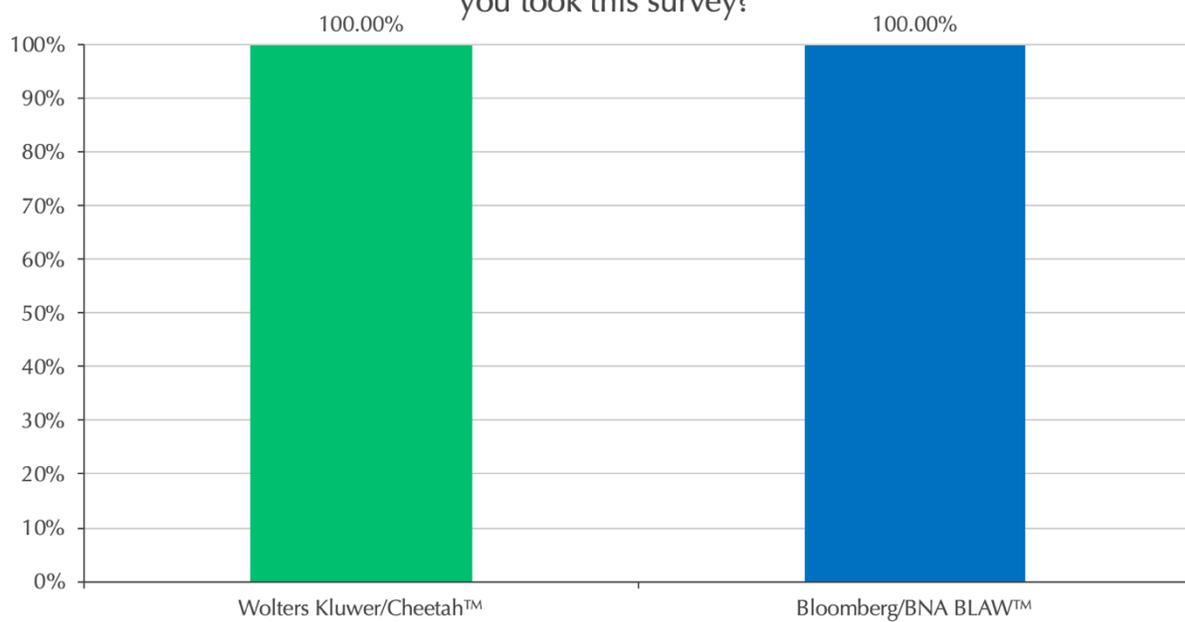
The goal of the survey was to understand the comparison between BBNA and Wolters Kluwer, and whether or not WK could be a replacement for BBNA in certain practice areas.

Feit Consulting will be reaching back to survey respondents with an opportunity to participate in a focus group to follow up on these findings.

Approximately how many attorneys are currently at your firm?



Which of these products had you tried or were already using before you took this survey?



*How would you rate the quality of each product?*

	WK	BBNA
Very high quality	✔ 34.78%	9.09%
High quality	39.13%	54.55%
Average quality	26.09%	31.82%
Low quality	0.00%	4.55%

Verbatim Comments:

- For BLAW I speak specifically to Dockets - whenever I do a docket search there I also have to search Courtlink. They are definitely missing some items.
- I'm not very confident with any of our vendors, as they all show different results.
- CCH seemed to have more results than BLaw in some areas. However, I am not sure about the quality of these results as I am not an attorney. The fact that sometimes CCH had more info while others BLaw did is concerning -- especially where primary law is concerned.

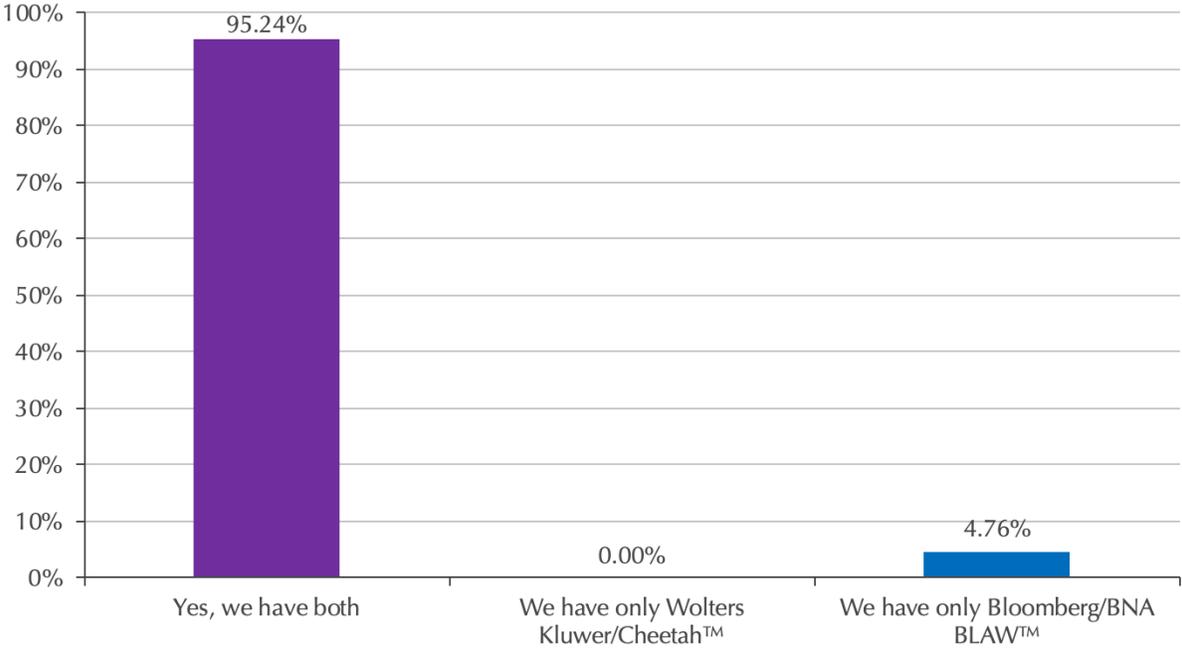
*How confident are you in the reliability of the content in each product?*

	WK	BBNA
Extremely confident	✔ 52.17%	21.74%
Very confident	26.09%	30.43%
Somewhat confident	21.74%	✘ 34.78%
Not so confident	0.00%	13.04%

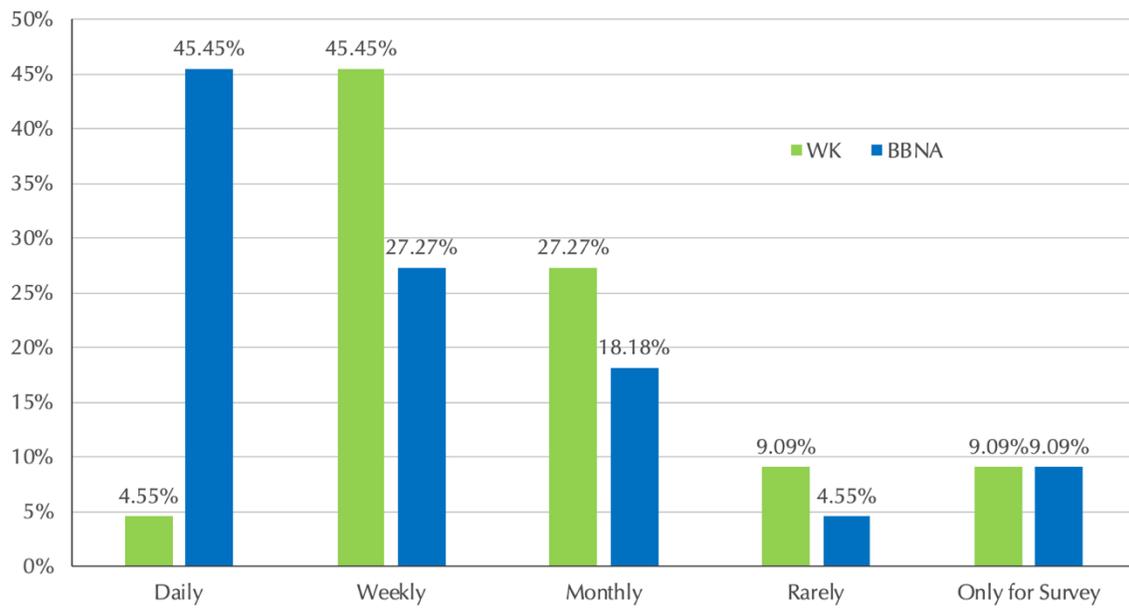
Verbatim Comments:

- For BLAW I speak specifically to Dockets - whenever I do a docket search there I also have to search Courtlink. They are definitely missing some items.
- I'm not very confident with any of our vendors, as they all show different results.
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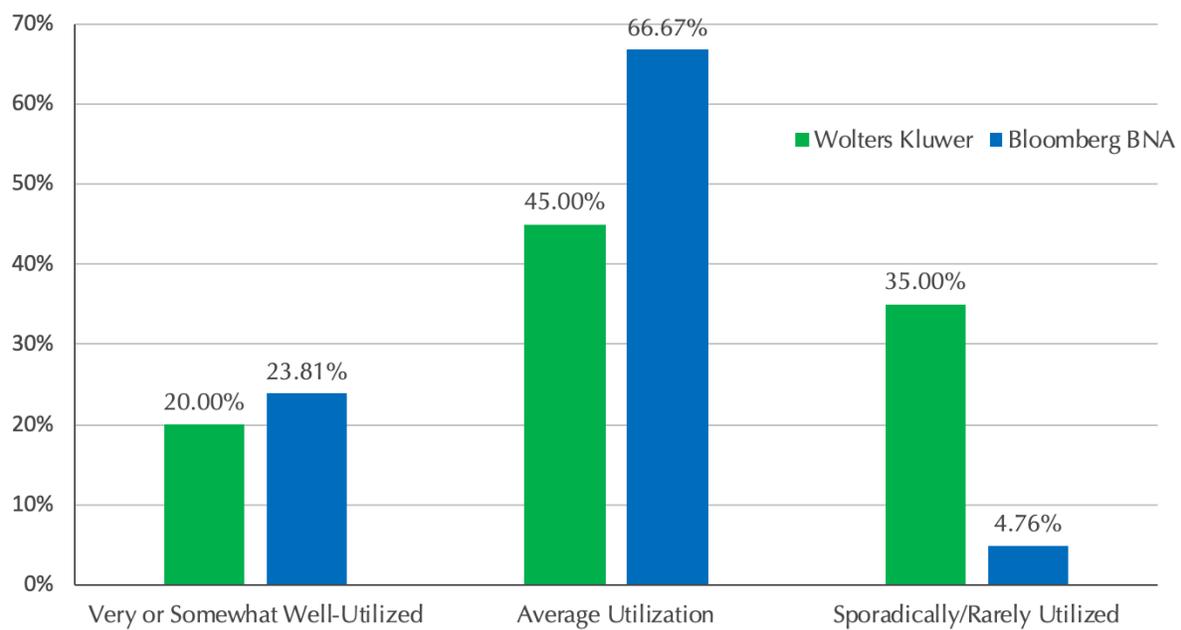
Does your firm currently have both Wolters Kluwer/Cheetah™ and Bloomberg/BNA BLAW™?



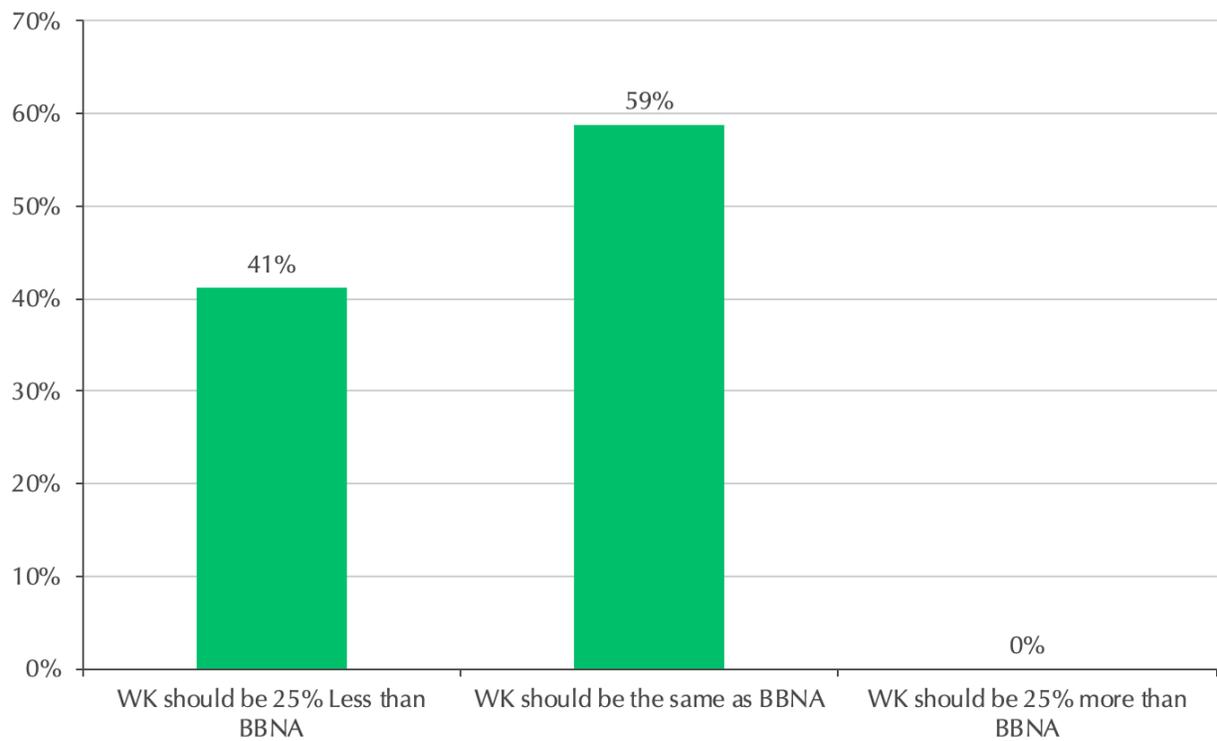
### How often do you use each product?



### How well-utilized are these vendors, compared with all your other legal information products?



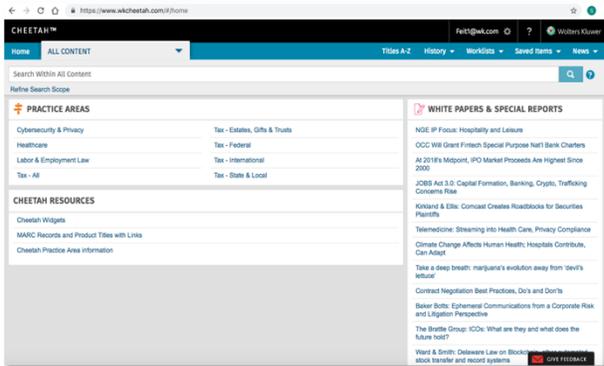
### How should the price of WK compare to BBNA?



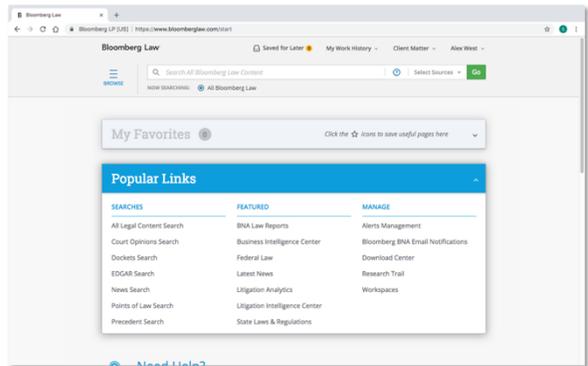
Which vendor's search/homepage page did you find most appealing?



**Cheetah**  
83% Preferred



**BBNA**



## What three words or phrases would you use to describe *Bloomberg BNA*?

- In depth, frustrating, expensive
- too expensive; not worth the expense; difficult to navigate
- expensive, poor search functionality, not intuitive
- Tons of content, difficult to filter results by keyword, constantly changing access to material in our plan
- new kid on the block, expensive (can I have that twice?), good info
- great content arrogant expensive
- Over-priced, used car sales tactics, go to source for certain practice areas
- popular expensive difficult to contract
- Poor service, difficult to deal with, Expensive
- rigid pricing, becoming popular, a future threat if we don't kill the weeds now
- Horrible, expensive, poor service
- good customer service, innovative, pricing opaque
- Difficult, expensive, frustrating
- difficult, over-priced, ridiculous
- difficult to deal with, gouging
- Prohibitively expensive, duplicitous, frustrating
- ridiculously expensive
- NOT a replacement for Wexis, Great BNA content
- expensive, good content, unreasonable
- Expensive
- Good labor and employment content, timely and relevant news, a little difficult to use
- expensive unreliable untrustworthy
- clean simple quick
- simple, economical, efficient
- good content; fair price; searching not intuitive
- inexpensive, clunky, slow
- Excellent user experience, comprehensive state summaries of L&E topics, niche product - mostly used by particular practice groups
- touchy, looks like old tech, good info
- powerful flexible searching and navigation good content reasonable pricing
- Go to source for certain practice areas, less expensive, unpopular
- easy to use intuitive difficult to price
- Good service, easy to use, bit dated looking
- easy to work with, inexpensive, old-school
- Fair dealing, easy to work with, reasonable

*What three words or phrases would you use to describe Bloomberg BNA?*

- ok, pushes materials i don't need, great content
- Intuitive, correctly priced, flexible
- Becoming Innovative, high quality, severely under-resourced to be able to compete
- inexpensive, easy to deal with,
- Reasonable, underappreciated, value
- clunky interface, Aspen content, great smart charts
- good UX, under-appreciated, good value
- Essential for tax
- Good arbitration content, a little clunky, good smart charts

# Healthcare - Homepage preference



**Cheetah**  
63% Preferred

**BBNA – 1 of 3**

**Cheetah – 2 of 2**

**BBNA – 2 of 3**



Wolters Kluwer/Cheetah™ and Bloomberg/BNA BLAW™ Survey 2018

# Healthcare

## Rate Navigation/Search:

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 71%	29%
<i>Good</i>	24%	33%
<i>Fair/Poor</i>	5%	38% ✘

## Rate ability to go back/back-track

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 67%	25%
<i>Good</i>	24%	45%
<i>Fair/Poor</i>	10%	30%

## Rate ability to maneuver to new sections

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 57%	19%
<i>Good</i>	33%	62%
<i>Fair/Poor</i>	10%	19%

## Rate ability to filter

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 68%	29%
<i>Good</i>	23%	48%
<i>Fair/Poor</i>	9%	24%

## Rate relative intuitiveness of layout

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 45%	19%
<i>Good</i>	41%	29%
<i>Fair/Poor</i>	14%	52% ✘

# Healthcare

## Rate Content Breadth - number of sources, variety, coverage:

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 77%	24%
<i>Good</i>	9%	48%
<i>Fair/Poor</i>	9%	29%

## Rate uniqueness of Content - treatises, forms, guidebooks

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 67%	33%
<i>Good</i>	29%	62%
<i>Fair/Poor</i>	5%	5%

## Rate workflow - functionality, integration with other tools, exporting

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 69%	23%
<i>Good</i>	31%	46%
<i>Fair/Poor</i>	0%	31% ❌

## Rate Features - Smart Charts (statute comparisons)

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 82%	42%
<i>Good</i>	18%	58%
<i>Fair/Poor</i>	0%	0%

## Rate User Experience - Ease of use, overall design

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 63%	24%
<i>Good</i>	30%	67%
<i>Fair/Poor</i>	7%	10%

# Healthcare

Verbatim Comments by vendor, *Wolters Kluwer*

- Still a bit clunky - and always slow.
- I have found in the past it's difficult to maneuver in WK. Especially when you are trying to find terminology within the documents. Also it's difficult when a search pulls up too many hits
- Search results were better in CCH than in Bloomberg
- Cheetah can substitute Bloomberg in Health
- Health can replace BBNA's health
- I don't know if there were items that we don't have access to, but there was very little available in CCH under Healthcare - one News and Blog section and three treatises, so I was underwhelmed by the content.
- This section seems to have a lot of items, but I can't tell if it is as much as the other areas - it does not seem to have the same breadth. Looks like a good selection of smart charts. I do not know much about the medical field though, so it is more difficult to gauge the quality of the materials.
- I have little experience with the healthcare sector, so I have no solid opinions on whether or not this covers the necessary areas.
- As a first time user to both systems, I picked up Cheetah much faster.
- For me, content is king along with ease of use.
- Smartcharts and workflow I did not use for this question.
- There wasn't any unique content - primary law only.

# Healthcare

## Verbatim Comments by vendor, *Bloomberg/BNA BLAW*

- The instructions were quite specific so easy to filter but not so easy if you are doing a more narrow terms search. I feel the same about WK
- I was much more impressed by the content in Bloomberg law, across all types of content.
- Same as WK - I don't have enough experience with this practice area.
- I found more cases on WK than on BLAW
- In comparison to CCH, BLaw had a lot fewer results -- five to 23! However, it did have one article which mentioned the search terms. Chart Builder and workflow were not used.

# Labor & Employment – Homepage Preference

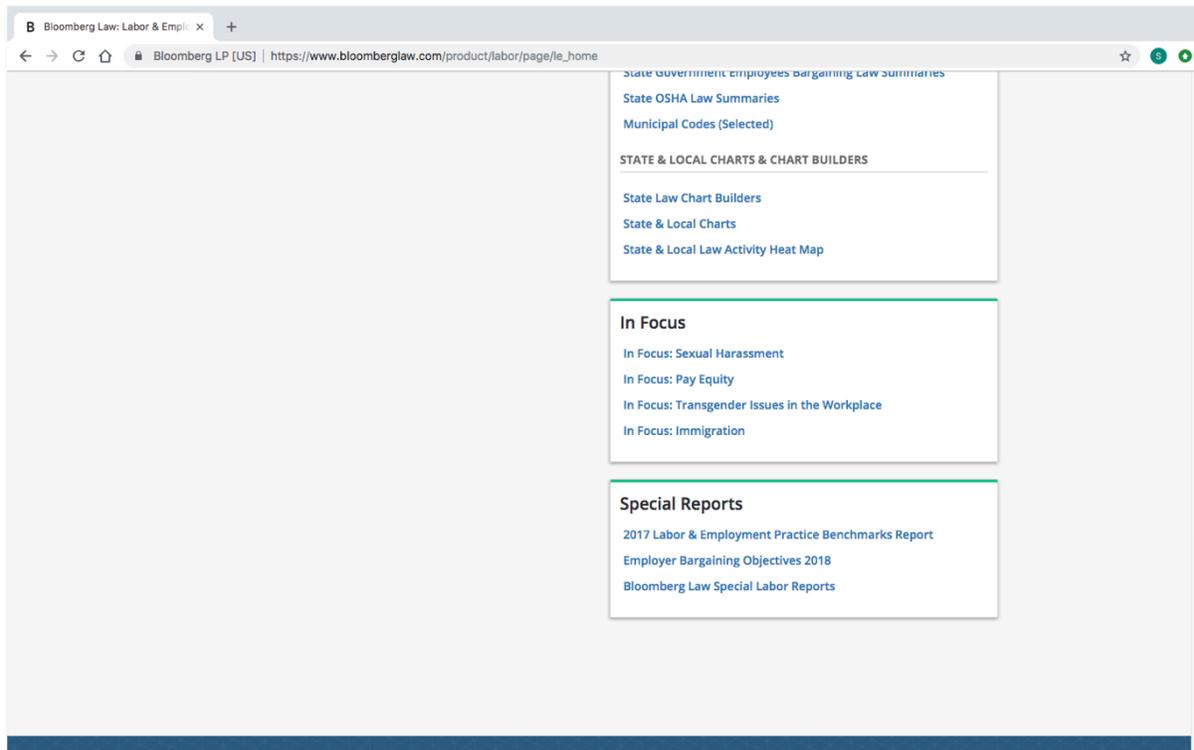
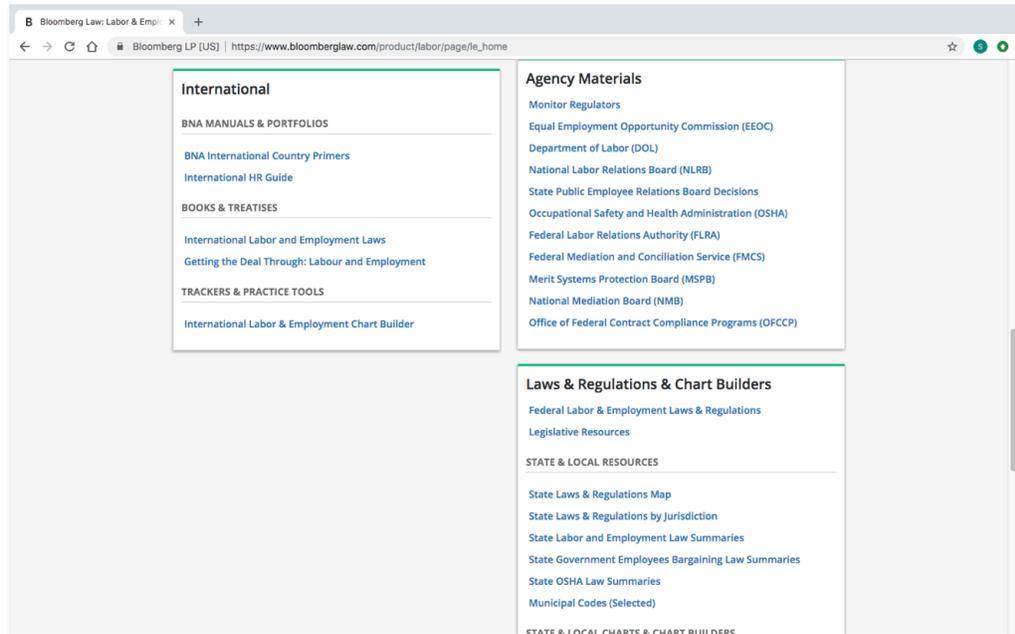


**Cheetah**  
62% Preferred

**BBNA – 1 of 4**



# Labor & Employment



# Labor & Employment

Rate Navigation/Search:

	WK	BBNA
<i>Excellent/Very Good</i>	73%	41%
<i>Good</i>	23%	41%
<i>Fair/Poor</i>	5%	18%

Rate ability to go back/back-track

	WK	BBNA
<i>Excellent/Very Good</i>	60%	43%
<i>Good</i>	35%	33%
<i>Fair/Poor</i>	5%	24%

Rate ability to maneuver to new sections

	WK	BBNA
<i>Excellent/Very Good</i>	68%	27%
<i>Good</i>	27%	45%
<i>Fair/Poor</i>	5%	27%

Rate ability to filter

	WK	BBNA
<i>Excellent/Very Good</i>	68%	27%
<i>Good</i>	27%	41%
<i>Fair/Poor</i>	5%	32%

Rate relative intuitiveness of layout

	WK	BBNA
<i>Excellent/Very Good</i>	64%	32%
<i>Good</i>	23%	41%
<i>Fair/Poor</i>	14%	27%

# Labor & Employment

Rate Content Breadth - number of sources, variety, coverage:

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 82%	55%
<i>Good</i>	14%	36%
<i>Fair/Poor</i>	5%	9%

Rate uniqueness of Content - treatises, forms, guidebooks

	WK	BBNA
<i>Excellent/Very Good</i>	59%	✔ 77%
<i>Good</i>	36%	18%
<i>Fair/Poor</i>	5%	5%

Rate workflow - functionality, integration with other tools, exporting

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 57%	19%
<i>Good</i>	43%	56%
<i>Fair/Poor</i>	0%	25%

Rate Features - Smart Charts (statute comparisons)

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 67%	42%
<i>Good</i>	17%	50%
<i>Fair/Poor</i>	17%	8%

Rate User Experience - Ease of use, overall design

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 59%	32%
<i>Good</i>	36%	59%
<i>Fair/Poor</i>	5%	9%

# Labor & Employment

Verbatim Comments by vendor, *Wolters Kluwer*

- This individual section has much more content and fairly easy to navigate.
- They actually had forms
- Did not back track
- At this point, I realized that CCH displays the results based on number of hits so the treatise and practice material came up first. BLAW had a standard format of opinions, treatises, etc.
- I used Boolean searching which is better on CCH than it has been in the past. Didn't try the Google search approach so results may be based on that.
- It's all about content and for labor Cheetah has what my firm needs
- Search results were better using CCH than Bloomberg. Easier to locate sources.

# Labor & Employment

## Verbatim Comments by vendor, *Bloomberg/BNA BLAW*

- For the most part, it is intuitive. They actually had forms
- I don't think they included forms. Also their categories for some reason are just not clear. I don't want to have think about what a category means - i.e. Law Reports or Law Report Issues
- BLaw included dockets which can be very helpful in this area of law. It would be nice if BLaw would give total results, not max out at a 1,000 so that number of resources could be ascertained.
- liked that the non compete treatise was displayed
- I made a note asking if Bloomberg was throttling results. I had significantly fewer docs and wondered if they capped results under 500.
- I love the chart builder but if you ask for too many states/topics - the excel chart doesn't seem to build properly. Actually that's my experience from having to do this previously.
- BLAW has some labor content unavailable elsewhere
- Search used produced fewer hits in Bloomberg than CCH. Bloomberg read search literally. CCH provided results for other commonly used terms for non-compete.

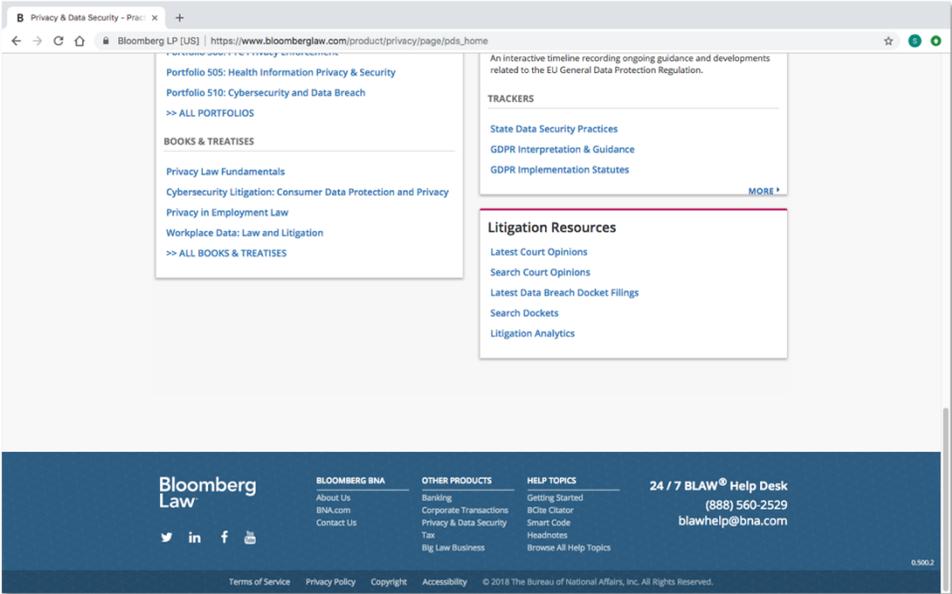
# Cybersecurity & Privacy – Homepage Preference



BBNA



# Cybersecurity & Privacy



# Cybersecurity & Privacy

## Rate Navigation/Search:

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 62%	43%
<i>Good</i>	29%	33%
<i>Fair/Poor</i>	10%	24%

## Rate ability to go back/back-track

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 67%	38%
<i>Good</i>	24%	19%
<i>Fair/Poor</i>	10%	43% ✘

## Rate ability to maneuver to new sections

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 62%	29%
<i>Good</i>	29%	43%
<i>Fair/Poor</i>	10%	29%

## Rate ability to filter

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 62%	38%
<i>Good</i>	19%	33%
<i>Fair/Poor</i>	19%	29%

## Rate relative intuitiveness of layout

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 59%	43%
<i>Good</i>	23%	10%
<i>Fair/Poor</i>	18%	48% ✘

# Cybersecurity & Privacy

Rate Content Breadth - number of sources, variety, coverage:

	WK	BBNA
<i>Excellent/Very Good</i>	74%	76%
<i>Good</i>	21%	24%
<i>Fair/Poor</i>	5%	0%

Rate uniqueness of Content - treatises, forms, guidebooks

	WK	BBNA
<i>Excellent/Very Good</i>	65%	65%
<i>Good</i>	25%	35%
<i>Fair/Poor</i>	5%	0%

Rate workflow - functionality, integration with other tools, exporting

	WK	BBNA
<i>Excellent/Very Good</i>	67%	31%
<i>Good</i>	25%	63%
<i>Fair/Poor</i>	8%	6%

Rate Features - Smart Charts (statute comparisons)

	WK	BBNA
<i>Excellent/Very Good</i>	87%	67%
<i>Good</i>	13%	22%
<i>Fair/Poor</i>	0%	11%

Rate User Experience - Ease of use, overall design

	WK	BBNA
<i>Excellent/Very Good</i>	67%	41%
<i>Good</i>	24%	50%
<i>Fair/Poor</i>	0%	9%

# Cybersecurity & Privacy

Verbatim Comments by vendor, *Wolters Kluwer*

- I had a little trouble finding their chart feature at first for this.
- Everything available is clearly displayed, but layout is a bit clunky/cluttered.
- Normally I prefer the Wolters Kluwer user experience. However, this task focused on locating survey content. It is not easy to decide which survey to run from the list. It was called "Security Breach Notification Requirements" not "Data Breach" or anything else.
- It would be helpful if they grouped their surveys into categories.
- I did not filter. What I found that was interesting is how many more topics BLaw covered than CCH -- 22 to 10! Having to go to a separate page to choose jurisdiction (on CCH) wasn't helpful.
- I went straight to the cybersecurity link and there was a link for the smart chart without doing a search
- I used the smart chart feature so no searching.
- Pain to have to click on each state if you want a 50 state overview.
- I was also impressed with this practice center; resources on the GDPR are very hot right now and also like the coverage of state, federal and international resources on this area of law. The SmartChart also has a great breadth of coverage of topic available.
- Wasn't able to get to their smart chart however I've used this product in other services and it's terrific.

# Cybersecurity & Privacy

Verbatim Comments by vendor, *Bloomberg/BNA BLAW*

- I did not realize this was a practice center; this is ever evolving and good to know what Bloomberg offers, especially international laws.
- I thought the Bloomberg chart feature (for this particular task) was superior. There more options and it had a cleaner output.
- Problems with exporting a chart
- Took me quite a while to find the chart tool, even though I was fairly confident that it existed.
- Results were harder to read from the screen than CCH. I didn't export the results for viewing.
- I couldn't see the box to create chart (it was to light to read). Once I clicked on the box at first it froze, I tried again and it told me that is was unable to create the chart.
- I did not filter. I found BLaw's summary of timing to be more informative than CCH. Jurisdictions covered were Indiana, Michigan and Ohio. BLaw had additional caveats such as applicable to non-government entities while CCH said "without reasonable delay." There is a big difference between those answers.
- Again, I had to link back to top level and drill down to find the right area. One cool thing, when I entered my search I got a pop up box for the chart builder
- Bloomberg had more filter options for with chart options only down side - wasn't sure what some included.
- I never did get the chart to work. It finally said it was unable to build the chart

# Tax



**Cheetah**  
65% Preferred

**BBNA (1 of 3)**



Wolters Kluwer/Cheetah™ and Bloomberg/BNA BLAW™ Survey 2018

# Tax

The screenshot shows the Bloomberg Law Tax website. The browser address bar displays "https://www.bloomberglaw.com/product/tax/page/page\_federal". The navigation bar includes "Bloomberg Law: Tax" and icons for FEDERAL, STATE, INTERNATIONAL, PAYROLL, DAILY TAX REPORT, and SEARCH. The main content area is divided into several sections:

- Client Letters & IRS Response Letters** (marked as NEW):
  - Elections & Compliance Statements
  - Transactional Diagrams
  - Portfolio Working Papers
- QUICK REFERENCE**:
  - Federal Tax Calendar
  - Tables, Charts & Lists
- PODCASTS**:
  - Jumpstart: Deferred Foreign Income Treatment (Section 965)- Update (9/28/18)
  - Jumpstart: Qualified Opportunity Zones (9/25/18)
  - Jumpstart: Section 245A (9/21/18)
  - Jumpstart: Section 199A - Application, Part 2 (9/13/18)
  - Jumpstart: Section 199A - Update, Part 1 (9/13/18)
  - Jumpstart: FDII (Foreign-Derived Intangible Income) (9/12/18)

Show More
- NEWS & JOURNALS**:
  - Daily Tax Report
  - Federal Tax Developments Tracker
  - Weekly Report
  - IRS Practice Adviser Report
  - Tax Management Memorandum
  - Compensation Planning Journal
  - Estates, Gifts & Trusts Journal
  - Financial Planning Journal
  - Real Estate Journal
  - Tax Management International Journal
  - Special Reports

The footer contains contact information for Bloomberg BNA (24/7 BLAW® Help Desk, 888.560.2529, bliawhelp@bna.com) and navigation links for SITE, LEGAL, HELP, and BLOGS.



# Tax

## Rate Navigation/Search:

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 68%	39%
<i>Good</i>	27%	43%
<i>Fair/Poor</i>	5%	17%

## Rate ability to filter

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 68%	22%
<i>Good</i>	18%	48%
<i>Fair/Poor</i>	14%	30%

## Rate ability to go back/back-track

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 70%	27%
<i>Good</i>	25%	32%
<i>Fair/Poor</i>	5%	41% ✘

## Rate relative intuitiveness of layout

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 64%	26%
<i>Good</i>	23%	43%
<i>Fair/Poor</i>	14%	30%

## Rate ability to maneuver to new sections

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 68%	39%
<i>Good</i>	27%	35%
<i>Fair/Poor</i>	5%	26%

# Tax

## Rate Content Breadth - number of sources, variety, coverage:

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 82%	74%
<i>Good</i>	14%	17%
<i>Fair/Poor</i>	5%	9%

## Rate uniqueness of Content - treatises, forms, guidebooks

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 82%	70%
<i>Good</i>	14%	22%
<i>Fair/Poor</i>	5%	9%

## Rate workflow - functionality, integration with other tools, exporting

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 67%	31%
<i>Good</i>	33%	63%
<i>Fair/Poor</i>	0%	6%

## Rate Features - Smart Charts (statute comparisons)

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 85%	44%
<i>Good</i>	15%	56%
<i>Fair/Poor</i>	0%	0%

## Rate User Experience - Ease of use, overall design

	WK	BBNA
<i>Excellent/Very Good</i>	✔ 64%	26%
<i>Good</i>	36%	52%
<i>Fair/Poor</i>	0%	✘ 22%

# Tax

Verbatim Comments by vendor, *Wolters Kluwer*

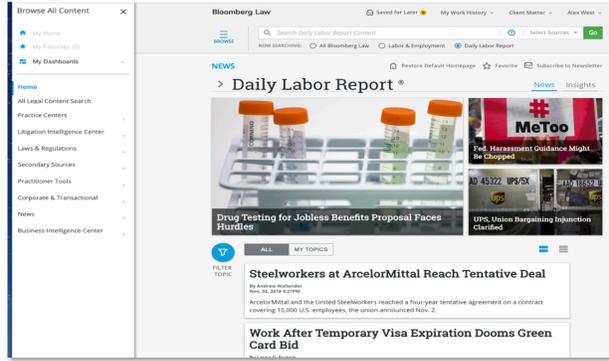
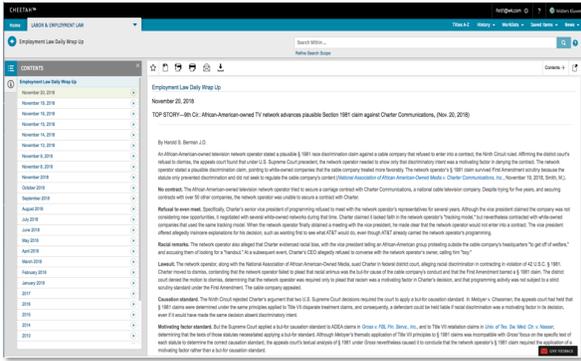
- I am impressed with how many resources this section offers at every level of government, even international. Again, the page is a little cluttered, but not sure what the remedy would be for this. It does list everything available clearly.
- CCH blew BLaw out of the water on this question as BLaw had very few resources when compared to CCH. This may have something to do with better state coverage on CCH.
- I think CCH has excellent traditional sources in the field of tax. They have publications that have been standard resources for generations and that impacts their content here.
- Cheetah is adequate...huge improvement

# Tax

## Verbatim Comments by vendor, *Bloomberg/BNA BLAW*

- I believe there is a greater preference for BNA because of Portfolios
- The Tax page has a lot of content, but somehow the way it is organized seems overwhelming and busy. It is a slightly different interface and opens separately from the rest of Bloomberg law.
- I am more familiar with Bloomberg tax, so I have a bias with the layout.
- Found far fewer results for this question in Blaw
- still struggled to navigate between content on BLAW
- I couldn't seem to filter by agency. That could be operator error.
- This is where BNA can excel. Their TMP collection/law report articles are strengths - always good content.
- We have had BNA tax for so long, that I hesitate to comment. I am not thrilled with it, but I'm used to it - know its quirks.
- This is the crown jewel - the Portfolios
- The tax portfolios are the main content unique to Bloomberg that is of interest to the firm.
- CCH had so much more on this search that I am concerned about BLaw's coverage. An in-depth comparison on a variety of tax questions would be needed to determine which is better. When we made the decision to cancel CCH (and RIA Checkpoint) it was because BLaw had better coverage on what we needed. If you're looking for other topics, comparing tax resources of CCH, RIA Checkpoint and BLaw would be a great one.
- BNA has excellent legacy resources especially the portfolios.

# Current Awareness/Dailies



## Rate Layout/user-friendliness

	WK	BBNA
<i>Excellent/Very Good</i>	24%	48%
<i>Good</i>	38%	39%
<i>Fair/Poor</i>	38%	13%

## Rate geographic coverage

	WK	BBNA
<i>Excellent/Very Good</i>	35%	59%
<i>Good</i>	60%	41%
<i>Fair/Poor</i>	5%	0%

## Rate timeliness/current information

	WK	BBNA
<i>Excellent/Very Good</i>	19%	78%
<i>Good</i>	76%	22%
<i>Fair/Poor</i>	5%	0%

## Rate general impression

	WK	BBNA
<i>Excellent/Very Good</i>	24%	48%
<i>Good</i>	57%	35%
<i>Fair/Poor</i>	19%	17%

## Rate ease of use

	WK	BBNA
<i>Excellent/Very Good</i>	29%	43%
<i>Good</i>	52%	43%
<i>Fair/Poor</i>	19%	13%



# Current Awareness/Dailies

Verbatim Comments by vendor, *Wolters Kluwer*

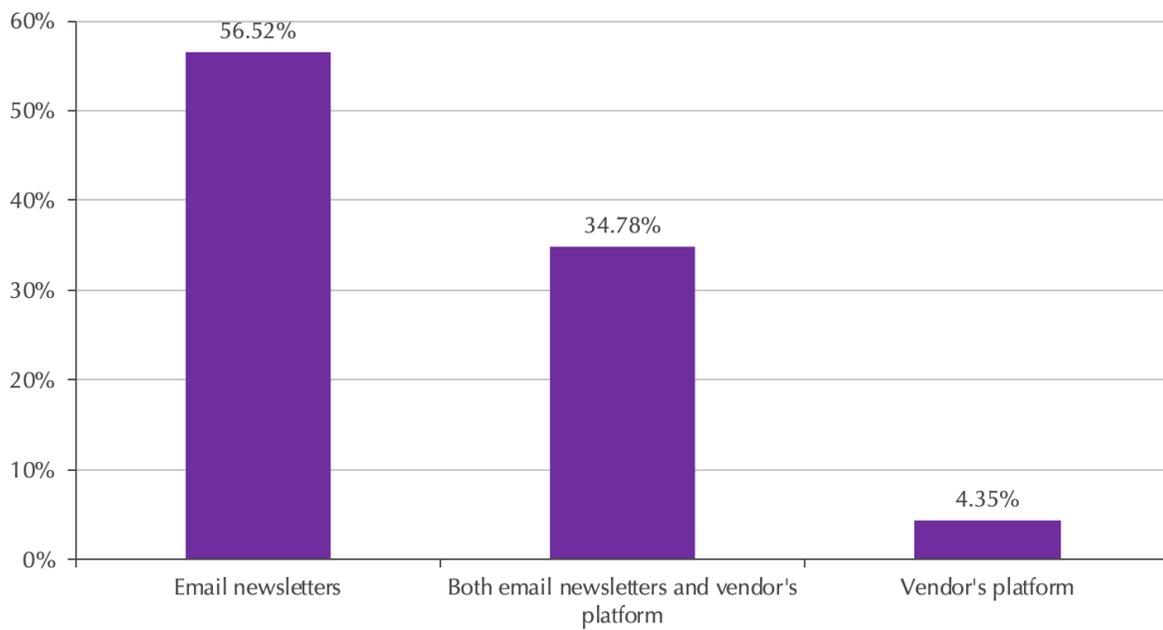
- lackluster
- meh...average needs some sprucing
- Very dull
- I say Poor because when I did the search the first thing that came up were Arbitration decisions from 2001 - why? I just didn't understand this.
- When I did my search older content showed up as the most relevant, presumably because my search term - arbitration - was in the the title. Not very helpful.
- This part of the site looks like it was created in the 1990s.
- Not impressed with this. Searching is easy but no way to filter results by type of news - blog, newsletter, etc so not as pertinent.  
After searching arbitration I had to resort the results to bring up the most current. It was a little random

# Current Awareness/Dailies

Verbatim Comments by vendor, *Bloomberg/BNA BLAW*

- The dailies are deteriorating in their new incarnation online
- This was a BNA newsletter - so you know it's good
- they only had BNA or Bloomberg content; nothing from the web  
Not the easiest to use. When you choose, Bloomberg News, you don't see labor as a topic. If you search the labor practice area, you can filter but can't combine news with law reports? You might want both.
- I went to the practice page for Labor and only saw the archived Daily Labor Report. I did a general search for the word and it then brought up lots of different classifications of news, pretty confusing

Do you prefer to receive news and updates through email newsletters from the vendor, or through the vendor's platform?



## Additional comments, *Bloomberg/ BNA*

- Terrible to deal with, far too expensive, unresponsive reps
- They are looking to get squashed...mine and many other firms looking to get rid of them.
- With terrible reps, tone-deaf pricing and a somewhat difficult to use platform BBNA needs to re-align and listen more to it's customers.
- They are out of touch on price, but seems like they are constantly improving product
- Terrible reps, ignore library requests to sell only when authorized to practice groups. Overall horrible.
- Bullies, bad attitude, will see a severe market cut-back if they don't wake-up.
- Renewal has been a nightmare, vendor reps are the worst, overly aggressive, ignore requests of their clients. New pricing, access models are awful.
- For us, all of this comparison is irrelevant. I can not - I WILL not - recommend that we pay the new Blaw costs - period. And having the BLaw rep tell us that it's simple - just cancel Wexis - is insulting. They don't get to tell me how to spend my budget - particularly when their product can not fully replace what they say I should cancel. Now I'm trying to cancel their products just on principle.
- BBNA's pricing and sales tactics have become unreasonable. They are forcing firms to look very hard at the value they get from BBNA.
- Subscription model and apparent lack of knowledge of the legal market does not bode well for the long term. Of course, if they change course, BLaw has the potential to dominate because of their integrated platform.
- Interface is better than it used to be, but also somewhat confusing and not very intuitive. Very good labor and employment and news content, and more coverage of different practice areas (unless that is due to not having a full seat to CCH).
- I have nothing good to say about BLAW
- Bloomberg Law is rather difficult to navigate. It can be tough to find the content you need as it may have been renamed or discontinued during the transition from BNA. Our firm wide interface is constantly shifting with access coming and going to various resources. There are some really neat tools and areas - such as the practical guidance and the data analytics. BCite is also very useful. They just really need to focus on building out a consistent user experience.
- Waaaay to expensive for something that cannot replace Westlaw or Lexis. Its operation, info and analytics are great, but at some point its benefit exceeds its cost. That point is rapidly approaching for many.
- I hold their content in high regard but was disappointed in having to drill around so much
- Very good resource but over-priced. Again, should be using it more but can't get users to look past Westlaw.
- I hate the way they are pushing people to BLaw. I loved my old BNA practice centers and newsletters. I look for any way I can to cancel their products

## Additional comments, *Wolters Kluwer*

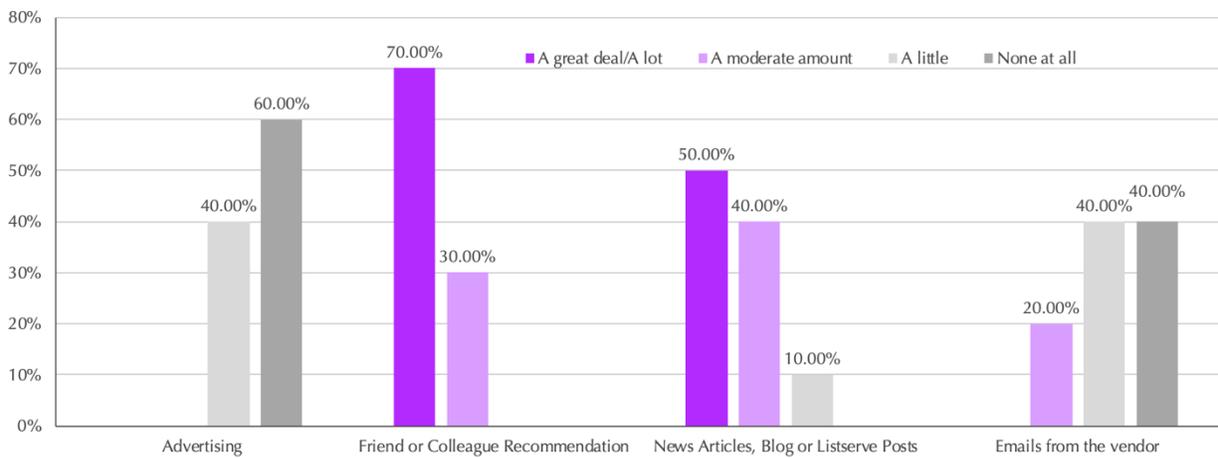
- It would be great to get more people to try
- Wish they could replace Bloomberg but we can't get around portfolios and now their awesome docket.
- Wish more users would try and use it.
- Need to innovate
- Very good product, can't entice users to try it
- Need to compete better in labor and dailies...nice guys, great content...can replace bloomberg in tax, securities and corporate
- Renewal was painless, good product. We need to raise awareness with attorneys.
- Good product - hope they work on interface
- Really pleased to see WK take on BBNA. They have an opportunity and are running with it!
- Unique and dependable content for Labor & Tax makes it a "go to" source.
- It is easier to use than it used to be; not crazy about interface but don't have ideas to improve it. Confident about overall content.
- Their search feature could be improved.
- There is a real need to differentiate themselves from other platforms. They stand out in terms of user experience. Perhaps now they should focus on development of unique content, such as practical guidance (forms, policies and other sample documents).
- CCH has such good information that it is a shame it is on an interface such as Cheetah. While it is easy to navigate, it can be difficult to read and somewhat touchy. (Did not work on Firefox at all.) To be fair, Cheetah is an improvement over Intelliconnect and its prior iteration.
- As a new user, I was pleasantly surprised by how quickly I picked up the navigation and searching.
- Very good resource. It's a shame we can't users to buy in.
- The pricing is very confusing, things can be bundled, purchased along, and prices seem to change all the time.

*How do the Wolters Kluwer/Cheetah™ content areas compare to Bloomberg/BNA BLAW™?*

	Health	Labor	Tax	Cybersecurity	Dailies
WK is superior to BBNA	✔ 38.10%	23.81%	✔ 38.10%	9.52%	4.76%
WK is about the same as BBNA	47.62%	42.86%	23.81%	✔ 66.67%	42.86%
WK is inferior to BBNA	14.29%	33.33%	38.10%	23.81%	✘ 52.38%

# Marketing Influencers

How much do the following factors influence your consideration of a new legal information product?





## User Descriptions *Wolters Kluwer*

- Excellent, accommodating, quick to reply.
- lots of employee turnover
- Good tax content.
- meh
- Okay to work with, doesn't always respect my needs, constantly selling materials I stated I don't want
- Easy to work with
- willing to listen
- Quality products; increasingly innovative strategy; quality reps, but they're under-resourced
- So-so.
- They are fine. Pushy on making annual goals and plans. Once again, I hate that we can't negotiate better contracts based on what are needs are vs. what is in a library or content group. A whole library is as much as trying to just subscribe to one product out of that content group. Frustrating.
- decent product, good trainers
- easy to work with
- Great service, excellent practice specific online resources, essential as downsize WK print subscriptions
- Easy to work with
- Pricing relatively fair, high representative turnover, disappointed with RBSource
- Disorganized billing.
- Good. They work with us, and they have shown great patience and alternatives to Bloomberg products.
- easy to work with
- ok, more niche
- Pleasant but have not negotiated contracts recently
- communicative, listening, patient
- "Reasonable pricing"
- "Good technology"
- "Firmwide access a plus"
- reasonable pricing, good content, not great customer service

## User Descriptions *Wolters Kluwer*

- Easy to work with, **not great usability**, good service
- **confusing pricing**
- good content
- good trainers
- straightforward
- Good content, **poor user interface**
- easy to work with; good resources; **confusing interface**
- responsive, attentive, easy to work with
- Cheetah better platform
- Easy to work with.
- **Useful for tax practitioner needs only.**
- Good value for cost.
- tax-oriented, **trying, frustrating**
- Reliable, simple, trusted
- Easy to work with; upfront; flexible
- great reliable affordable
- **clunky**, getting better
- user friendly
- Fairly easy to work with. They initiate contact often.
- Responsive
- Helpful
- Good content, moderate functionality, **inflexible contract options**
- **lack of responsiveness**
- **sales cold calling**
- **Confusing**
- content great; good service; quiet but stalwart
- Affordable.
- **Used to be easy to work with**
- nice platform, easy to work with
- great editorial content
- As time has gone on, I find my rep being more flexible on coming to a mutually agreeable arrangement.
- Fair pricing, good product **but users forget it's there, need better pr**

## User Descriptions *Wolters Kluwer*

- Responsive
- Willing to work with firm
- Easy to work with Tax Acct Rep
- Reasonable renewal increases. Solid vendor/client relationships.  
Decent value.
- Reasonable
- great sales force
- quality products
- poor cousin of Wexis and BLaw, destined for acquisition, good info bad marketing execution



## User Descriptions *Bloomberg/BNA*

- Just evil
- Confused
- really expensive (especially for mid-sized firms); lack of communication; lack of transition assistance
- sometimes challenging, responsive, persistent
- hard to find information
- Becoming too expensive, Not necessarily a replacement for WEXIS,, Not thrilled with direction.
- Good content, administrative interface should be better
- Becoming harder to work with
- Out of touch
- 'difficult to work with' scheming clueless
- Dodgy and dishonest; not forthcoming with information; overpriced
- predatory misguided sneaky
- unpredictable, expensive, lacking
- Nothing but upselling
- very expensive, not very user friendly, good
- Very easy to work with. Responsive.
- Challenging
- shortsighted
- Hard to get answers, Confusing, expensive
- Confused pricing, moderate functionality, good content
- content great; confusing billing, content system
- Horrible. Difficult to work with.
- Great, Easy to work with, The database is not intuitive
- easy to work with re: digital, difficult re: print
- Pushy. They do not work with you very well to come to an agreeable arrangement or compromise.
- Used car sales reps, "got to have it" for some content, feels like we're walking a plank
- Portfolios are a great product, Slow response time, Difficult pricing structure
-

## User Descriptions *Bloomberg/BNA*

- Very frustrating to work with
- rigid
- constant subscription changes resulting in enormous price increases  
annoying
- Infuriating. Unreasonable. Duplicitous. Tone-deaf.
- burden of platform changes ret with customer, salesforce doesn't know  
what is for sale, price gouging  
quality products but losing some functionality available in print when  
going online
- Bad business model
- expensive, still finance focused rather than legal focused, all inclusive  
model should be industry standard
- Extremely difficult to work with from a support and contract negotiation  
perspective; opaque pricing and billing; completely overvalue their  
offerings and place in the market
- Awful, slow to respond, extremely pricey.
- bait and switch
- Easy to use. Good content.
- NOT even satisfactory
- Easy to work with (account manager and rep, NOT Pricing), innovative  
(client reps), always upselling (BAD)
- High learning curve
- easy to work with
- difficult to deal with
- minimum seat requirement
- very expensive
- Strong reporters
- Frustrating and confusing
- willing to listen
- Expensive, Federal focus, Need more filters
- Emerging, wanting to learn
- OK, but not a huge fan. Dealing with them next year on contract  
negotiations and I have a feeling it's not going to be pretty. Reducing is  
never an easy conversation.

## User Descriptions *Bloomberg/BNA*

- Difficult, extremely poor communication, migration to practice centers not handled well
- Not very knowledgeable of legal space.
- difficult at best. With the changes in their pricing we have had regular confrontation and chosen to cancel many of their products.
- Frustrating
- High costs
- Very expensive, Not transparent (won't provide user usage reports), Strong information provider.
- Constantly changing offerings; no flexibility for individual newsletter subscriptions - i.e. Daily Labor Report
- noncommunicative, difficult, resistant
- Great service, excellent practice specific online resources, essential as downsize BNA print subscriptions
- Overpriced
- "Mediocre technology"
- "Inflexible content bundling"
- ridiculously expensive, not flexible, not intuitive
- Borderline unethical, condescending, cutthroat
- easy to work with
- pricey
- confusing pricing
- good trainers