

Press Release: Agnitio Manager 4.1 Release
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Agnitio announces the latest release of Agnitio Manager 4.1 Closed Loop Marketing software

Agnitio, a leading global provider of Closed Loop Marketing (CLM) software for pharmaceutical companies, announces the latest release of Agnitio Manager 4.1. This release offers pharmaceutical companies the ability to utilize presentation assets created outside of the Agnitio Manager and offers easier localization of both static and dynamic text.

Agnitio Manager 4.1 gives pharmaceutical companies the ability to import existing Adobe Flash (.swf) files, import your presentation structure, and set your default presentation settings according to your brand design guide. Additionally, this release offers access to a global character set for easier localization.

“The new release offers customers better flexibility in managing their presentation assets and will ease the work load for sales reps in managing references and additional documentation” says Morten Hjelmsø, CEO and Founder of Agnitio.

“With Manager 4.1, we now provide Flash editing capabilities that include several API’s allowing content authors to create advanced Flash components from animated assets that can be localized, along with advanced monitoring of content and advanced navigation components” states Morten Lindaa, International Development Director at Agnitio.

For more information:

Visit Agnitio’s website: www.agnitio.com

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About Agnitio

Agnitio is one of the world’s leading suppliers of Closed-Loop Marketing (CLM) software to pharmaceutical companies.

The Agnitio CLM Software Suite automatically gathers information from every sales meeting and integrates this with the latest data from any CRM system, enabling every sales representative to give customized 1:1 presentations using features such as 3D simulations, animated illustrations, and intuitive navigation – all on a laptop or tablet PC.

Agnitio has developed and implemented sales tools for major companies since the beginning of the 1990’s. Since 2001, Agnitio has focused entirely on the pharmaceutical industry, working with companies like Bayer Schering Pharma, Eli Lilly, Merck, Pfizer, GlaxoSmithKline Pharma, and Boehringer-Ingelheim.

