At Agnitio, we are always striving to be at the cutting edge of the technological evolution

Consequently, we were quick to realise the impact that the development of the Apple iPad could have on the CLM-business, and immediately set about creating a version of our platform for this new device

CLM in an easy-to-carry package

The Apple iPad is smaller, lighter, and slimmer than a traditional tablet-PC, providing users with a platform that is significantly more nimble and streamlined than most other options. This, combined with a very long battery lifetime, and a top-of-the-range screen with a very wide viewing-angle, makes the iPad an ideal device for CLM-presentations. The intuitive multi-touch interface also provides content-developers with new possibilities for creating interaction between the Salesrep, the customer, and the presentation.

Ready in an instant

The iPad has been optimized for speed, with most applications having very little loading-time. This has been achieved by building the device without a mechanical harddrive, but relying on Flash-based solid-state storage, as well as using the Apple iOS operating-system, where all unnecessary parts have been removed.

The Agnitio iPlanner continues in this vein, and let's the user start presenting his or her chosen presentation within just a few seconds of turning on the device – A Critical factor in a Market where Health Care Professionals face a greater and greater workload, and face-to-face time has become a precious commodity.

## *Not "just E-detailing", but a complete Closed Loop*

The Agnitio iPlanner is much more than just a novel tool for presenting Rich content to your customers. The application integrates seamlessly with the rest of the Agnitio CLM Software Suite, allowing you to manage, approve, and distribute your presentations using the Agnitio Manager, as well as navigating and analyzing your collected data using the Agnitio Analyzer.
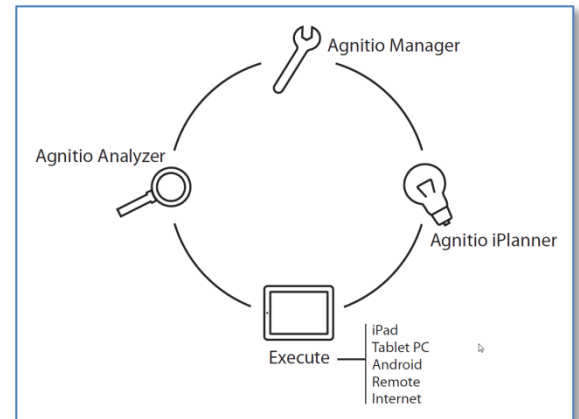
Using the Agnitio iPlanner monitoring API provided, the usage of the content is automatically collected and stored against the activities and its participants when a presentation is used. Thus, highly valuable customer-data is collected and transmitted to the Analyzer servers, every time the Agnitio iPlanner is used in a sales-call. This information, in turn, can serve to further increase your understanding of your customer-base and enrich your sales- and marketing-efforts, while at the same time providing you with concrete evidence regarding which elements of your marketing-materials are having a strong impact, and which could be improved.

The content used in the iPlanner can be created to easily collect complex data regarding the presentation and the interaction with the physician, such as surveys and questionnaires, a physicians perception of your product expressed by him on a graph or chart, or indeed any other form of interactive element, designed to collect information from the physician.

A Simple and intuitive interface
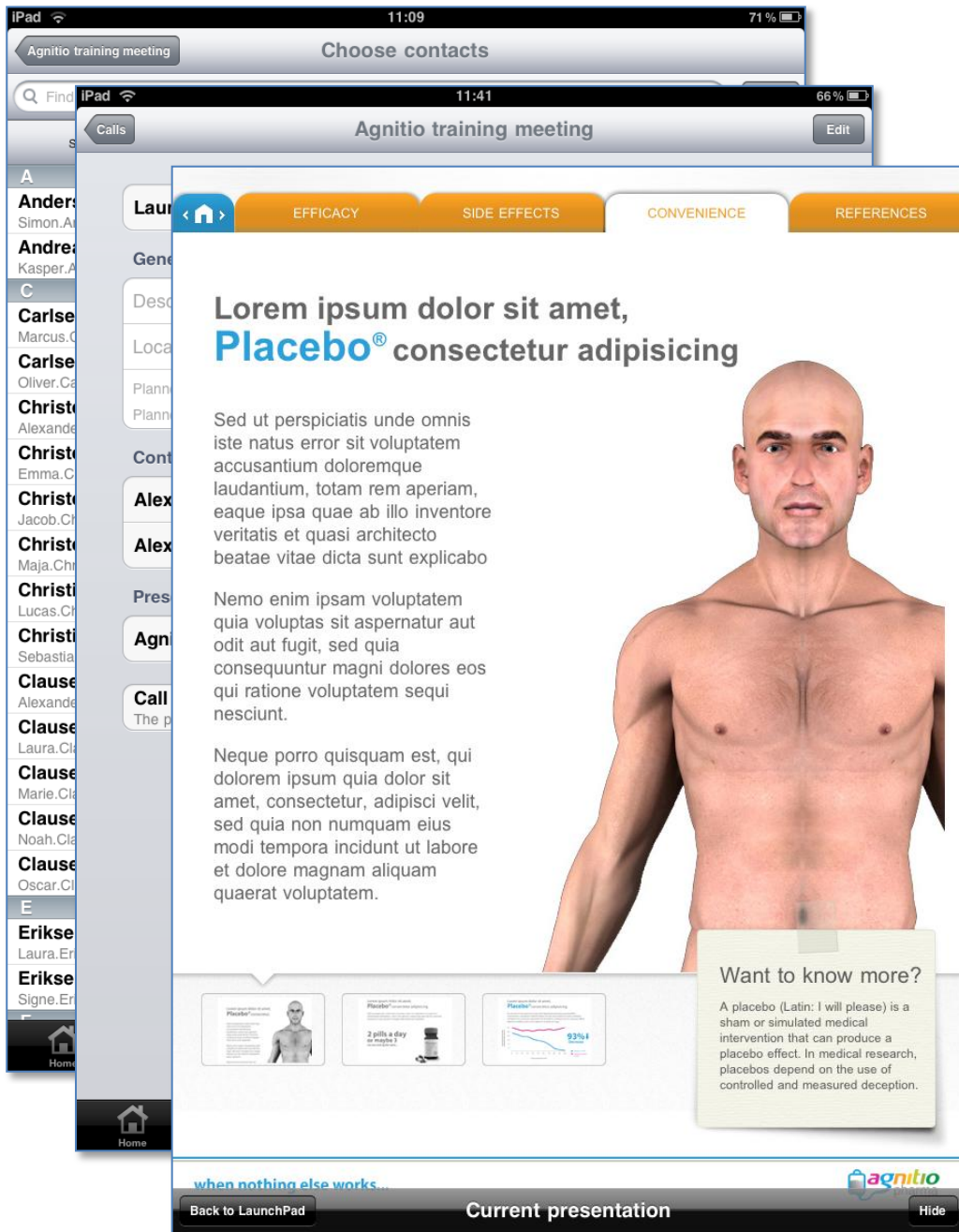
The user interface of the Agnitio iPlanner has been built to be as immediately logical and simple to use as possible. The application contains very few buttons, and is navigated through a simple tool-bar at the bottom of the screen. All functions have been simplified, and all non-essential functionality has been hidden from view, so your salesforce can concentrate on performing the best sales-call possible.

Data-transfer, made easy

Due to the safety-precautions added to the iPad by Apple, moving data to-and-from the device can be a challenge, occasionally requiring considerable manual work, overwriting applications, or even needing to physically collect all devices for an update.

The Agnitio iPlanner has been constructed using a "Best of Both Worlds"-approach, where all installation and updates are handled via iTunes, and all data-management is handled using Agnitio's dedicated servers. This is possible since the Agnitio iPlanner has been approved accepted into the iTunes AppStore, where any person can download a "blank" version of the application, with no presentations or Physician-data.

Access to the relevant presentations and data is managed by logging into the application using credentials that are issued by Agnitio. Whenever a user logs in, his or her credentials are checked against the Agnitio servers, and any relevant data, presentations or updates are automatically downloaded to the iPlanner Application. At the same time, any relevant updates to the iPlanner itself will be automatically downloaded and applied via iTunes.

Thanks to this approach, presentations and physician-data never needs to be sent through the AppStore, or any other 3rd-party system, which ensures an approach that is compliant with both your company's Medical, Legal, and Regulatory policies, as well as respecting basic data-privacy legislation.

The approach also allows for a very short response-time, if a device is lost or damaged – As soon as a new device can be procured, the user simply installs the application from iTunes again, and logs in using the appropriate credentials. Afterwards, the iPlanner will automatically scan for missing presentations and physician-data, and update these from the Agnitio servers.

Zero infrastructure, Turn-key solution

As with the rest of Agnitio's product-suite, the iPad-solution is offered on a "Software as a Service"-platform. Consequently, the only hardware-expense incurred is the cost of the iPads themselves, as everything else is managed through the Agnitio servers. This results in virtually no support-costs, and no large up-front expense to establish a full server-environment, allowing customers to engage in as small or as large a project as they want.

And since Agnitio is also a fully-fledged digital Agency, some or all of the content needed for iPad projects can be produced by us, including planning, story-boards and project management.

-And to round off the services, Agnitio is also happy to assist with iPad-purchases, and even first-level support for users.

This means that Agnitio can provide a project with true "One-Stop Shopping", organizing and producing a customer's Project from A-to-Z

What about other "Pad"s?

With the buzz created by, and the subsequent successes of the iPad, numerous other hardware companies are starting to present products that are competing for the same market - Small, agile, fast mini-tablets, based on flash-memory. Some of these new devices are based on Android-technology, others are based on the Windows 7 operating-system. But common for all of them is, that they provide a very interesting and compelling alternative to traditional paper-based product-detailing, and even to the somewhat more cumbersome traditional tablet-PCs.

Agnitio is keeping a very close eye on any new devices, as they become available, and we are continuously testing to ensure that our products remain compatible and highly functional on these new tools. Consequently, should you be interested in an approach like the one outlined in this document, but on an upcoming Android- or Windows-based device, Agnitio's product-portfolio is ready for you.

Three ways to get on the CLM-train

Recognising that our customers are at different stages in implementing CLM into the organisation, Agnitio offers customers 3 solutions for CLM on the iPad, from very simple e-detailing, to full-fledged Closed-Loop Marketing.

Agnitio iPlanner Supports the full circle of Closed-Loop Marketing, allowing in-depth data-capture of data on presentation-usage and customer-interaction

Agnitio iPlanner Light Offers a solution with less complexity. This version of the tool does not register activities against individual customers, but still tracks all details on the usage of each presentation.

Agnitio iViewer Provides the classical e-detailing functionality, leveraging all the elegant features available on the iPad and interactive HTML5-presentations, but without data-capture.

	e-detailing	Automatic Software Update	Automatic Presentation synchronization	Presentation-usage capture	Contact-data capture and synchronization	Contact-list management	Calendar	Pre-call and Post-call editing
Agnitio iPlanner	✓	✓	✓	✓	✓	✓	✓	✓
Agnitio iPlanner Light	✓	✓	✓	✓	✗	✗	✗	✗
Agnitio iViewer	✓	✓	✓	✗	✗	✗	✗	✗

Do you want to know more?

If you would like to learn more about Agnitio's iPad-based CLM-platform, or any other of our products and services, please feel free to contact us at info@agnitio.com , or visit us at our website www.Agnitio.com.

About Agnitio

Agnitio is a leading provider of closed-loop marketing software aimed at supporting the sales and marketing organization of pharmaceutical companies by helping them control and shorten complex sales processes. Agnitio can boast numerous clients amongst the very largest pharmaceutical companies in the world, and thousands of users are using the Agnitio Software as an integral part of their work every day.

Agnitio has developed and implemented conceptual sales tools for large corporate clients since the early 1990's. The company started working with companies within the manufacturing industry such as Tetra in Sweden, Siemens and MAN in Germany, Ansaldo in Italy and eight out of the ten largest industrial companies in Denmark.

In 1996 the firm moved into the medical device industry and was soon making sales tools for three out of the five largest hearing aid companies in the world. The hearing aid industry became the gateway for Agnitio to enter the pharmaceutical industry, where the ability to explain complex and scientific issues is a key to success.