



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	✓	✓	✓	✗	✗	✗	✗	✗