

## **Magnifact Launches AgentVizion at Western Marketing**

*Magnifact announces the launch of its patent-pending AgentVizion platform, now live at Western Marketing*

CHICAGO ([PRWEB](#)) November 06, 2018 -- Magnifact®, a highly specialized Business Intelligence, Data Analytics and Visualization firm announces the launch of its innovative AgentVizion platform, now live at Western Marketing Associates Corp., Missouri Valley, IA.

AgentVizion is a patent-pending cloud-based solution that enables agencies to measure their production and operational performance across different lines of business including Life, Health, Annuities, and other product lines. This completely-automated technology platform provides real-time data analytics to insurance agencies and agents, empowering them to make important business decisions, totally eliminating manual downloads, spreadsheets, paper and documents.

AgentVizion uses MagniVizion®, Magnifact's proprietary data visualization platform, and InfoGenie, its intelligent, real-time data transformation system.

"AgentVizion is a sophisticated and highly-secure subscription-based solution for NMOs, FMOs and their downline agencies and agents, bringing accurate visibility to the distributor's aggregate production and override measurement process like never before," said Krish V. Krishnan, Magnifact's Founder and CEO. "Based on our secure and proprietary technology subsystems, AgentVizion interfaces with carriers, up-line agencies, CRM systems, lead management and commission systems, to bring the most-current, integrated view of an agency's book of business."

"The ability to access production and override data for multiple carriers in one centralized location is a game changer," said Brandon Finken, Director of Operations at Western Marketing. "What used to take weeks to compile summaries and reports by accessing numerous different carrier websites and portals, now takes a matter of seconds with a couple of clicks and one simple login."

"This versatile platform is lightyears ahead of anything available in the market today," said Amber Finken, Incentive Trip Coordinator at Western Marketing. "You can slice and dice the data as broadly or specifically as you want. Because of this, there is now an endless opportunity of ways to utilize the data available to us that we never had before. There is simply nothing out there in the insurance industry right now that provides access to this information the way AgentVizion does."

"To say AgentVizion is a time-saver is an understatement," Amber added. "This solution completely eliminates the very inefficient, time-consuming activity of trying to compile information from multiple different sources. The efficiency of AgentVizion has transformed my workload from weeks down to minutes, and the results are incredibly accurate!"

AgentVizion also enables downline agencies in the hierarchy to pick out top performers as easily as they are able to identify poorly-performing plans, agents and regions. Additionally, agents are able to log in and measure their own performance against individual targets that have been set for them.

Magnifact has already announced plans to roll out additional AgentVizion modules including TripCalculator



for proactively managing incentives, and integration with MoodAnalyzer®, Magnifact's patent-pending, artificial-intelligence-based risk analysis solution.

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#### About Magnifact

Magnifact is a leading Chicago-based technology provider of cloud-based DataIntelligent™ solutions for the Insurance, Financial Services and the Gaming industries. Besides AgentVizion, its key offerings include MagniVizion®, a proprietary data visualization platform, InfoGenie, an intelligent, real-time data transformation system, and MoodAnalyzer®, an artificial-intelligence based risk and sentiment analysis solution.

Visit [www.magnifact.com](http://www.magnifact.com).

#### About Western Marketing

Western Marketing is a national insurance marketing organization based in Missouri Valley IA, dedicated to recruiting, servicing and supporting independent insurance agents in all 50 states. Since 1989 Western Marketing has been offering their agents and brokers a complete line of life and health insurance products for the senior insurance marketplace, from leading insurance companies, along with elite tools, technology, training and resources.

Visit [www.wmacorp.com](http://www.wmacorp.com)



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