

Local research company gets international investment

Infosense, which has been operating as the sole agent in the South African and African markets for the Infotools suite of products since 1995, has received a significant investment from Infotools internationally and will be renamed Infotools from 1 November 2010. Information Tools is a New Zealand based company and is one of the world's leading developers of marketing, consumer and media research analysis software.

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