

174: Magnetic becoming the agency management platform of choice

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 19 May 2016, from 9-10am, show host Warren Harding looks at the expansion of Magnetic, from its start in 2010 to where it is today.



Magnetic is an all-in-one, integrated account management, business development, CRM, time tracking, traffic and resource management, finance and HR solution for creative, advertising and digital agencies. It allows clients to house all their information under one roof, accessible at the click of a button.

The company experienced 400% growth in 2014, doubled its revenue in 2015 and today has over two hundred clients (three thousand plus seats) across South Africa. Magnetic has recently also added iProspect and Isobar, part of the Dentsu Aegis Network, to their list of clients.

Korak Kuhnert, chief technical officer of Magnetic, joins us to discuss the history of Magnetic and the future of the company. We also look at the impact of the software on businesses results, the business realities and integration of the Magnetic software.

Tune into Biz Takeouts every Thursday from 9am-10am live from the 2oceansVibe Radio studio in Cape Town as we discuss the topics that matter in Marketing & Media.

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Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

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