Aim

Maplytics is a Geo-Mapping tool aimed to help visualizing Dynamics CRM data on map for analysis.

Target Audience

Sales Managers - Help visualize the sales and customer data through color-coded pushpins and heat maps by means of Dashboards.

Sales Staff – Assist them to identify the customer location and plan their itinerary across various customer appointments.

Marketing Team - Target customers based on their proximity to a particular location.

Available for

Versions: Dynamics CRM 2013 & above, Dynamics 365 CRM
Deployment Models: On-Premise, Online and Partner Hosted.
Languages: English, Spanish, German, French, Portuguese, and Turkish.

Features

✓ Geo Code Address field data
✓ Plot any entity record on the map
✓ Territory Management
✓ Auto Scheduling
✓ Pie chart/Column chart in Heat map
✓ Shape operations
✓ Auto Search Window
✓ Maplytics Security Template
✓ Bulk geographies upload
✓ Overlay
✓ Redesigned Drawing Toolbar
✓ Layer Menu
✓ Plot Saved Templates on individual records
✓ Multi-language Support
✓ Radius Search across multiple entities
✓ Concentric Proximity search
✓ Search nearby POI location like restaurants, hotels, airports, etc.
✓ Build Marketing list from Map
✓ Color Coding & shape of pins based on categories
✓ Routing using multiple waypoints
✓ Along the Route search
✓ Route Redirect for turn by turn navigation on mobiles and tablets
✓ Merged Plot and Route view
✓ Aggregate Card on Detail and Heat Map
✓ Heat map for data analysis
✓ Configurable color scale for Heat Map measure
✓ Geo Analytical dashboard with real time data
✓ Save Proximity Search parameters as Template
✓ Geocoding Confidence Rating
✓ Configurable Entity maps and Dashboards for any Dynamics CRM entity
✓ Plot Related(Child) records for drill-down analysis
✓ Snap Waypoints
✓ Spider Cluster and Cluster area
✓ Filter data by Shapes
✓ Territory Alignment
✓ Census Data visualization
✓ Support for CDS
✓ Bring your own icons
✓ Resizable View data grid
✓ Multiple category on plot card
✓ Multiple territory for a record
✓ Check-In
Ease of Access
Map button has been added to ribbon of all entities.

Plotting Multiple Records across Multiple Entities
Plot multiple records of desired entities specifying current location and proximity. Also, plot related records for drill-down analysis or plot nearby POI like restaurants, airports, etc.

Spider cluster
User can click on any cluster to view the pushpins existing in the same in the form of a ‘Spider cluster’.

Territory Management
Users can plot shape files and excel files and create new territories.
Territory alignment tool
This helps the user to select regions and create new territories. Users can further align existing territories.

Overlay
This helps user to view the Dynamics CRM records along with shapes files and existing territories plotted on the map.

Contextual Search
The user can view the data in a proximity or a region around an individual record as defined by the user in the Contextual Search.

Proximity Search
Find nearby records within the defined proximity from the current location either by distance or time.
By Distance: This will calculate the straight line distance between the current location and all the points which fall in the proximity parameter.
By Time: This will calculate how many points fall in ‘x’ minutes or hours of driving distance from current location.

Concentric Proximity Search
The users can perform up to 3 proximity search simultaneously using Concentric Proximity Search.

Summary Card
The user can click on any enclosed area on the Detail Map and Heat Map to get the summarized information of the records that lies in that area.

Shape Operations
Users can perform Binary operations on the shapes drawn on the map.
**Color coding of Pushpins**

Color-coding and shape of pushpin based on categorizations.

**Along the Route Search**

Search the records that falls in the defined proximity along the route.

**Detailed Directions to the location**

Get the route details between multiple waypoints with the ability to search for the optimum route between various waypoints provided.

**Merged Route and Plot View**

Users can now create route and also have the plotted data on the same map screen as well. This makes it easy for the user to add more waypoints to the route without switching between Plot and Directions card.
**Route Redirect and Copy Navigation Links**

The user can click on individual links for turn-by-turn navigations from point A – B, B – C, and so on. The links redirects on the Google Maps site on desktop and Google Maps App on Phones and Tablets.

**Point of Interest (POI) Search**

Ability to search for any points of interest (POI) like ATMs, restaurants, hotels, coffee shops, etc. in the vicinity. This will be plotted alongside the CRM data. Users can also add these results in Dynamics CRM as lead, account, contact, or any custom-built entity.

**Listing of the Search Results**

Ability to save the search results as static personal view or marketing list.

Users can also save search criteria as a template.
Dashboard Support

Users can include Maplytics component as a Dashboard web resource. Dashboard queries are configurable.

Heat Map Visualizations

Visualize your customer and sales data as Heat Maps to get a better understanding of your customer/sales distribution across geography.

Pie Charts in Heat Map

Users can view the data in the form of Pie charts based on the heat of the attribute selected in the Measure and Filter.

Column Charts in Heat Map

Visualize the data in the form of column charts plotted on the basis of the heat of the attribute selected in the Measure and Filter.
Census Data Visualization

Visualize census data on map within your Dynamics CRM. We have provided few census data for USA by default.

Support for CDS

Deploy Maplytics on PowerApps now. All the base Entities are supported.

Bring your own icons

Users can use their personalized icons for pushpins. This makes the representation of pushpins even more relatable.

Resizable View data grid

Data grid can be dragged and expanded as well as collapsed for better viewing by users.
Multiple category
More than one category is supported. Users can choose one category each for three individual Entities.

Check-In
Check-In feature enables users to register their arrival and departure time for the Check Points while navigating on field.

Multiple Territory
Multiple territories can be assigned to a single record.

Contact Inogic: India (Corporate Headquarters) - Mumbai
M/S. INOGIC TECH (INDIA) PVT. LTD.
A-301 Everest Nivara Infotech Park,
MIDC, Turbhe,
Navi Mumbai - 400 705 - INDIA.
Via E-mail: crm@inogic.com
Twitter: @Maplytics; @Inogic
Facebook: @Maplytics; @Inogic
Website: http://www.maplytics.com/; http://www.inogic.com/