



MAPLYTICS™

by



innovative logic

inogic



Microsoft  
Dynamics 365

Certified

Microsoft  
Dynamics Certified



Available on  
Microsoft AppSource



Microsoft  
Dynamics 365

+



Bing maps

# Maplytics™ – Maps Integration with Dynamics 365 (CRM)

# Maplytics™ – Locational Intelligence Simplified

Allowing users gain geo-spatial insight to ease the business process execution. It uses the power of Bing Maps.

Available for CRM 2016 and above, Dynamics 365 Customer Engagement, Online, On-premises, Partner Hosted, IFD



+



Microsoft  
Dynamics 365



# KEY FEATURES

- Geocode Data
- Visualize Data on a Map
- Search by Region & Shape
- Sales Territory Management
- Proximity Search (Distance & Time)
- Concentric Proximity Search
- Save Map Templates
- Check-In/Check-Out
- Set Default Template
- Plot Related Records
- Shape Layer Integration
- Targeted Marketing Lists
- Appointment Planner
- Route Optimization & Sharing
- Along the Route Search
- Point of Interest (POI) Search
- Create new records from Map
- Analytical Map Dashboards
- Heat Map Visualization
- Customizable Color Scale
- User Level Personalization
- Summary Card
- Customizable Pushpin icons
- Visualize categorized data
- Custom Tooltip Actions
- Mass Actions
- Auto Scheduling
- Pie & Column Chart in Heat Maps
- Security Access Template
- Overlay Layer Visualization
- Area of Service
- Show/Hide Layers
- Turn-by-turn Navigation
- PCF controls
- Sort and Filter Data
- Change Owner
- Multiple Territory
- Census Data visualization
- Configure Fields
- Live Traffic
- Data Clustering
- Default Origin & Destination
- Batch Processing
- Shape Operations

***Supported Languages: English, German, French, Spanish, Portuguese, and Turkish***



Microsoft  
Dynamics Certified



# MULTI-LANGUAGE COMPATIBILITY



- Auto detects language set in your Dynamics 365/CRM
- Currently available for English, Spanish, German, French, Portuguese, and Turkish



# GEOCODE DATA

## Maplytics

Everest Nivara InfoTech Park,  
MIDC Main Rd, Indira Nagar,  
Turbhe, Navi Mumbai,  
Maharashtra-400705,  
India.

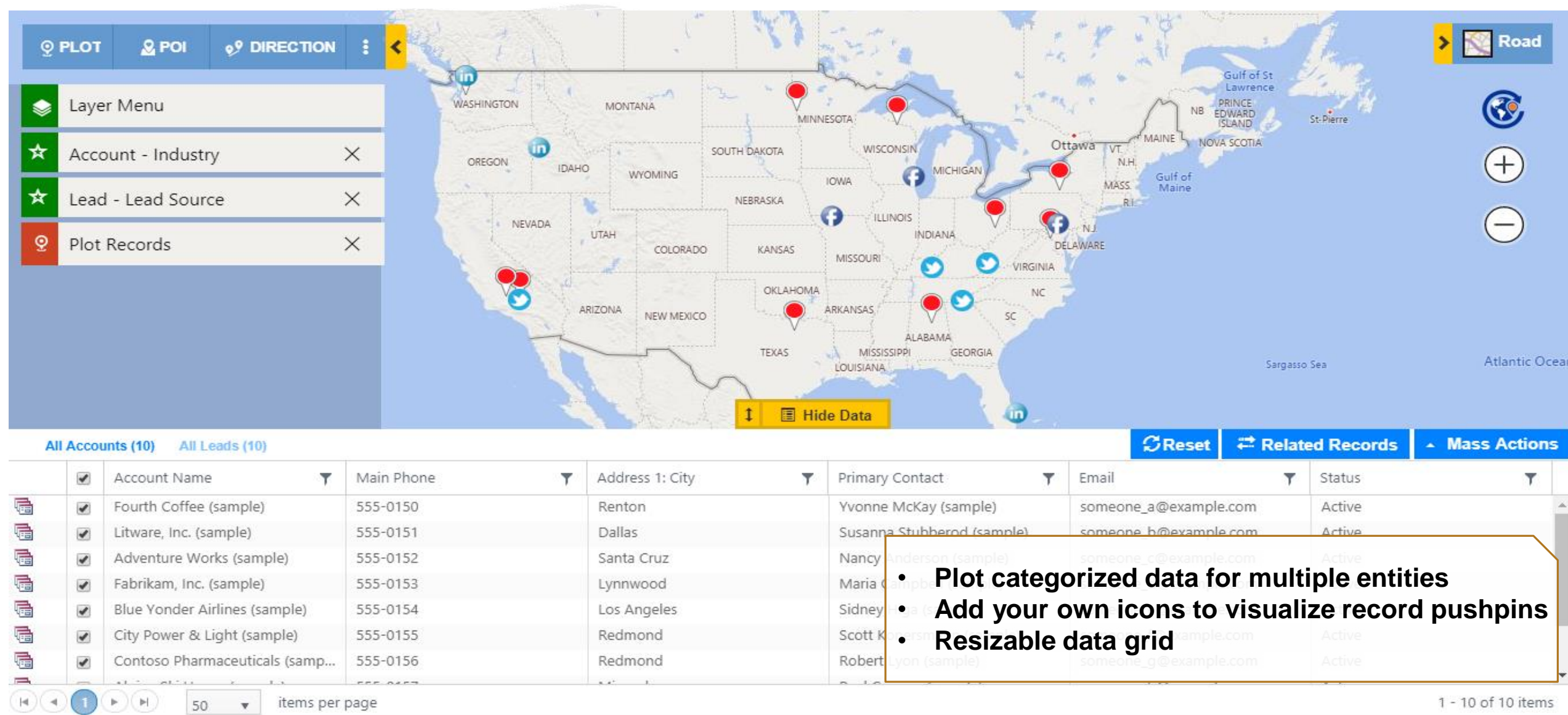


[Directions](#) [Search nearby](#) [Save to map](#)

# Find Latitude and Longitude of your address data

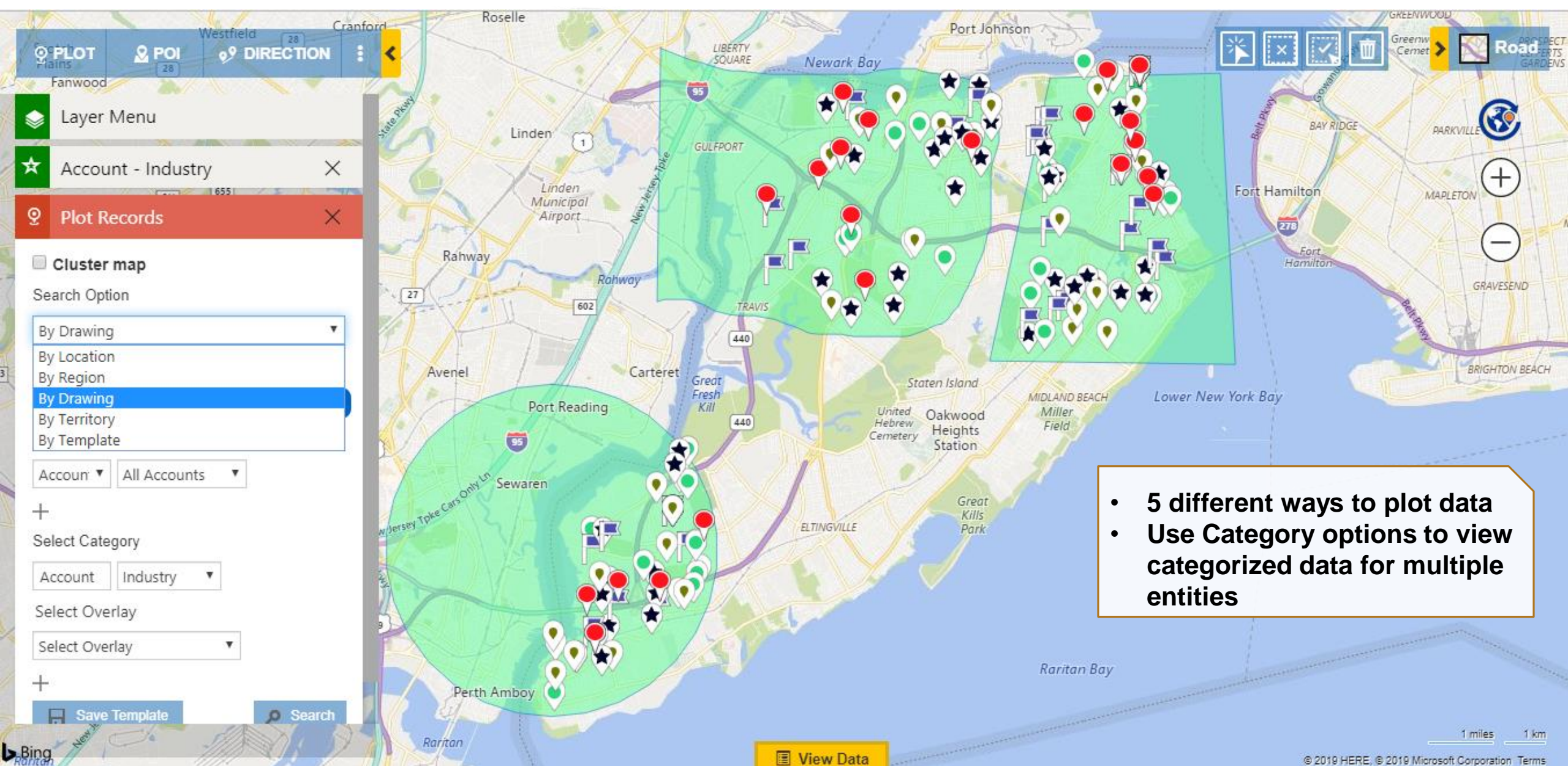
- Find Latitude & Longitude of your address data
- Locate Client geographically
- Geocode Millions of CRM Records
- Easy & interactive platform for geocoding records

# MAP YOUR DATA



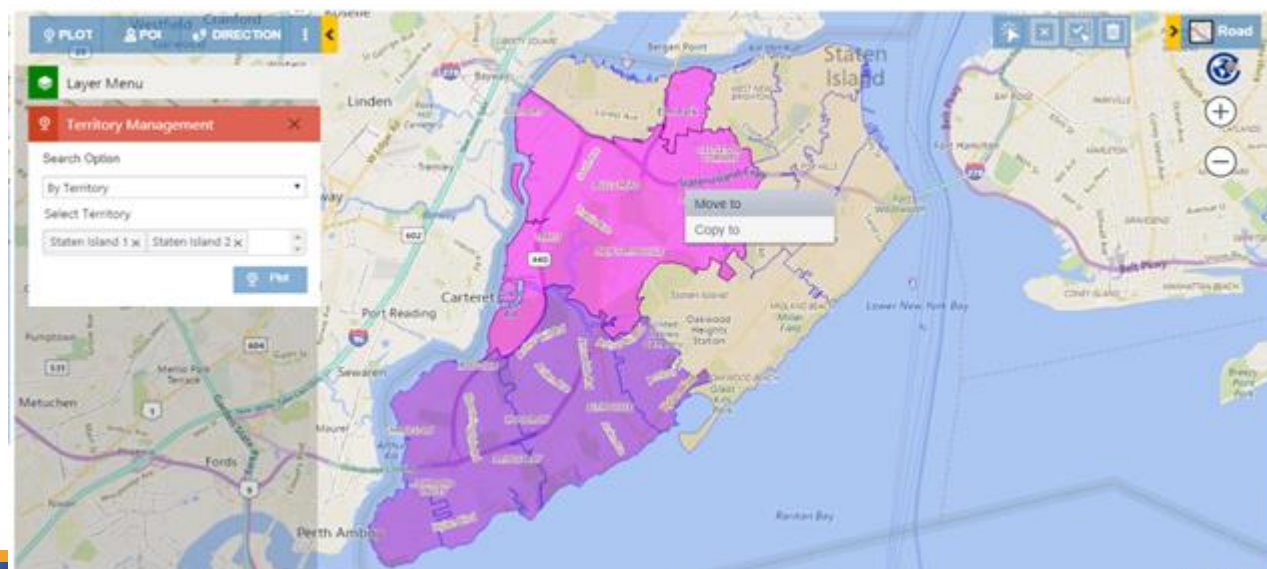
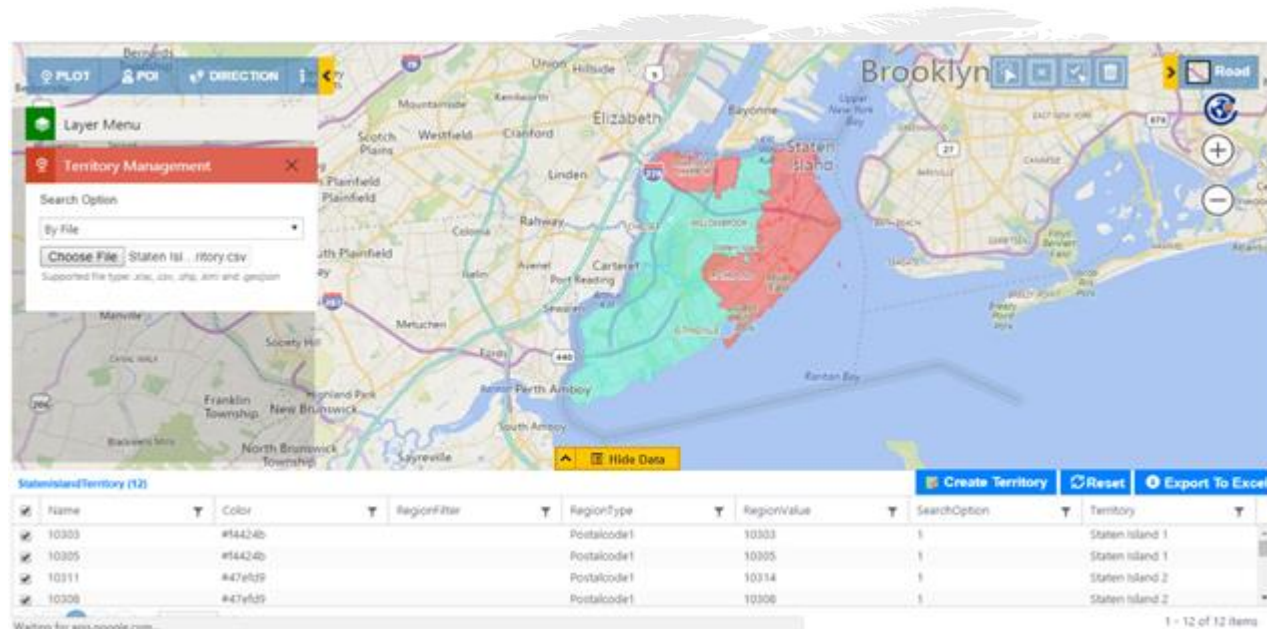


# MULTIPLE OPTIONS TO PLOT DATA





# TERRITORY MANAGEMENT



- Create and align territories right through the map
- Create Multiple Geographies in one click by uploading an Excel file
- Assign multiple territories to a record and visualize them on map





# PROXIMITY SEARCH

**Plot Records**

☐ Cluster map

Search Option

By Location

Current Location

private bag 10306 Staten Island NY 1

Proximity

☒ Distance ☐ Time

☐ Show Travel Distance

3 Miles

Select Datasource

Account Accounts - Stat

**Accounts - Staten island (98)**

	Account N...	Main Phone	Address 1: City	Email	Address 1: Country/Region	Line-of-Sight Distance	Proximity Zone
<input checked="" type="checkbox"/>	S. BORYS HA...	23258044114	Staten Island	rocco1010737...	USA	2.05	
<input checked="" type="checkbox"/>	S. BORIS LEV...	16910103112	Staten Island	louis10746@i...	USA	2.4	
<input checked="" type="checkbox"/>	E. STEVE ZER...	29989046845	Staten Island	paul10637@in...	USA	0	
<input checked="" type="checkbox"/>	E. TERRENCE...	20438760356	Staten Island	christian1066...	USA	0	

200 items per page

1 - 98 of 98 items

**Save Data**

☒ Marketing List

☐ Add to existing marketing list

☒ Create new marketing list

My Marketing List

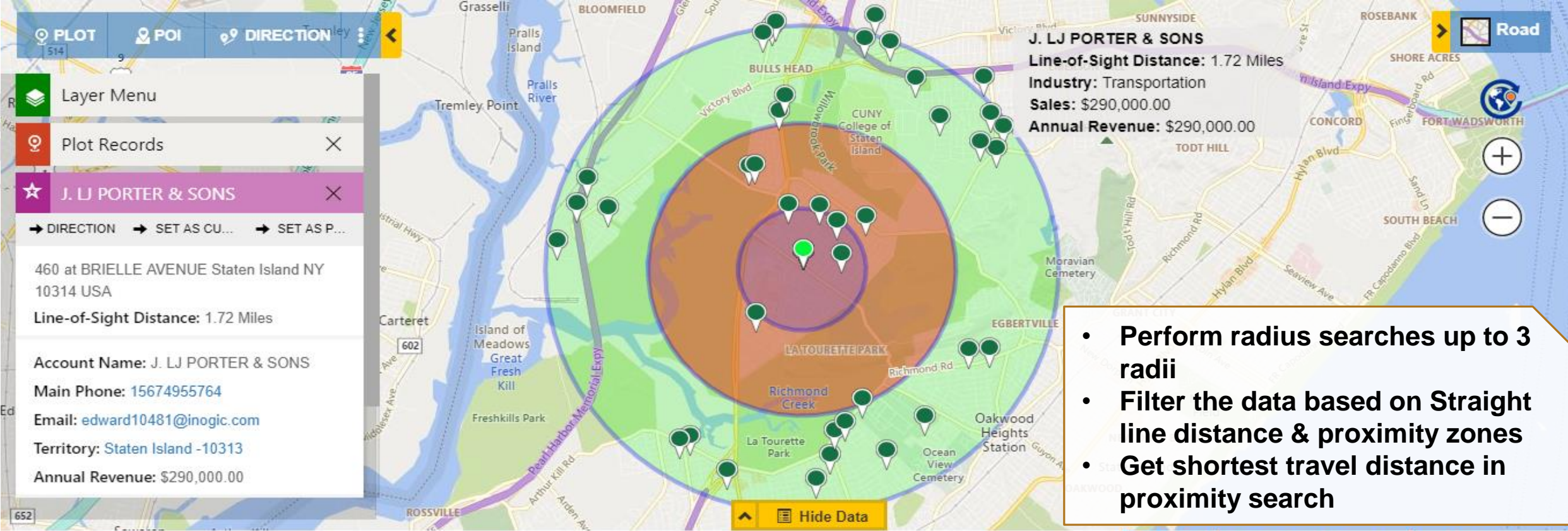
☐ Personal View

Save

- Quickly find nearby records by performing Proximity for distance or time
- Save data as a marketing list or a personal view
- Save searched criteria as a template in Dynamics 365/CRM



# CONCENTRIC PROXIMITY SEARCH



All Accounts (46)											Reset	Related Records	Mass Actions
	<input checked="" type="checkbox"/>	Account Name ▲ ▼	Main Phone ▼	Address 1: City ▼	Email ▼	Status ▼	Line-of-Sight Dist...	Proximity Zone ▼	Primary Contact ▼				
	<input checked="" type="checkbox"/>	A. BIANCA CELESTIN ...	3815160013	Staten Island	frank10794@inogic.c...	Active	1.53	2	Ann Williams				
	<input checked="" type="checkbox"/>	A. JESSICA WETTERS ...	37621801247	Staten Island	joseph11038@inogic....	Active	1.88	2	Ann Williams				
	<input checked="" type="checkbox"/>	A. LISA LI & SONS	26914008220	Staten Island	martha10630@inogic...	Active	1.81	2	Ann Williams				

1 200 items per page 1 - 46 of 46 items



# QUICK CALL TO ACTION

**Plot Records**

**Aguilar**

→ DIRECTION → SET AS CU... → SET AS P...

Taylorsville

Account Name: Aguilar

Primary Contact: Cathan Cook

Email: Cathan@alpineskihouse.com

**Take An Action**

- Change Owner
- Open Record Form
- Plot Related Record
- Run Workflow
- Define Activity Actions

**Map Data:**

- Define quick actions to perform on individual records
- Visualize one to many relationship (Plot Related Records)
- Perform Mass actions on plotted records

**Map Actions:**

- Add To Route
- Save Data
- Change Owner
- Manage Territory
- Send Email
- Execute Workflow

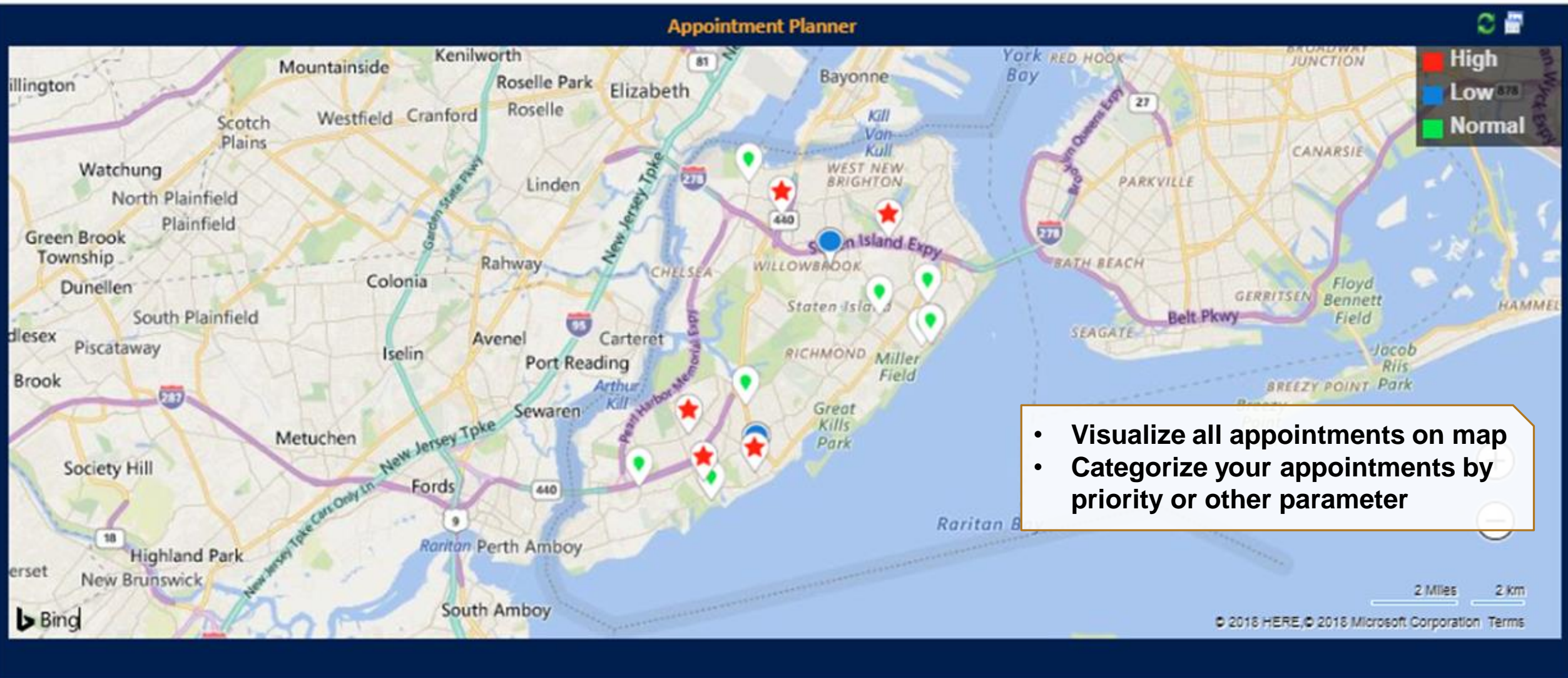
**Table:**

Address 1: City	Primary Contact	Email
Taylorsville	Cathan Cook	Cathan@alpineskihouse.com
Pleasant Grove	Abraham McCormick	abraham_mccormick@fabrikam.com
Wyoming	Portal Customer	customer@contoso.com

1 - 17 of 17 items



# APPOINTMENT PLANNER





# ROUTE OPTIMIZATION & SHARING

The screenshot displays a web-based route optimization application. The main map shows a route starting at 'Teixido: Claymont' (Point A) and ending at 'Salinas: Elkton' (Point D), passing through 'Muhammed: Wilmington' (Point B) and 'Vitrone: Wilmington' (Point C). The route is highlighted in blue. The sidebar on the left contains a 'Directions' panel with icons for car, walking, train, email, save, and trash. Below these are options for units (Miles/Kilometres), shortest time/distance, optimize direct, avoid highways/toll roads, traffic, and along the route. A list of destinations (A-D) is shown, and a 'Go' button is at the bottom. The map includes various geographical features like the Delaware River, Kennett Square, and various townships. A 'View Data' button is at the bottom center. A text box on the right lists the application's features.

- Build an optimized Route
- Save, Print or Share these Routes via Email
- Quickly switch to Google Map/Waze app for turn by turn navigation
- Overlay data points on the route
- Along the route search
- Ability to copy and share navigation links



# AUTO SCHEDULING

Auto Scheduling

Start Date \*

09/05/2018

Start Location \*

42 at SILVER LAKE ROAD Staten Island NY 10301

End Location

17 Joline Ave, New York, NY 10307

Period \*

1 Week

Duration \*

30 Minutes

Start Time \*

08 00 AM

09/05/2018

42 at SILVER LAKE ROAD Staten Island NY 10301 USA

A. ALEXANDRA HERRERA & SONS

A. DUBRAVKA ANTIC & SONS

A. ZARINA ROSS & SONS

A. HANSA PERSAUD & SONS

A. ILYA VELDSHTEYN & SONS

A. DINA VEDMED & SONS

17 Joline Ave, New York, NY 10307

Hide Data

- Auto schedule appointment plan in few clicks
- Set preferences for the plan in Auto scheduling card
- Save appointments and the routes created

Schedule for 09/05/2018 (7)

Way...	Start Date	End Date ▲	Account Name	Main Phone	Address 1: City	Primary Contact	Email	Status
B	9/5/2018 8:25 AM	9/5/2018 8:55 AM	A. DUBRAVKA ANTIC & SONS	30281497971	Staten Island	E. GHEORGHE NICOLESCU	some_6647@...	Active
C	9/5/2018 9:25 AM	9/5/2018 9:55 AM	A. ZARINA ROSS & SONS	11073015943	Staten Island	A. EASA MOULANA	some_15132...	Active
D	9/5/2018 10:20 AM	9/5/2018 10:50 AM	A. IDA GALEA & SONS	32127420154	Staten Island	Arletta Naomi	arletta_naomi...	Active
E	9/5/2018 11:15 AM	9/5/2018 11:45 AM	A. ALEXANDRA HERRERA & S...	22486741621	Staten Island	). WU (WOODY) CHEN	some_6376@...	Active



# Check-In on Field

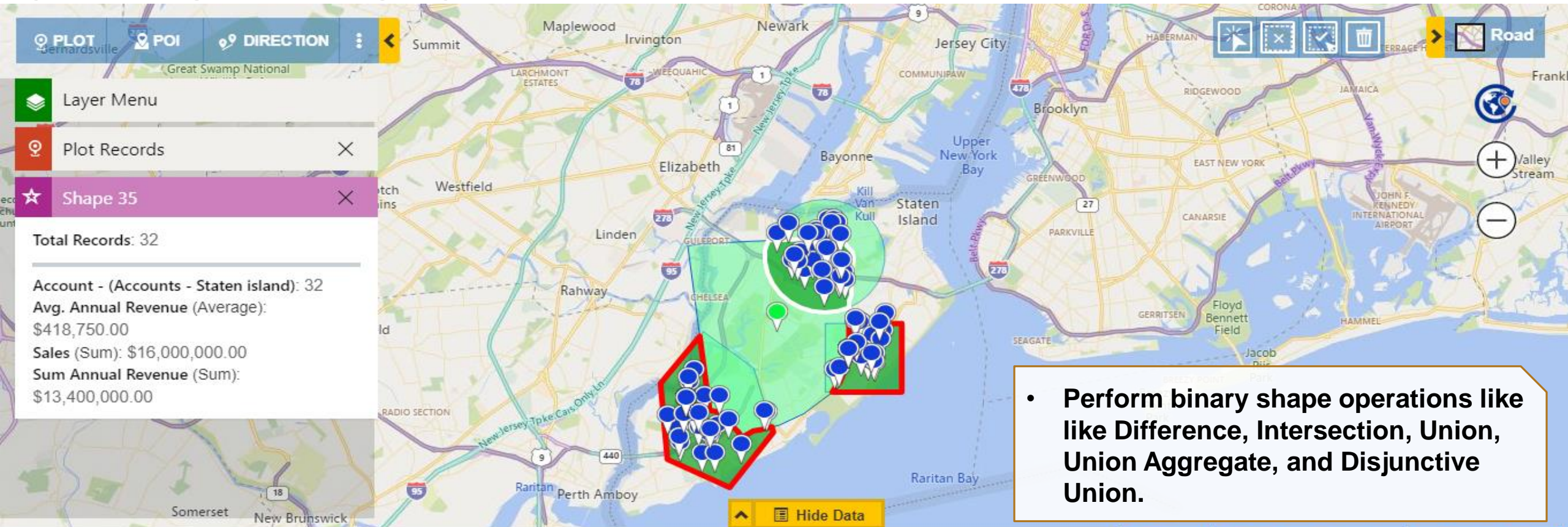
The screenshot displays the Maplytics web application interface. On the left, a sidebar titled 'Plot Records' contains several filters: 'Cluster map' (checked), 'Search Option' (By Location), 'Current Location' (empty field), 'Proximity' (Distance selected, Time unselected), 'Show Travel Distance' (unchecked), 'Select Datasource' (Check-in, Active Check-), 'Select Category' (Check-in, Name), 'Select Overlay' (empty dropdown), and 'Save Template' and 'Search' buttons. The main area shows a map of Seattle and surrounding areas with various colored pins (green, red, blue, purple) indicating check-in locations. A purple line traces a path through the city. A text box on the right contains the following text:

- Define Geofencing for Check-In/Check-Out on field
- Keep a track of field team's daily activities and performance

At the bottom of the map, there is a 'View Data' button. The Bing logo is visible in the bottom left corner of the map area.



# SHAPE OPERATIONS

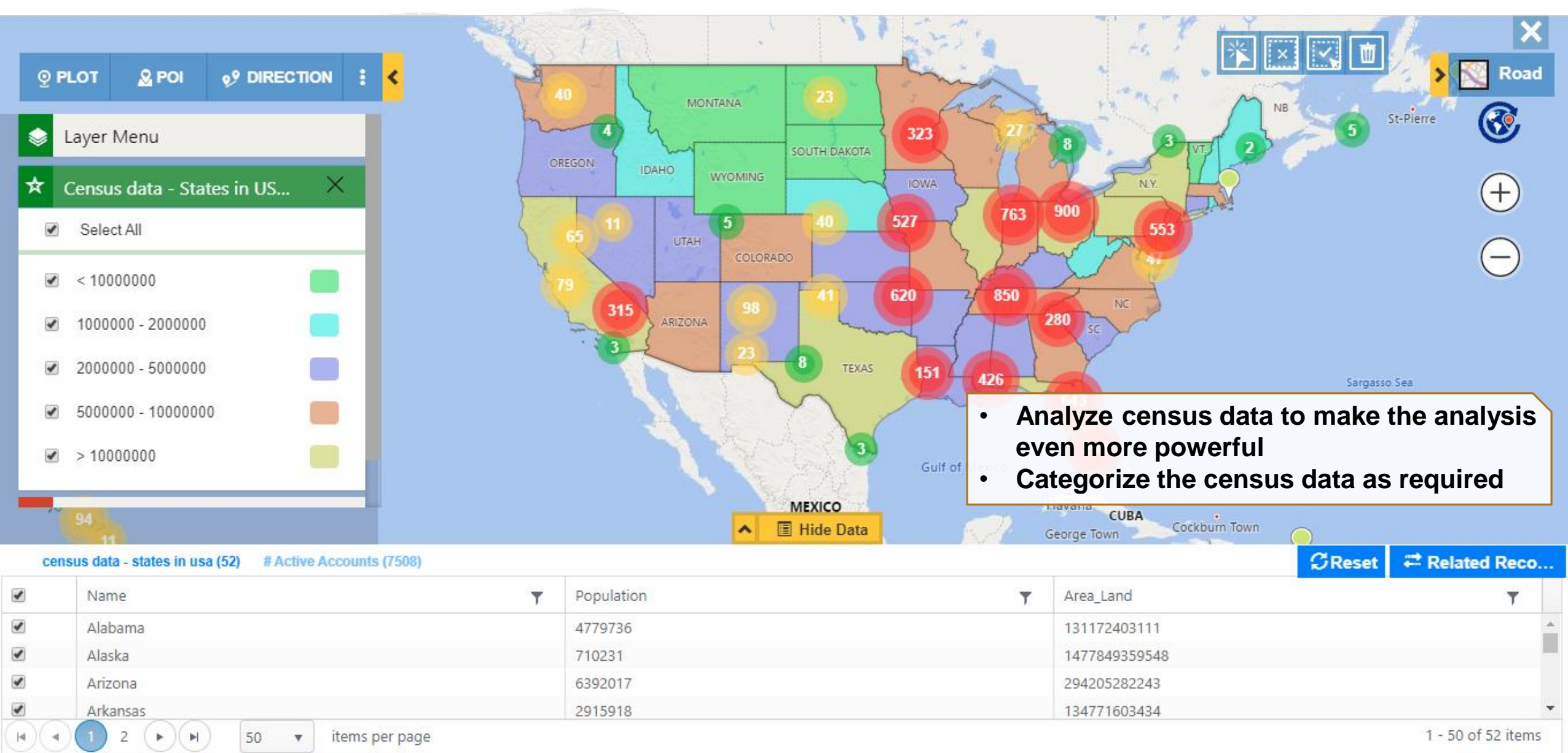


Accounts - Staten island (32)											Reset	Related Records	Mass Actions
<input checked="" type="checkbox"/>	Account Name	Main Phone	Address 1: City	Primary Contact	Address 1: Cou...	Email	Industry	Territory	Website	Annual Revenue			
<input checked="" type="checkbox"/>	J. LJ PORTER & S...	15674955764	Staten Island		USA	edward10481@in...	Transportation	Staten Island - 10...	www.inogic14005...	290000			
<input checked="" type="checkbox"/>	J. N J KATZ & ASS...	14141242839	Staten Island		USA	silkaly10483@ino...	Engineering	Staten Island - 10...	www.inogic14007...	290000			
<input checked="" type="checkbox"/>	K. FRANK DEMME...	41588828105	Staten Island		USA	judith10509@ino...	Engineering	Staten Island - 10...	www.inogic14033...	290000			
<input checked="" type="checkbox"/>	K. FRANK MILETO...	16080851717	Staten Island		USA	bradford10330@i...	Transportation	Staten Island - 10...	www.inogic13852...	290000			

1 - 32 of 32 items

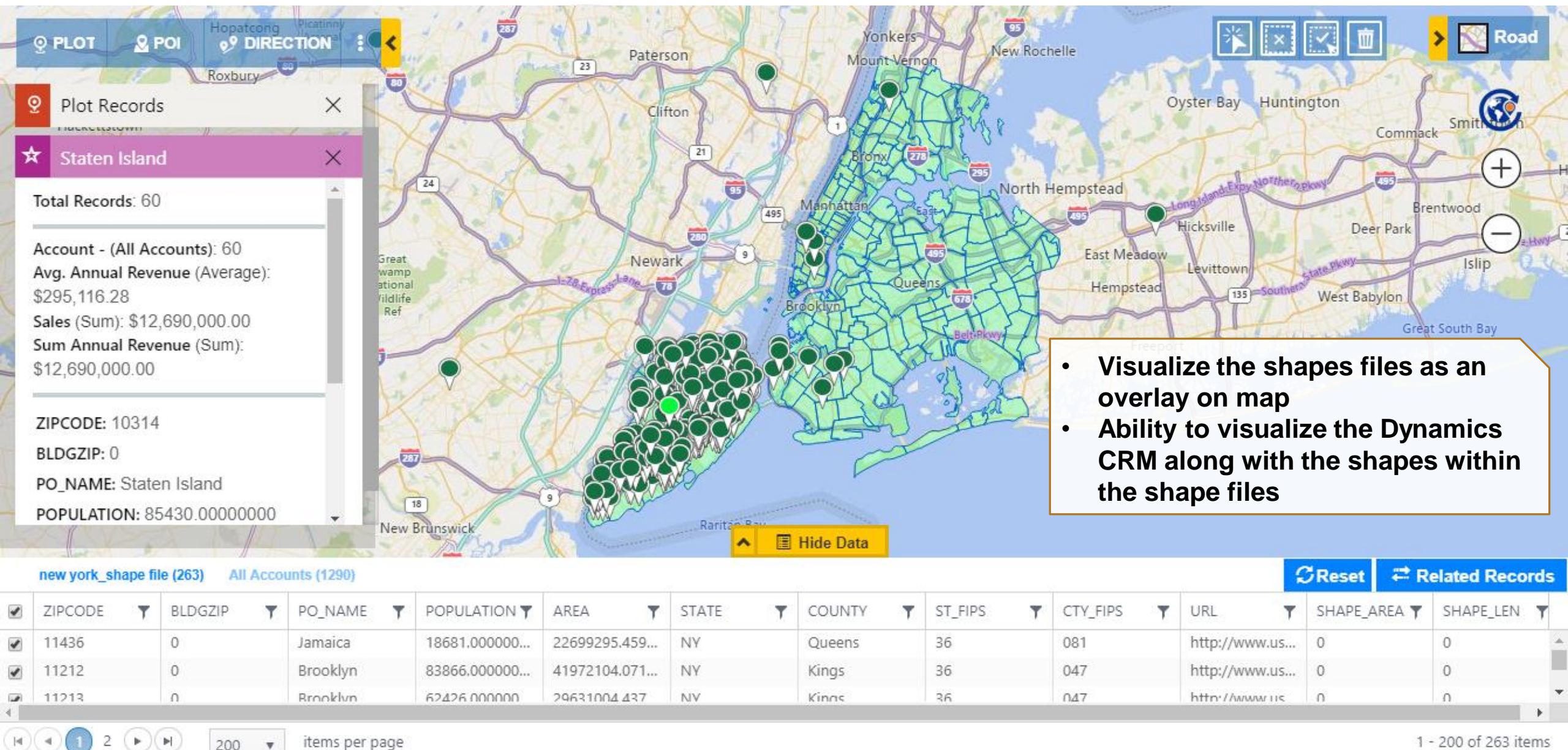


# Census data visualization





# SHAPE LAYER INTEGRATION





# NEARBY PLACES

**Layer Menu**

- POI
- Starbucks
- Hotels
- Restaurants
- Coffee

**Take An Action**

- DIRECTION
- SET AS CU...
- SET AS POI ...

9202 3rd Ave Kings New York 11209 USA  
718-4925331

**View Data**

- Search POI locations like Coffee shops, Hotels, etc.
- Add them as new accounts, leads or any custom entity records into CRM



# PCF Map Controls

This screenshot shows the Dynamics 365 Maplytics interface for an account named 'M & M Mobiles Pvt Ltd'. The top navigation bar includes 'Dynamics 365', 'Maplytics', and a breadcrumb trail 'Sales > Accounts > M & M Mobiles Pvt Ltd'. The main content area is divided into three sections: 'ACCOUNT INFORMATION' on the left, a 'Timeline' in the center, and a map on the right. The account information includes fields for Account Name, Phone, Email, Fax, and Website. The timeline shows a recent event: 'Auto-post on wall M & M Mobiles Pvt Ltd - Monday 2:28 PM'. The map displays a street view of the location, with a red pin indicating the primary contact, Adam A.

This screenshot shows the Dynamics 365 Maplytics interface for a contact named 'Adrian Dumitrascu'. The top navigation bar includes 'Dynamics 365', 'Maplytics', and a breadcrumb trail 'Sales > Contacts > Adrian Dumitrascu'. The main content area is divided into three sections: 'CONTACT INFORMATION' on the left, a 'Timeline' in the center, and a map on the right. The contact information includes fields for First Name, Last Name, and Company. The timeline shows a recent event: 'Auto-post on wall Adrian Dumitrascu Contact: Created By SYSTEM'. The map displays a street view of the location, with a red pin indicating the contact's location.

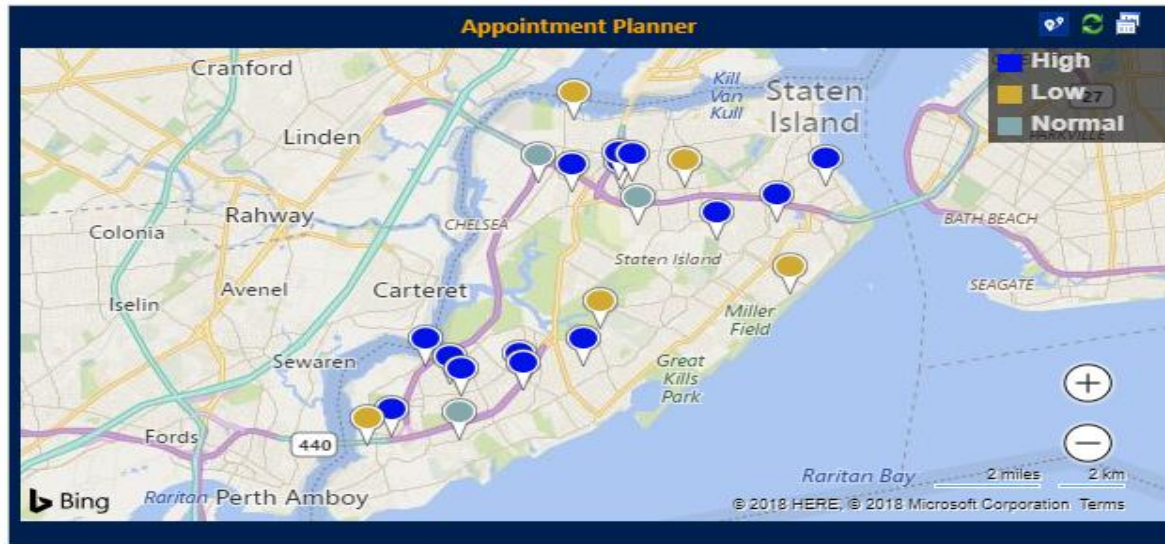
This screenshot shows the Dynamics 365 Maplytics interface for a map view of all contacts. The top navigation bar includes 'Dynamics 365', 'Maplytics', and a breadcrumb trail 'Sales > All Contacts'. The main content area is a large map showing the location of all contacts. The map is centered on the Seattle area, with various locations marked by red pins. The map includes a search bar at the top right and a 'Show Chart' button at the bottom left.

- Map View Control on Form
- Map Edit Control on Form
- Map View Control on Dataset



# ANALYTICAL DASHBOARD

- Easy way to visualize & analyze data

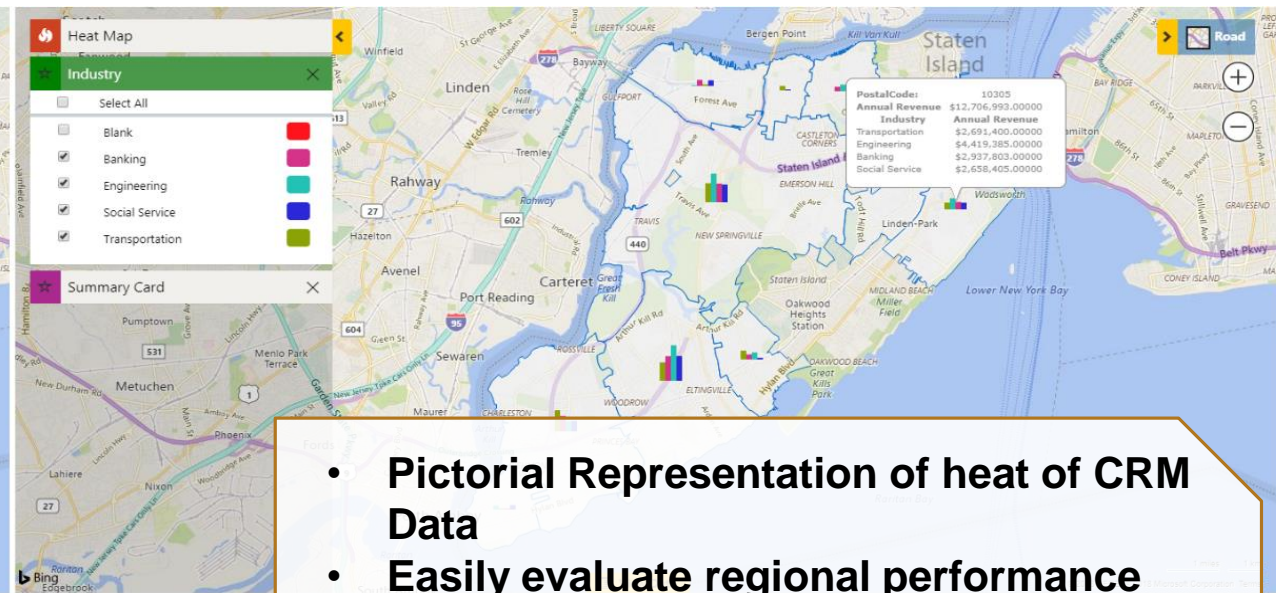
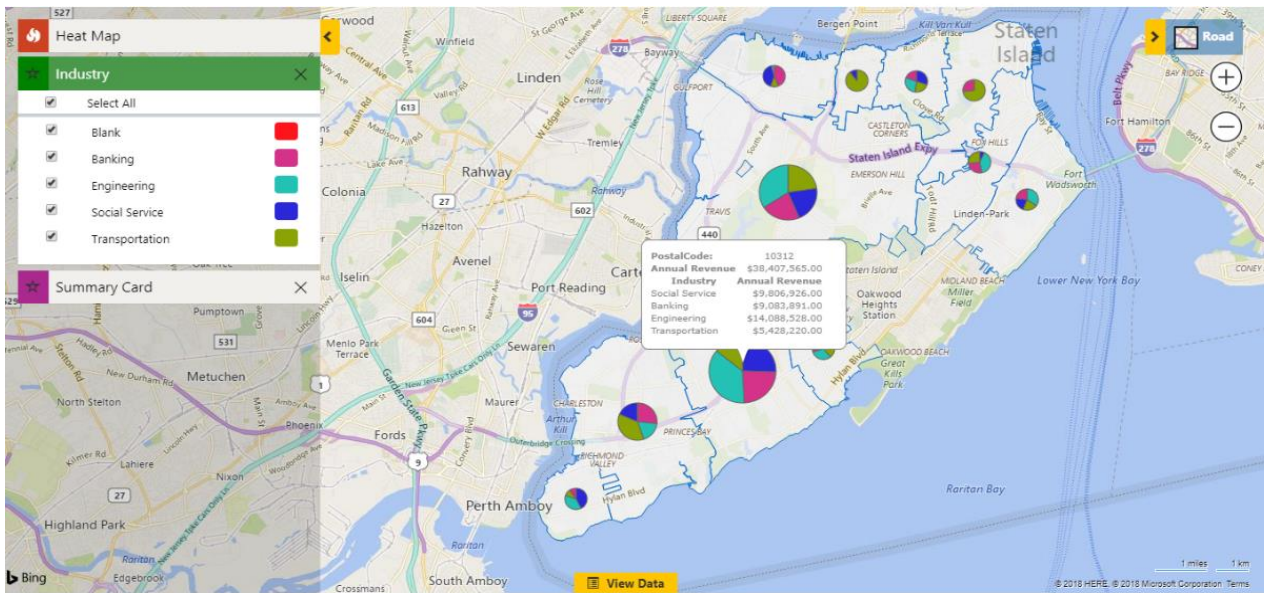


- Easily create & configure dashboard views

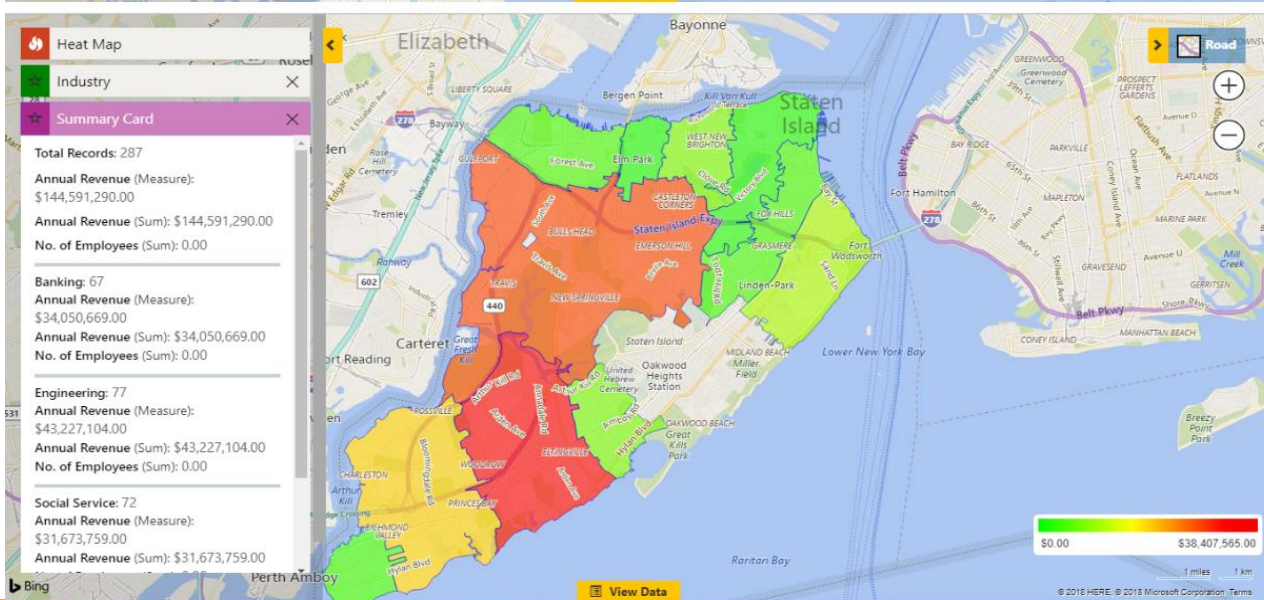




# HEAT MAPS



- Pictorial Representation of heat of CRM Data
- Easily evaluate regional performance
- Hands on filters for better analysis
- Summary Card for aggregate information of each region
- Pie charts and Column charts for advance analysis
- Resizable grid





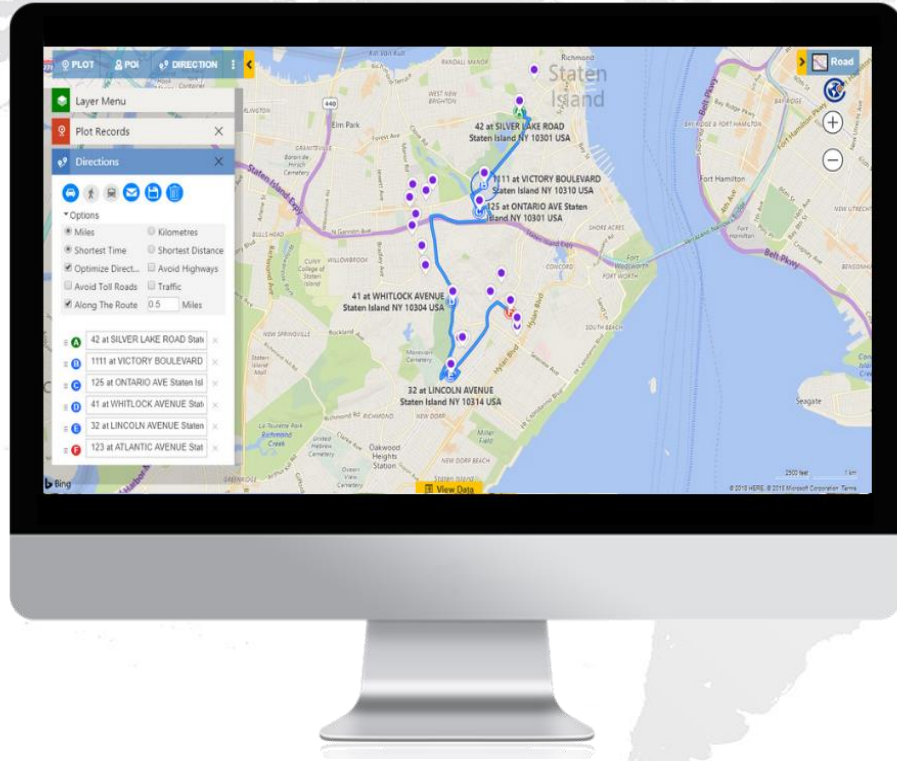
# Common Use Cases

- Setting up/ realigning **Sales Territories** on basis of **geography** for your field professionals
- Reducing travelling expenses through optimized automated schedules
- One of my client has **cancelled his meeting**, search for near-by clients.
- Ideal **location** for my **next marketing event**?
- Analyse shape files along with the records on the same map
- Provide selective access of geo-mapping to your users
- View my **lost leads** in last 6 months in analytical dashboards
- Which **region** is performing well in terms of **sales**?
- Analyse the population for a particular region with Census data

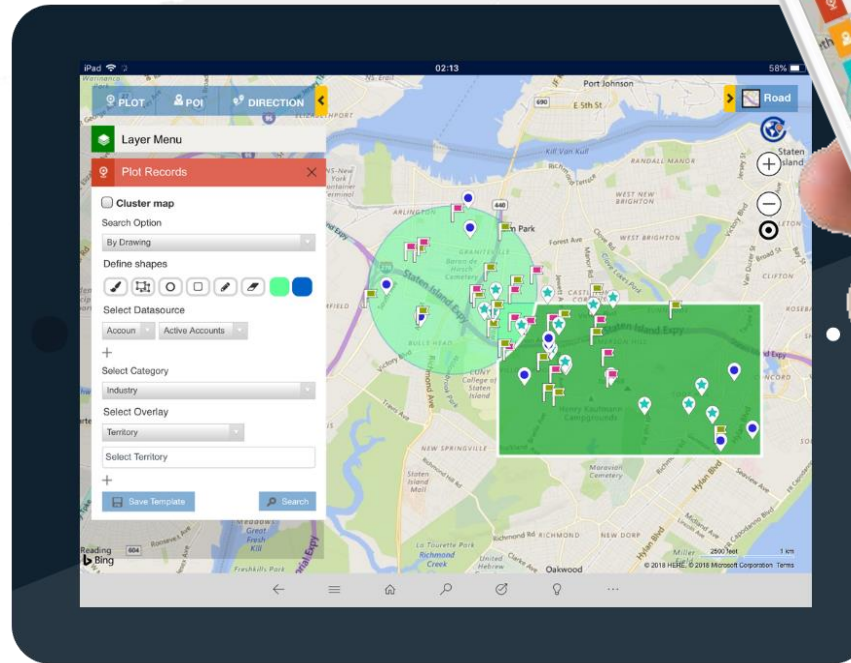


# Device Compatibility

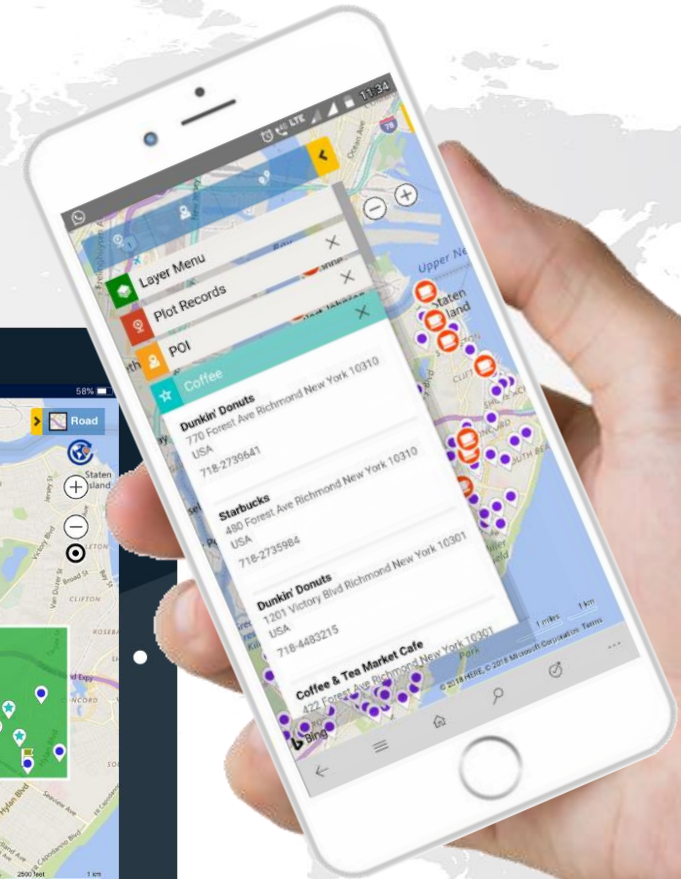
Desktop



Tablet



Mobile







# THANK YOU

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