



MAPLYTICS™

by



innovative logic

inogic



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.

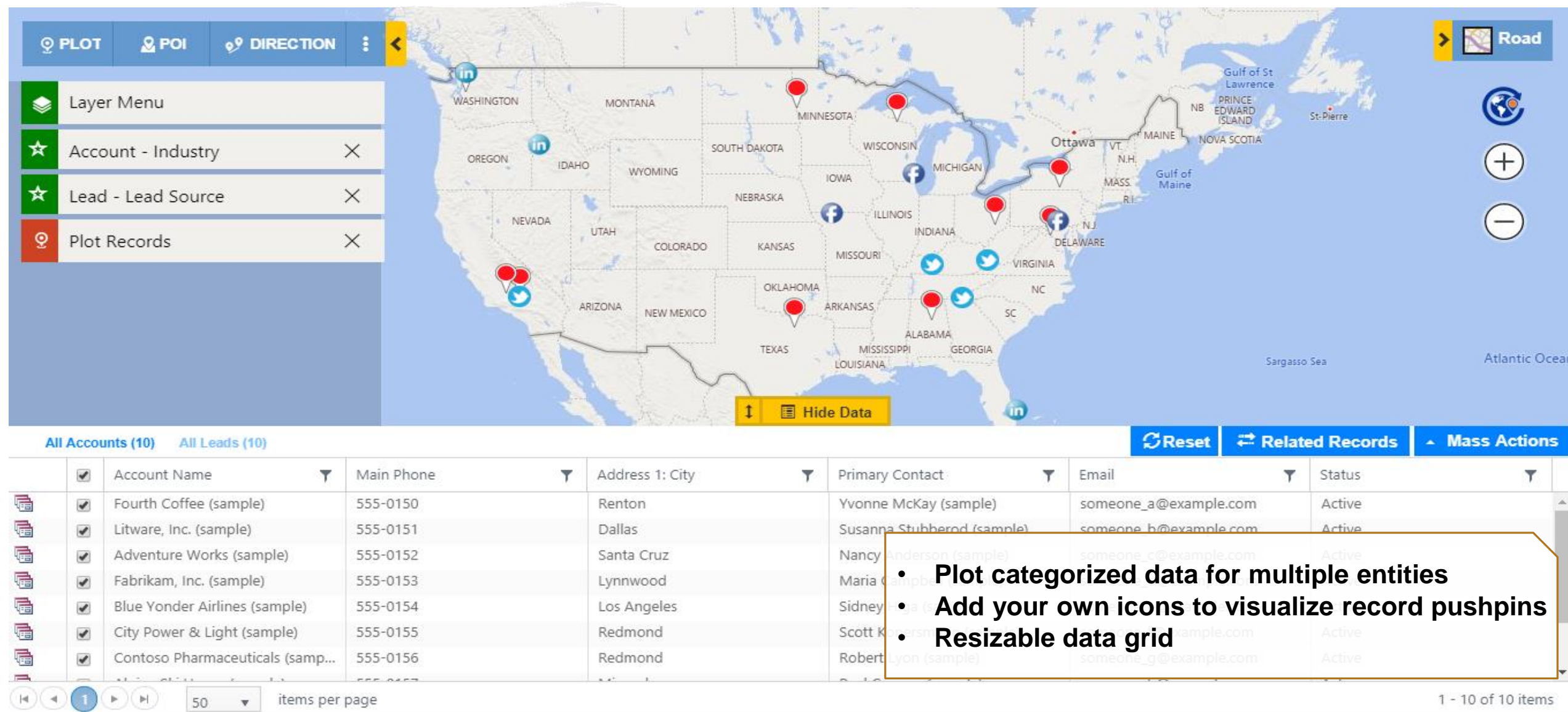


[Directions](#) [Search nearby](#) [Save to map](#)

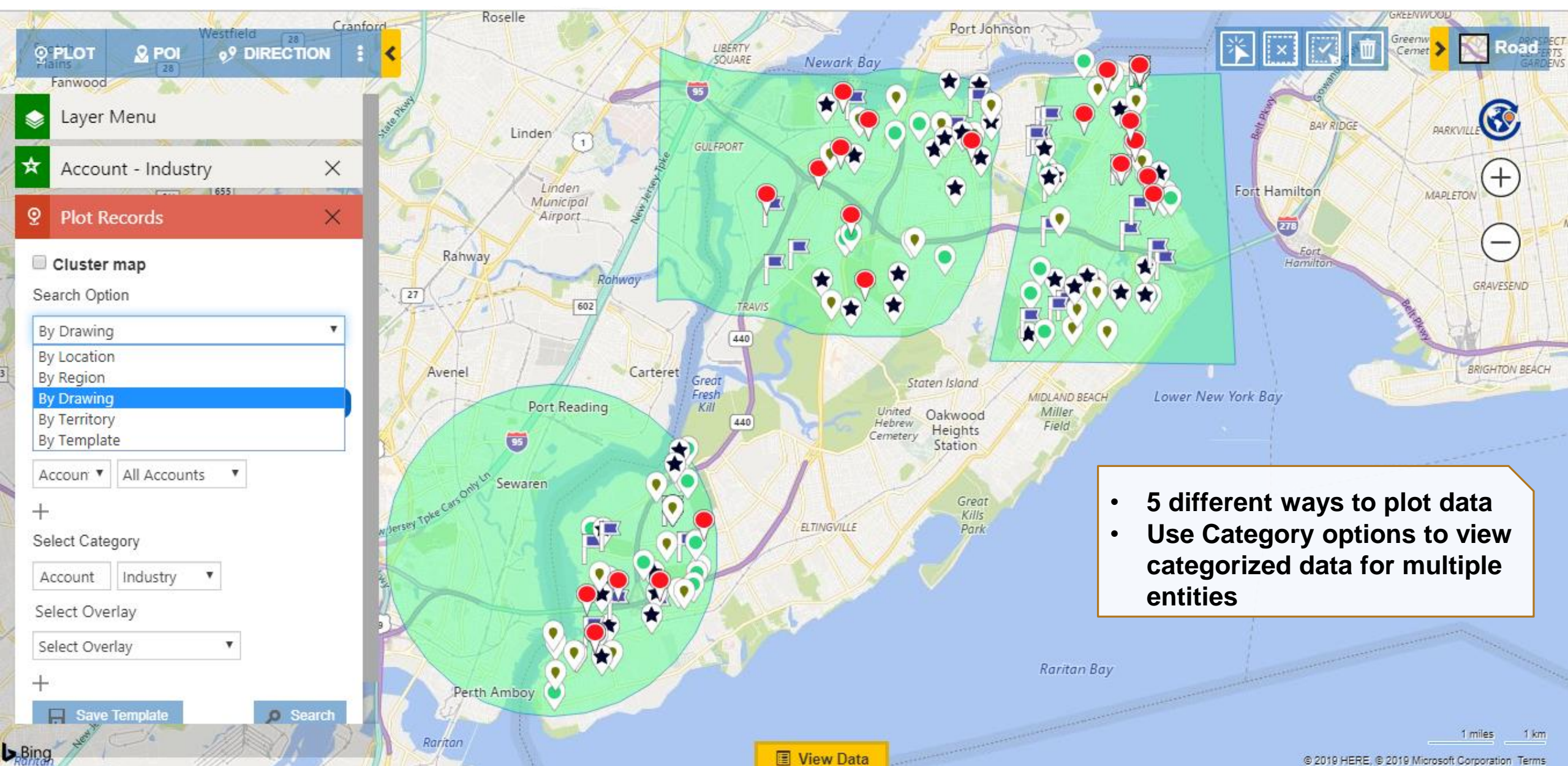
Find Latitude and Longitude of your address data

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

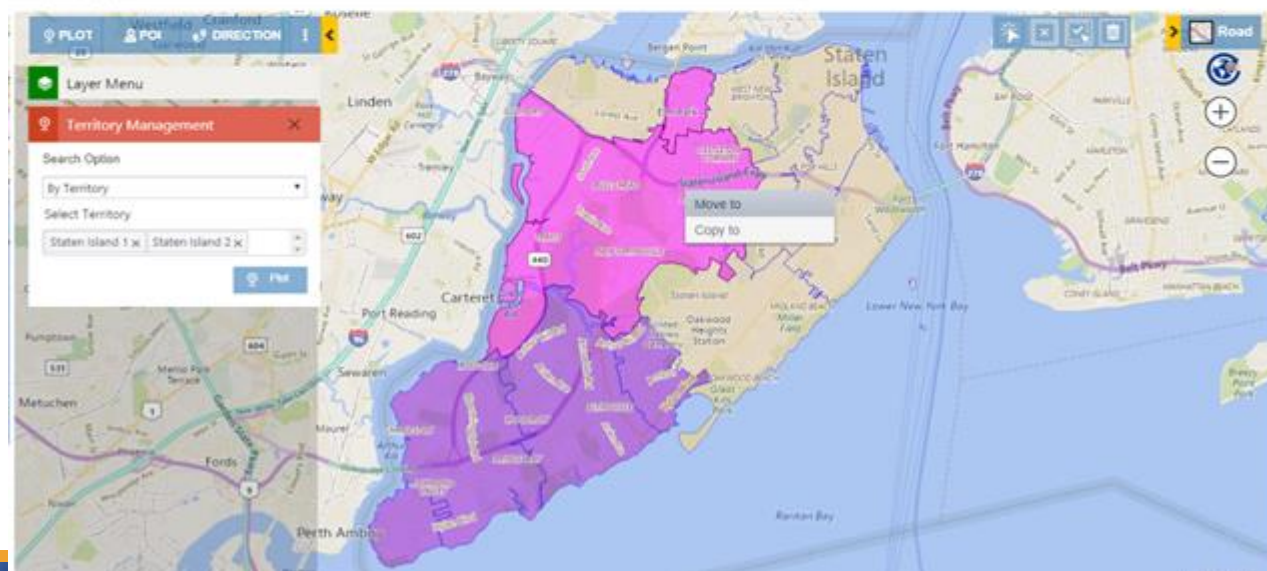
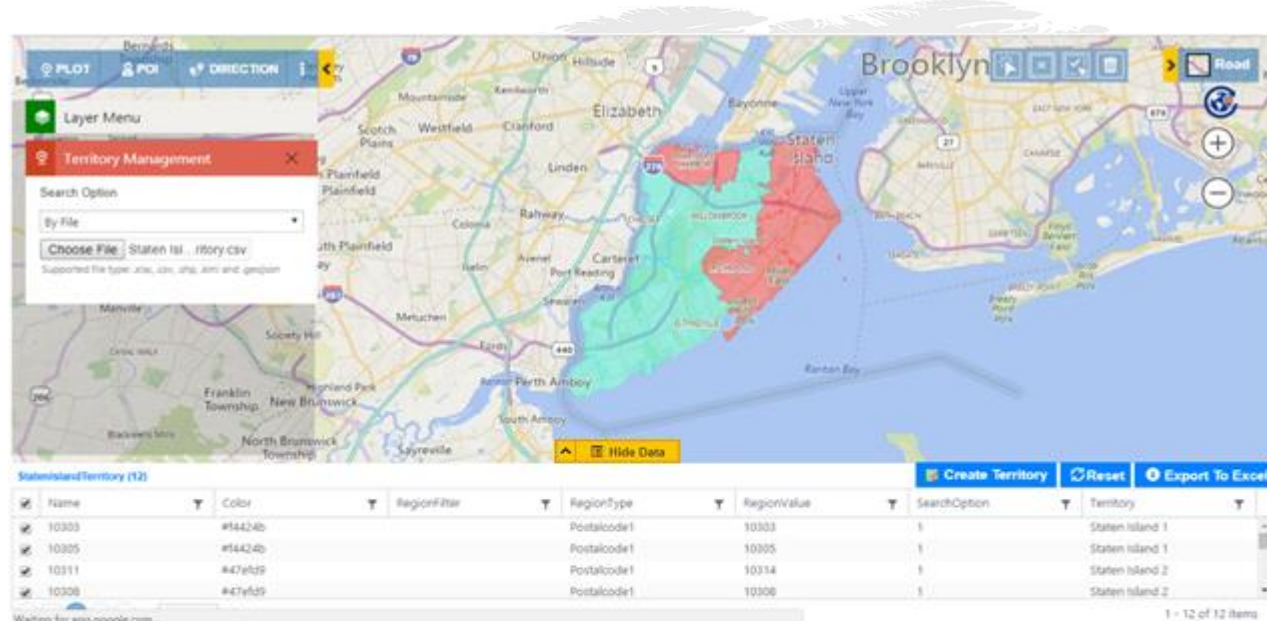
MAP YOUR DATA



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

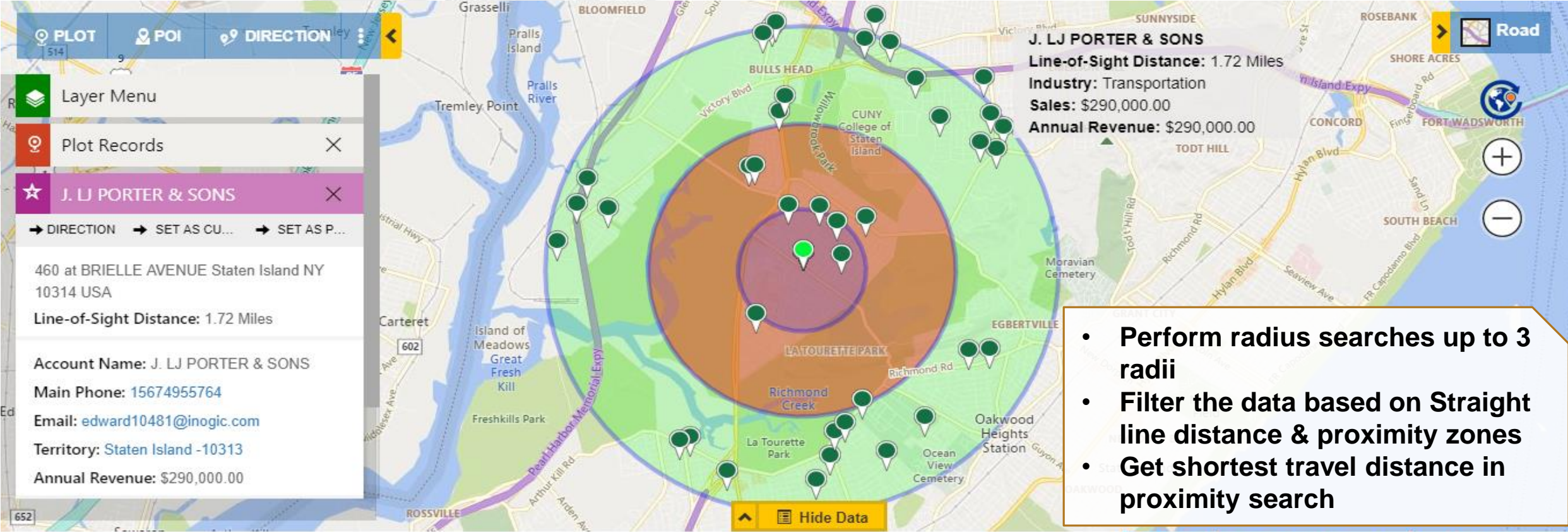
My Marketing List

☐ 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:

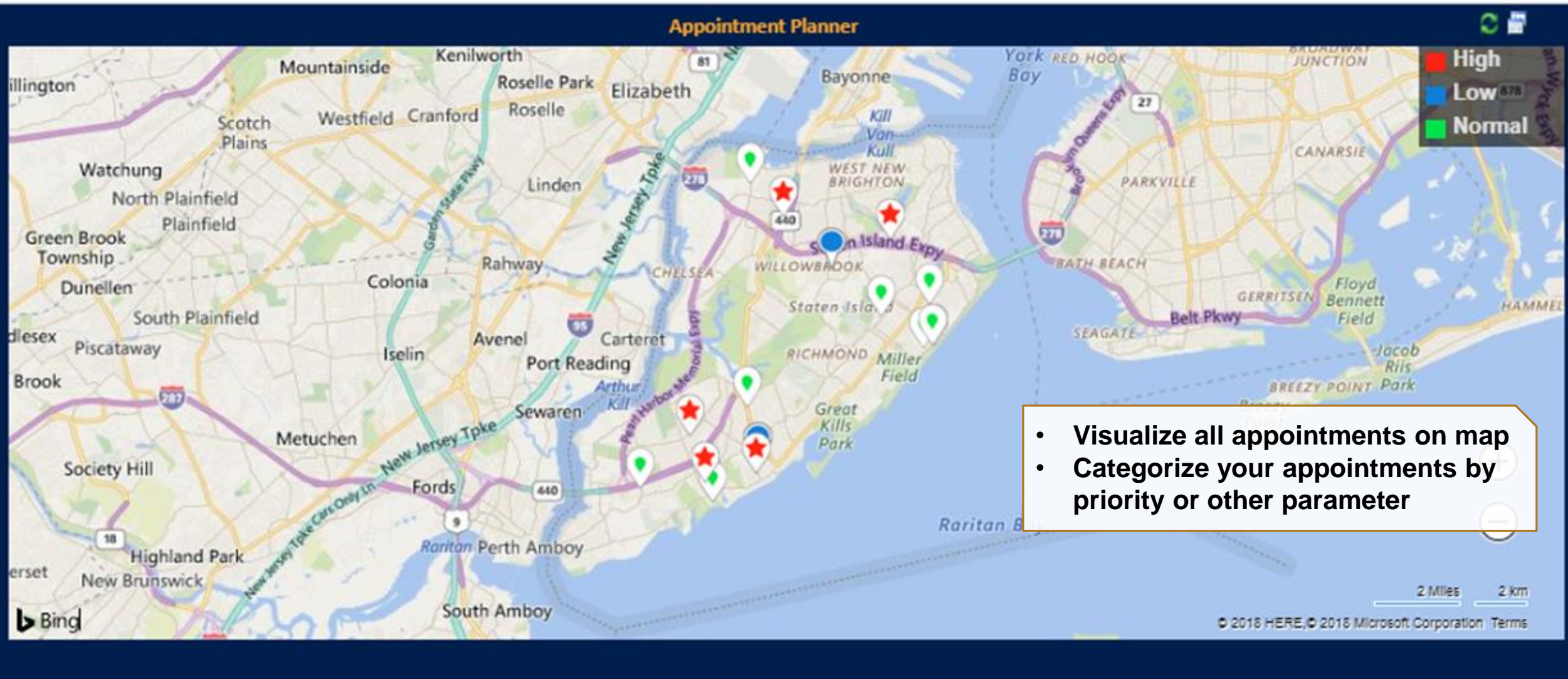
- Add To Route
- Save Data
- Change Owner
- Manage Territory
- Send Email
- Execute Workflow

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

Directions

Options

- ☒ Miles ☐ Kilometres
- ☒ Shortest Time ☐ Shortest Distance
- ☒ Optimize Direct... ☐ Avoid Highways
- ☐ Avoid Toll Roads ☒ Traffic
- ☒ Along The Route Miles

A Teixido: Claymont

B Muhammed: Wilmington

C Vitrone: Wilmington

D Salinas: Elkton

+ Add destination

⌚ Leave now

- 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

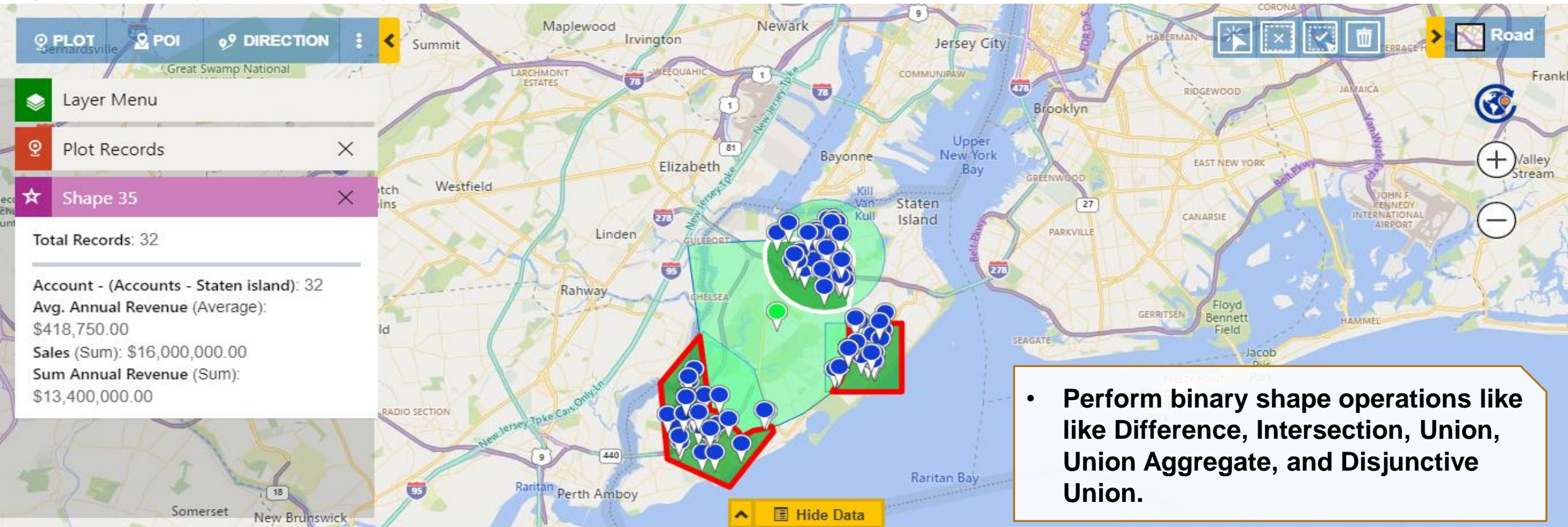
The screenshot displays the Maplytics application interface. On the left, a sidebar titled "Plot Records" contains several filters and controls: a "Cluster map" checkbox, a "Search Option" dropdown set to "By Location", a "Current Location" input field, "Proximity" radio buttons for "Distance" (selected) and "Time", a "Show Travel Distance" checkbox, a distance input field set to "Kilometres", "Select Datasource" dropdowns for "Check-in" and "Active Check-", a "Select Category" section with "Check-in" and "Name" dropdowns, a "Select Overlay" dropdown, and buttons for "Save Template" and "Search". The main area shows a map of Seattle and surrounding regions with various colored location markers (green, red, blue, purple) and a purple line representing a travel route. A "View Data" button is at the bottom center. A text box on the right contains the following list:

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

The bottom of the image features a blue banner with the following text:

www.inogic.com www.maplytics.com Maplytics™ by Inogic

SHAPE OPERATIONS



- Perform binary shape operations like Difference, Intersection, Union, Union Aggregate, and Disjunctive Union.

Accounts - Staten island (32)

Reset

Related Records

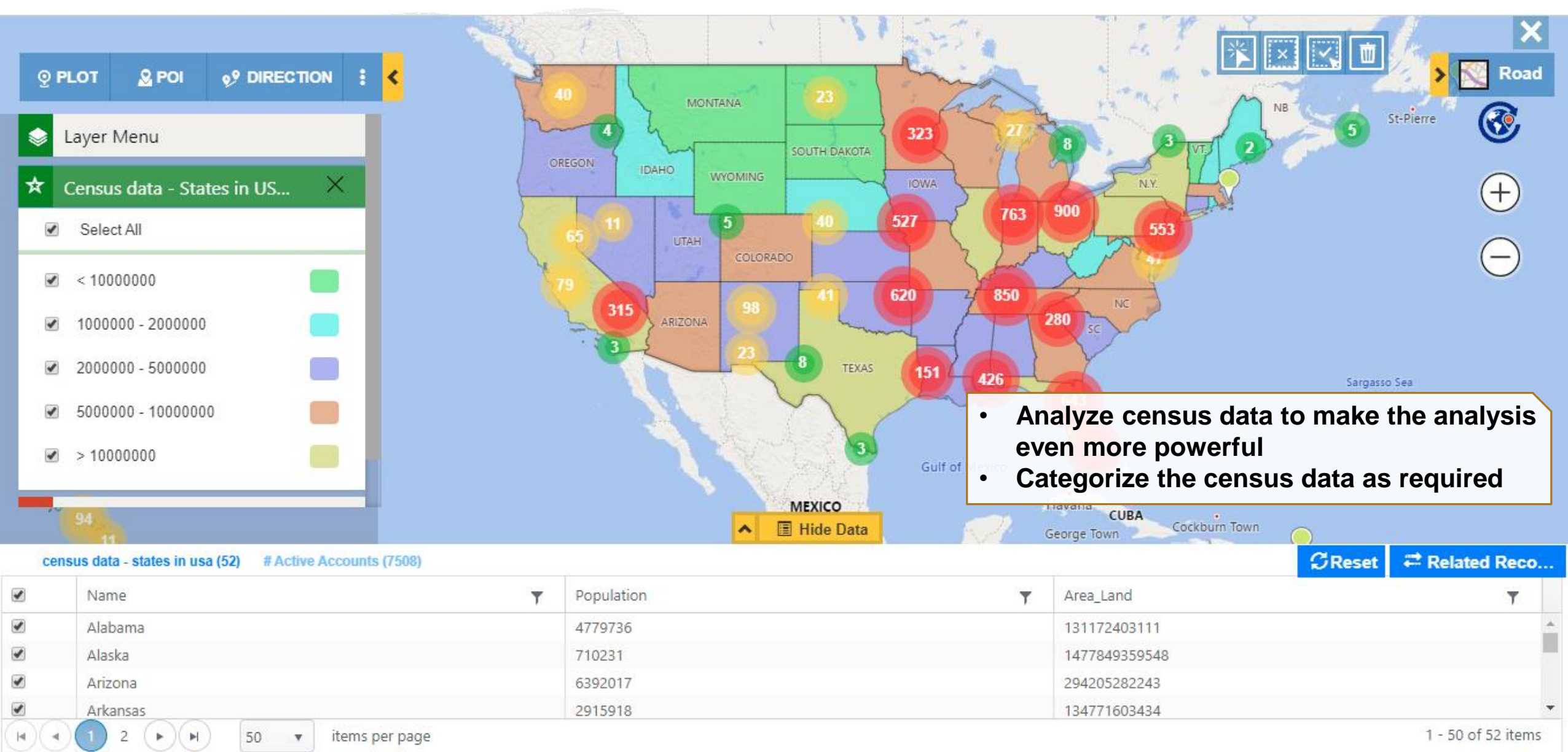
Mass Actions

<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...	16989851717	Staten Island		USA	bradford10330@i...	Transportation	Staten Island - 10...	www.inogic13852...	290000

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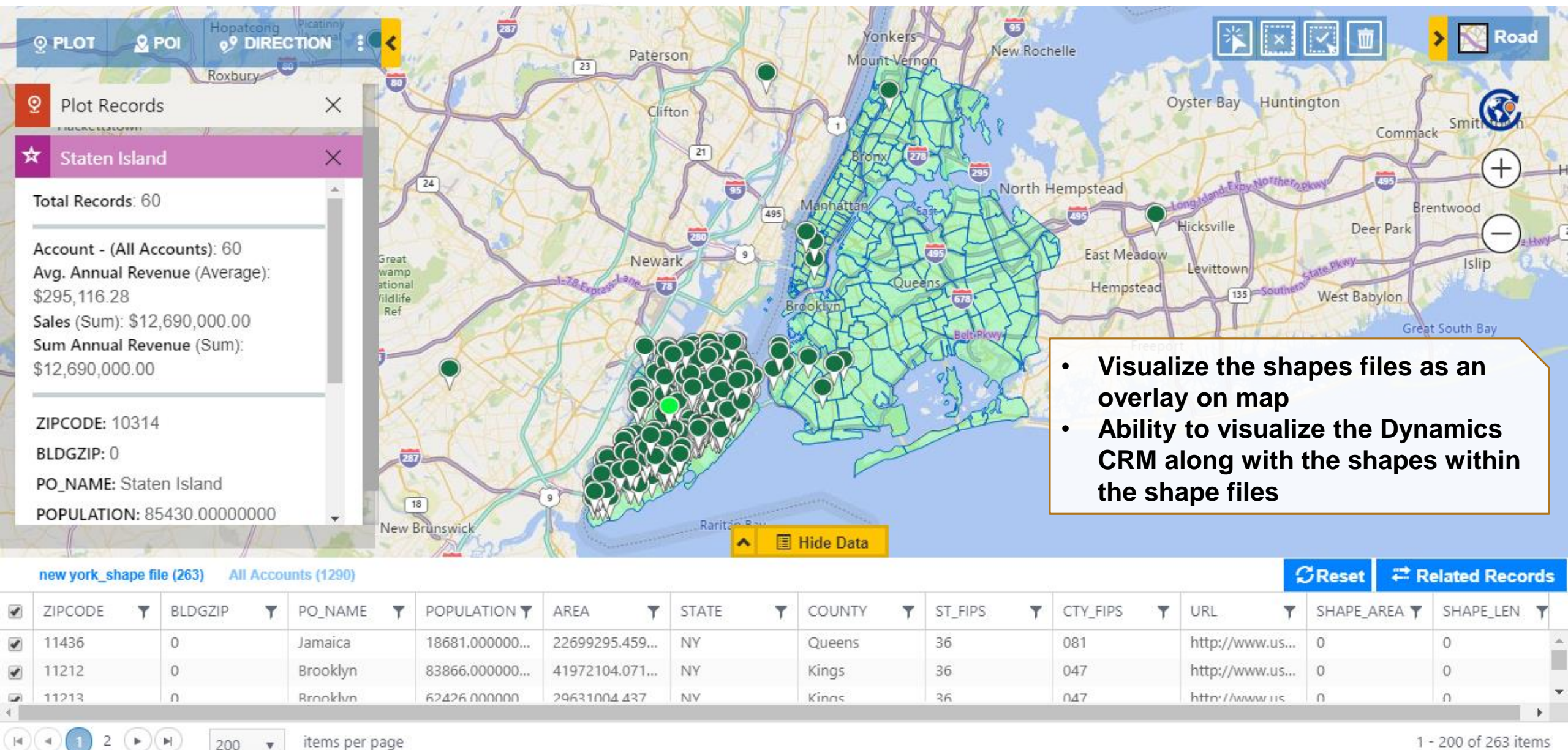
1 - 32 of 32 items

Census data visualization



- Analyze census data to make the analysis even more powerful
- Categorize the census data as required

SHAPE LAYER INTEGRATION



NEARBY PLACES

POI **POI** **DIRECTION**

Layer Menu

POI

Starbucks

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

9202 3rd Ave Kings New York 11209 USA

718-4925331

Take An Action

Hotels

Restaurants

Coffee

Search POI locations like Coffee shops, Hotels, etc.

Add them as new accounts, leads or any custom entity records into CRM

View Data

PCF Map Controls

This screenshot shows the Dynamics 365 Maplytics interface for an account. The top navigation bar includes 'Dynamics 365', 'Maplytics', and a breadcrumb trail: 'Sales > Accounts > M & M Mobiles Pvt Ltd'. The main header displays the account name 'M & M Mobiles Pvt Ltd' with a red 'M&M' logo, and key metrics: 'Annual Revenue \$1,000,000.00' and 'No. of Employees 250'. Below the header, there are tabs for 'Summary', 'Map', 'Project Price Lists', 'Details', 'Field Service', 'Scheduling', and 'Related'. The 'Summary' tab is active, showing 'ACCOUNT INFORMATION' with fields for Account Name, Phone (025415265), Email (m3@inogic.com), Fax, and Website (https://inogic.com). A 'Timeline' section on the right allows users to 'Enter a note...' and shows a recent event: 'Auto-post on wall M & M Mobiles Pvt Ltd - Monday 2:20 PM' with the note 'Account: Created By rahul sahu.' and options to 'Like' or 'Reply'. A map on the far right shows the location of the account, with a red pin and a label 'Primary Contact Adam A'.

This screenshot shows the Dynamics 365 Maplytics interface for a contact. The top navigation bar includes 'Dynamics 365', 'Maplytics', and a breadcrumb trail: 'Sales > Contacts > Adrian Dumitrascu'. The main header displays the contact name 'Adrian Dumitrascu' with a green 'AD' logo and the role 'Contact'. Below the header, there are tabs for 'Summary', 'Map', 'Details', 'Scheduling', 'Files', and 'Related'. The 'Summary' tab is active, showing 'CONTACT INFORMATION' with fields for First Name (Adrian), Last Name (Dumitrascu), and a 'Search Address' field with an 'Update' button. A 'Timeline' section on the right allows users to 'Enter a note...' and shows a recent event: 'Auto-post on wall Adrian Dumitrascu' with the note 'Contact: Created By SYSTEM.' and a timestamp of '12:53 AM'. A map on the far right shows the location of the contact, with a red pin and a label 'Company Adventure Works'.

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 header displays the text 'All Contacts' with a dropdown arrow and a search bar labeled 'Search for records'. Below the header, a large map shows the location of all contacts, with red pins indicating their locations. The map includes labels for various cities and regions, such as 'Seattle', 'Portland', 'San Francisco', and 'Los Angeles'.

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

ANALYTICAL DASHBOARD

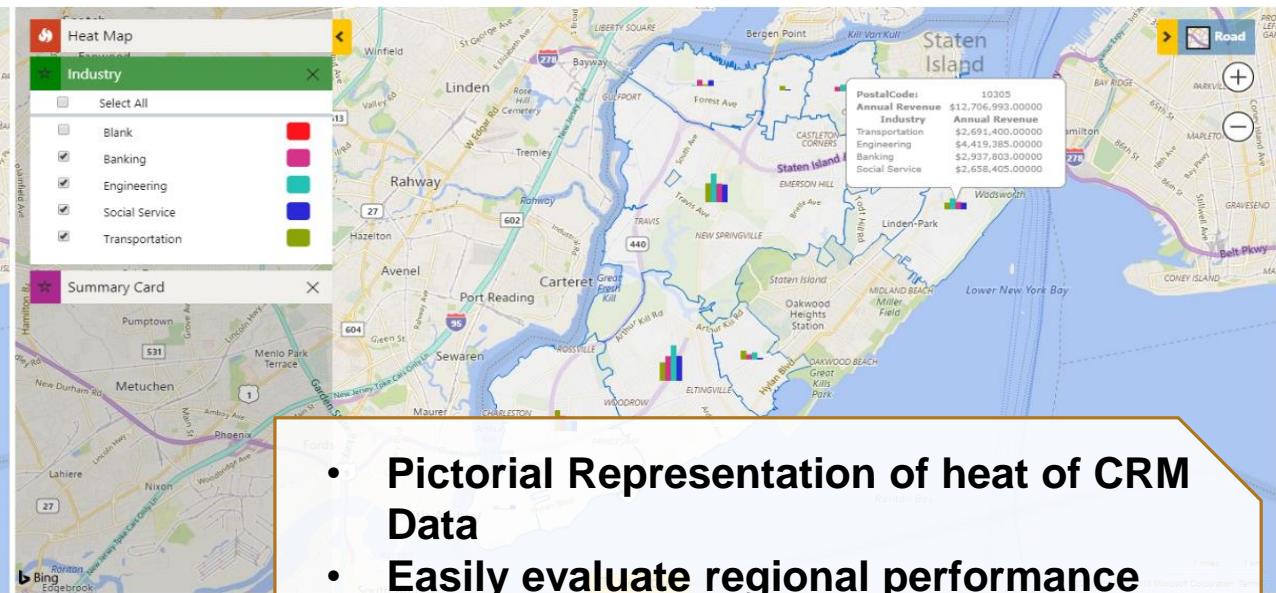
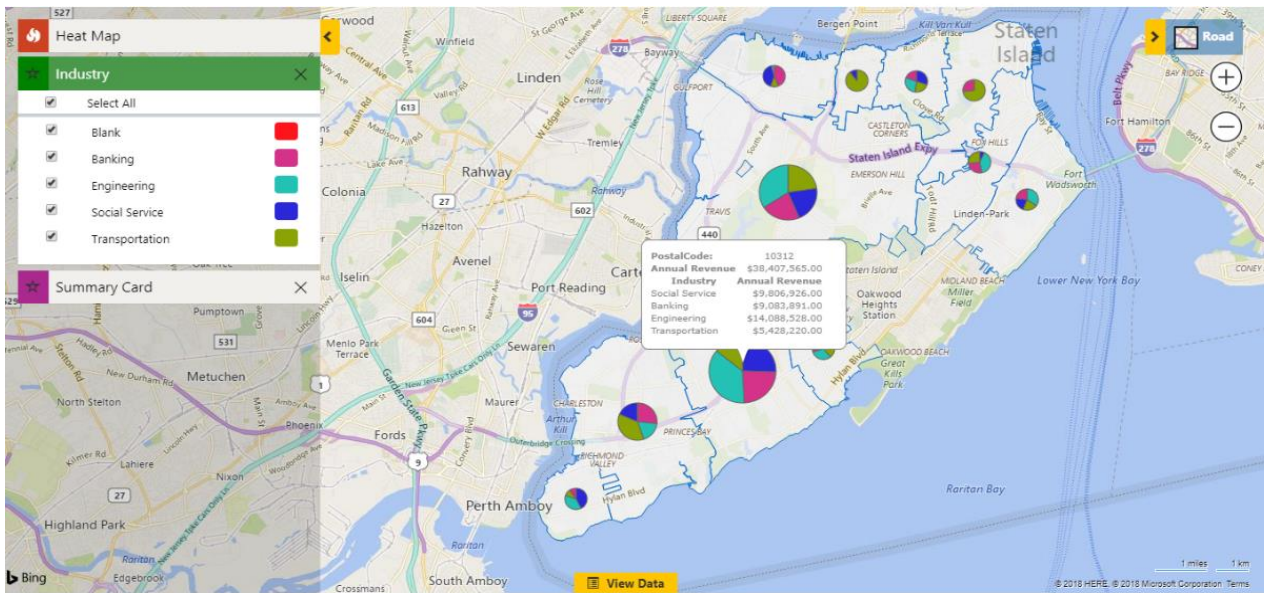
- Easy way to visualize & analyze data



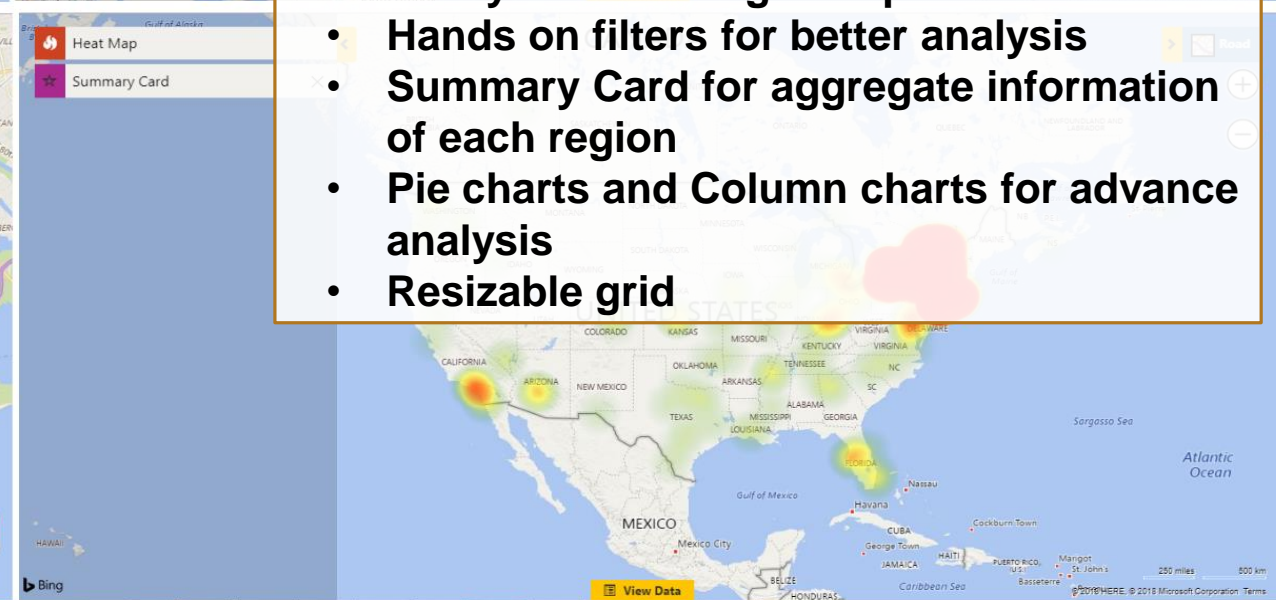
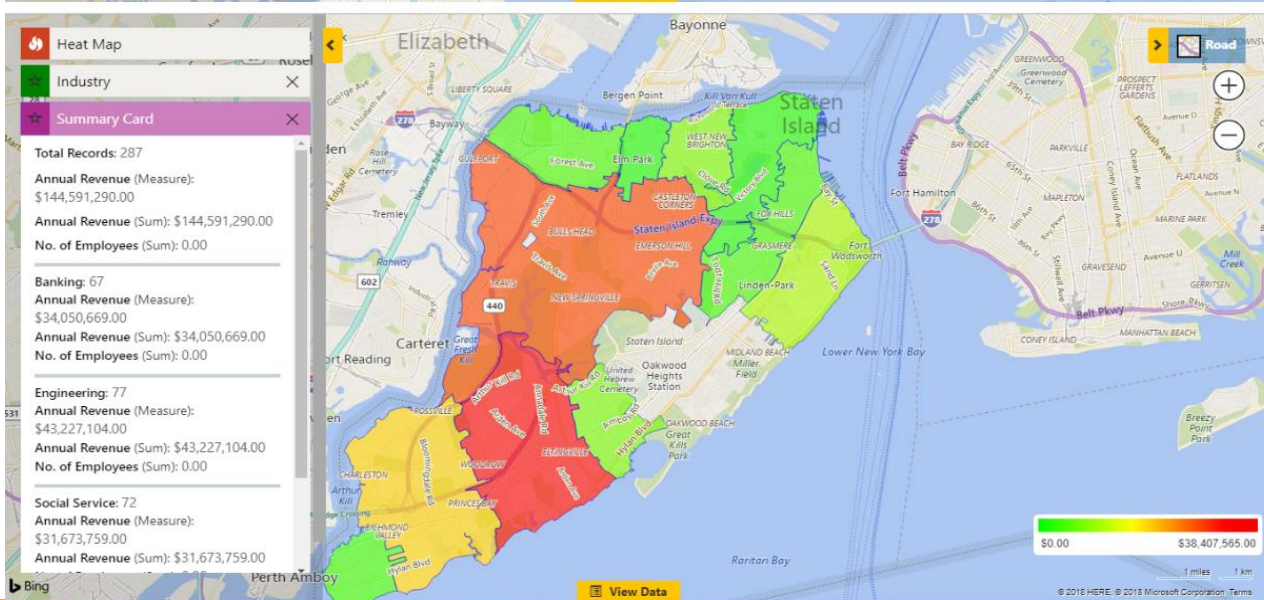
- Easily create & configure dashboard views



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

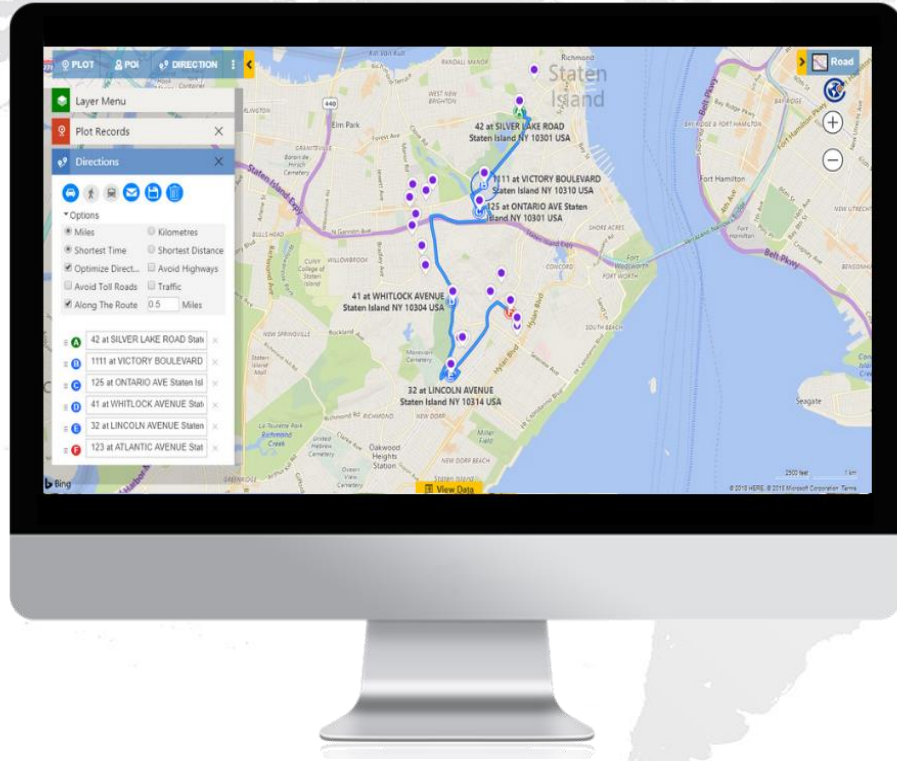


Common Use Cases

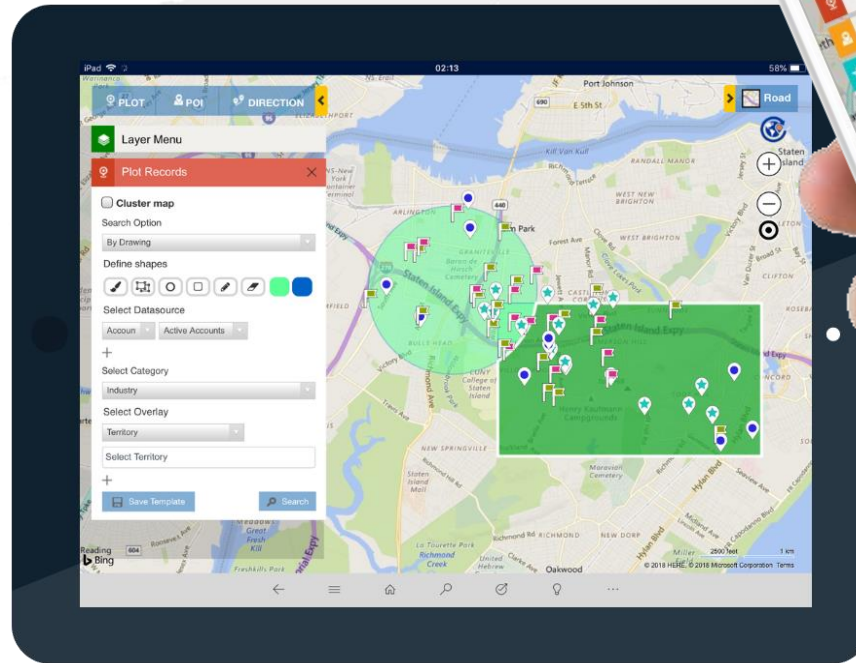
- Setting up/ realigning **Sales Territories** on basis of **geography** for your field professionals
- Reducing travelling expenses through optimized automated schedules
- One of my client has **cancelled his meeting**, search for near-by clients.
- Ideal **location** for my **next marketing event**?
- 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

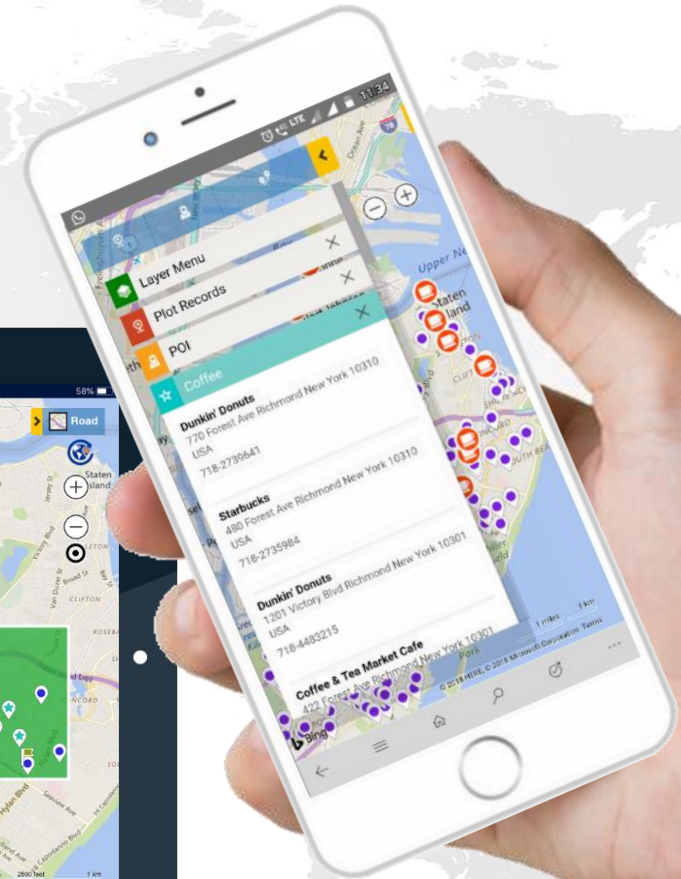
Desktop



Tablet



Mobile





THANK YOU

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