



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 Dynamics 365 8.2 and Above, On-Premises and Online, PowerApps and CDS



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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
- Truck Routing
- Along the Route Search
- Point of Interest (POI) Search
- Create new records from Map
- Analytical Map Dashboards
- Heat Map Visualization
- Customizable Color Scale
- 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
- User Level Personalization
- 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.

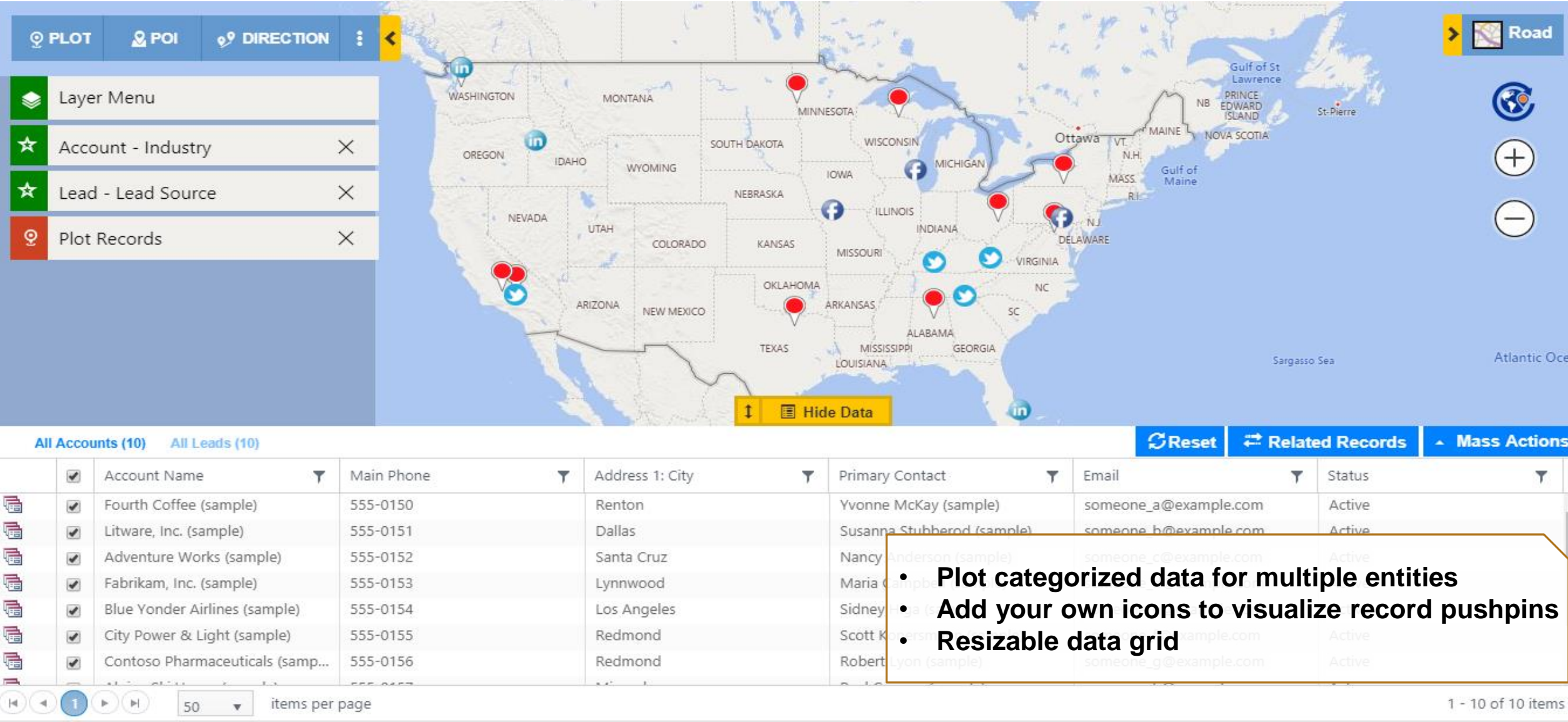


[Directions](#) [Search nearby](#) [Save to map](#)

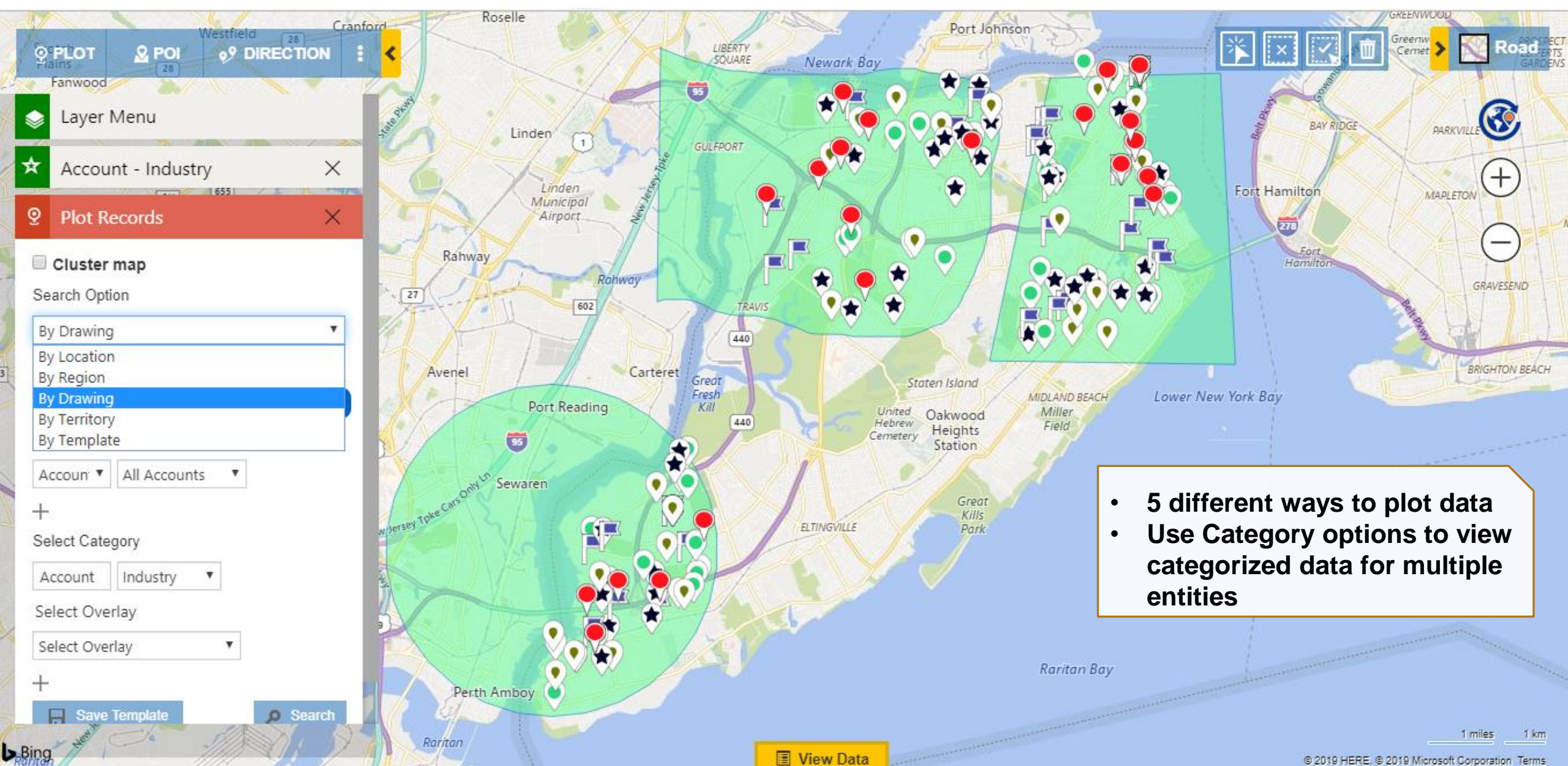
Find Latitude and Longitude of your address data

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

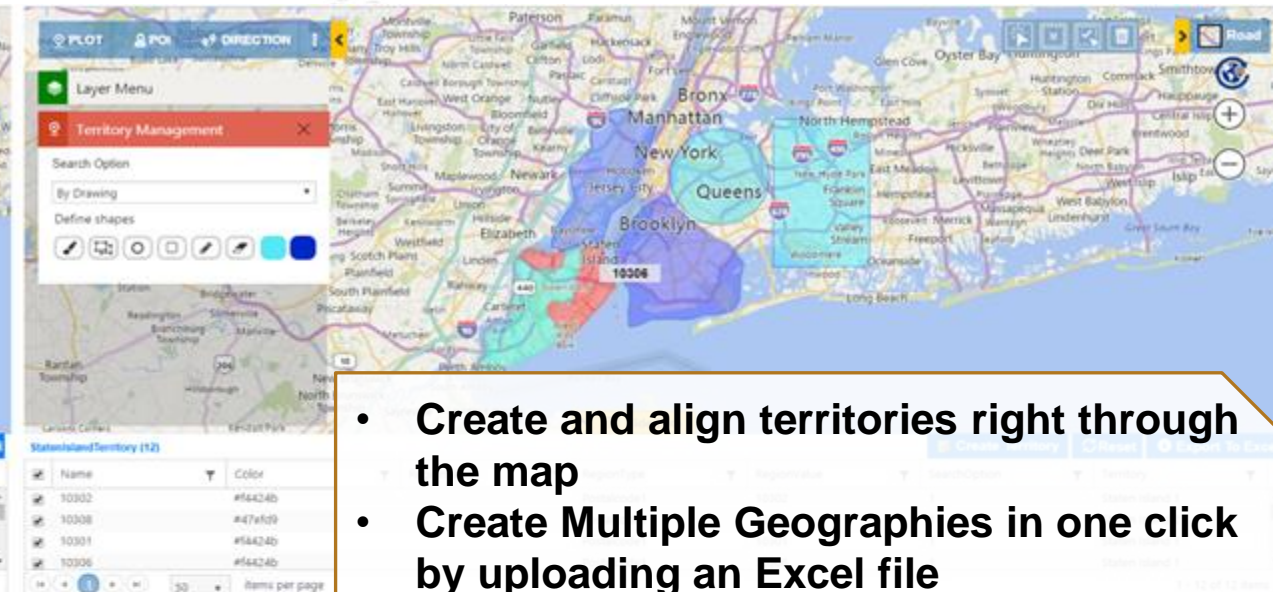
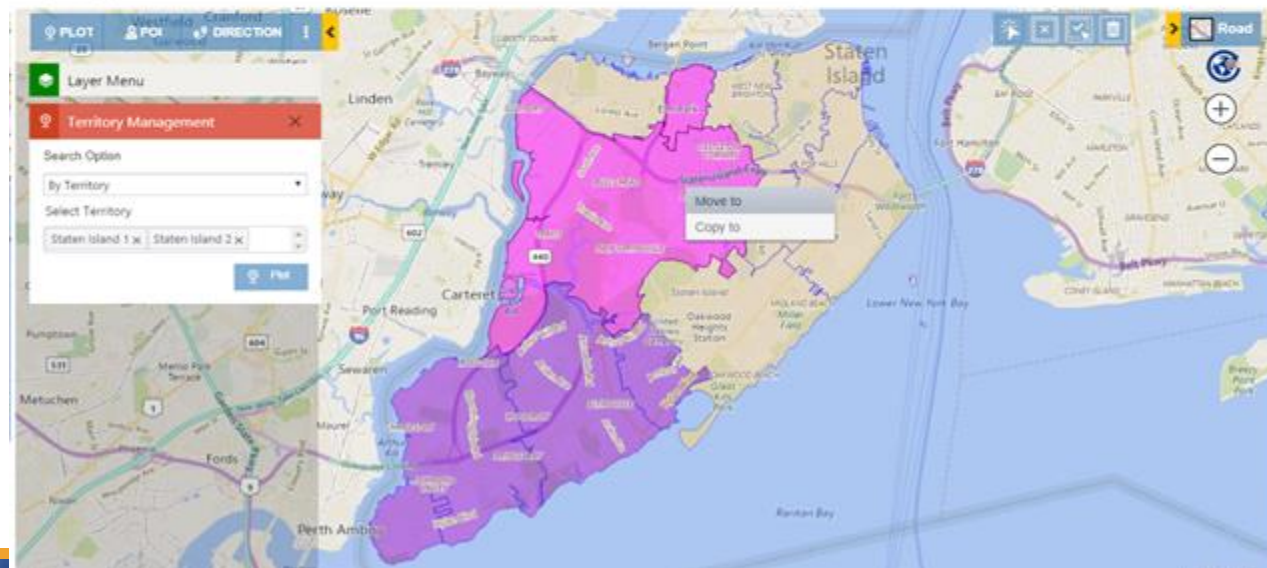
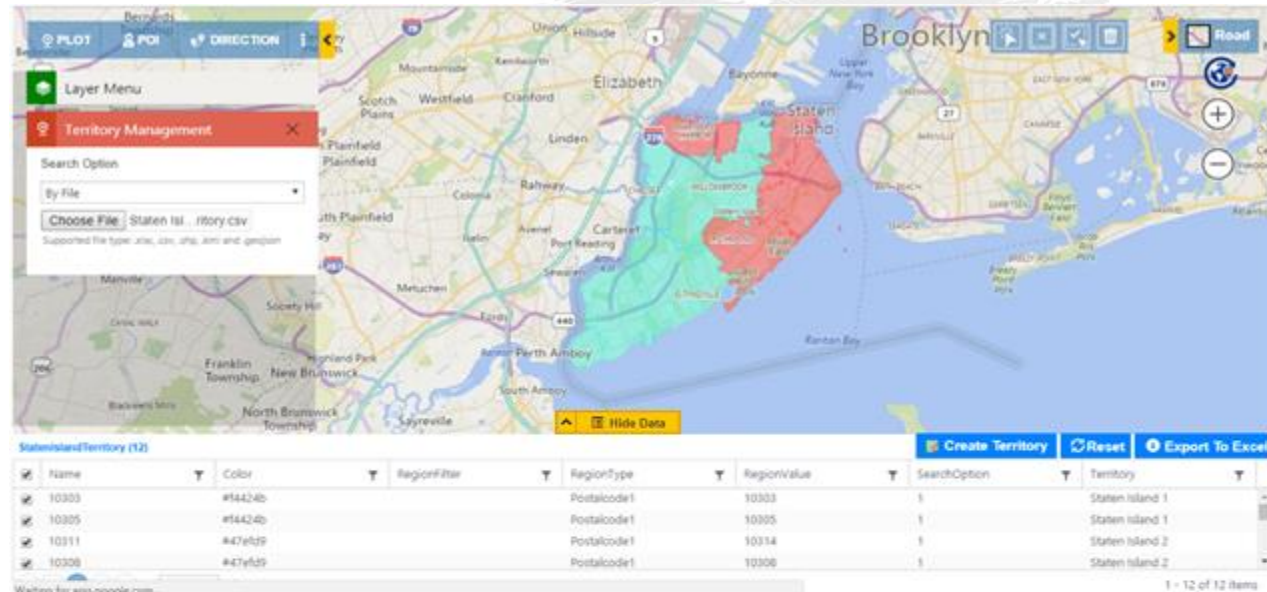
MAP YOUR DATA



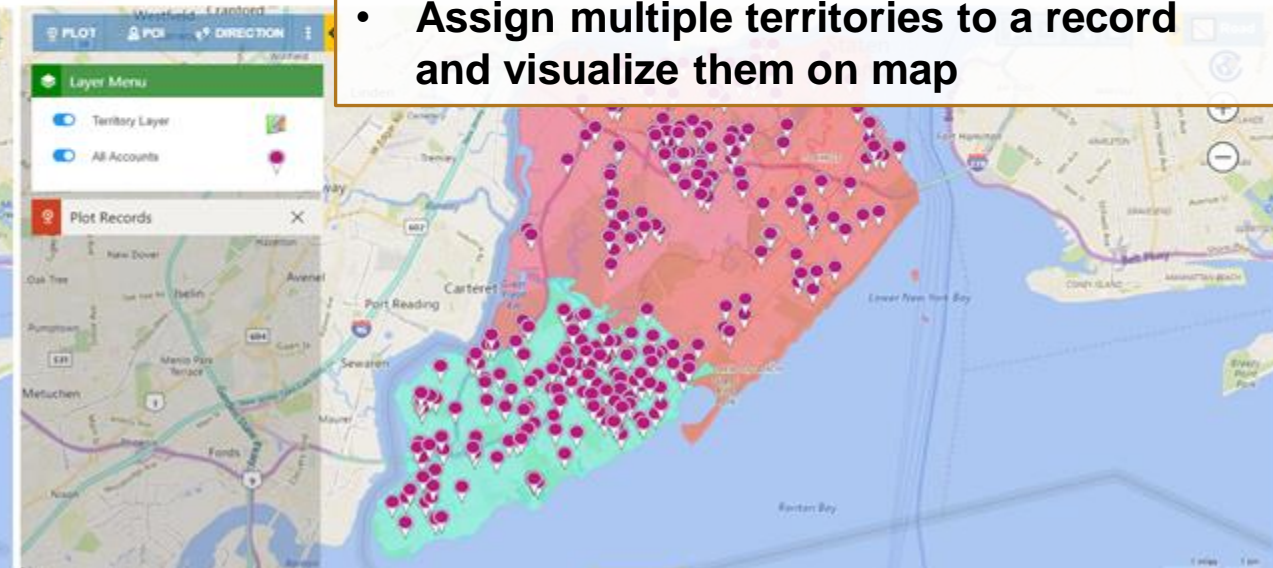
MULTIPLE OPTIONS TO PLOT DATA



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	

1 200 items per page

1 - 98 of 98 items

Save Data

☒ Marketing List

☐ Add to existing marketing list

☒ Create new marketing list

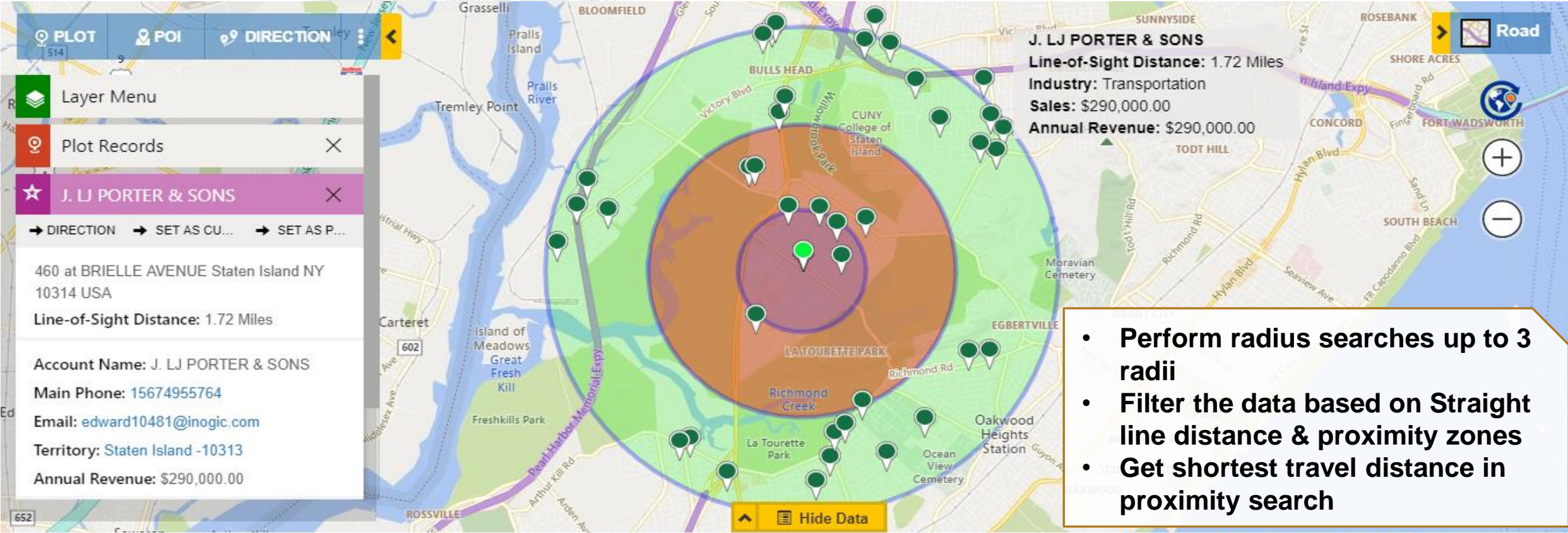
My Marketing List

☐ 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

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

Map Data:

State	Count
UTAH	99
OREGON	85
ARIZONA	20
TEXAS	62
NC	2142
TX	4693
TX	3119
TX	1024
TX	375
TX	5453
TX	375
TX	933
TX	187
TX	2280
TX	454
TX	490
TX	236
TX	2279
TX	225
TX	6009
TX	6642
TX	3759
TX	418

Mass Actions

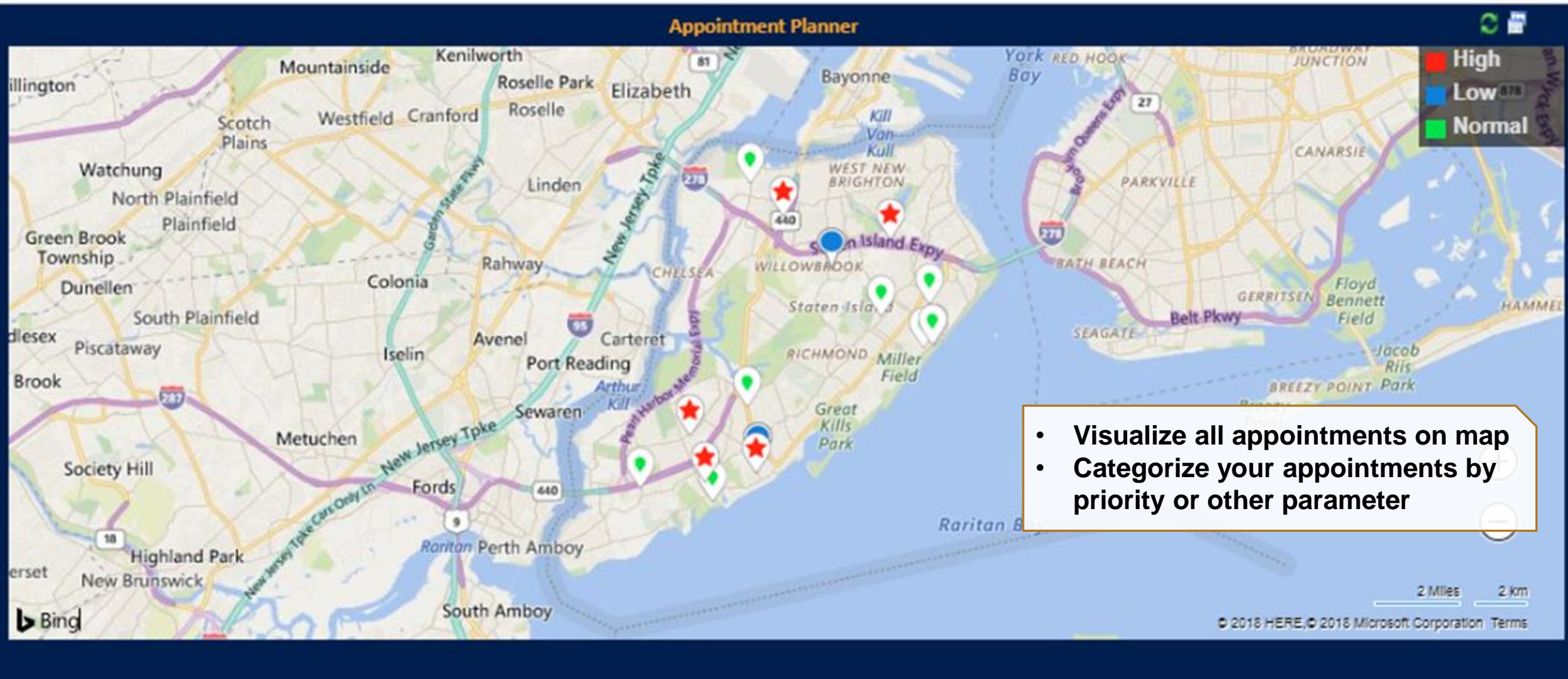
- Add To Route
- Save Data
- Change Owner
- Manage Territory
- Send Email
- Execute Workflow

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
Jefferson		

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 0.5 Miles

A Teixido: Claymont

B Muhammed: Wilmington

C Vitrone: Wilmington

D Salinas: Elkton

+ Add destination

Leave now Go

View Data

- 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

Truck Routing

Truck Routing

Options:

- Contoso Electronics: 15600 NE
- 13819 NE 36th Pl, Bellevue, WA
- Contoso Pharma Electronics: 2020 - 148th Ave NE Redmond WA 98052 USA

Go

Open Saved Routes:

11 min Via 148th Ave NE, 140th Ave NE 4.5 mi

View Data

- Search for Shortest Travel Distance to required records based on driving by truck
- Create optimised route for truck

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

Map

Route

Maplytics

Hide Data

Elizabeth

Bayonne

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

- 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)

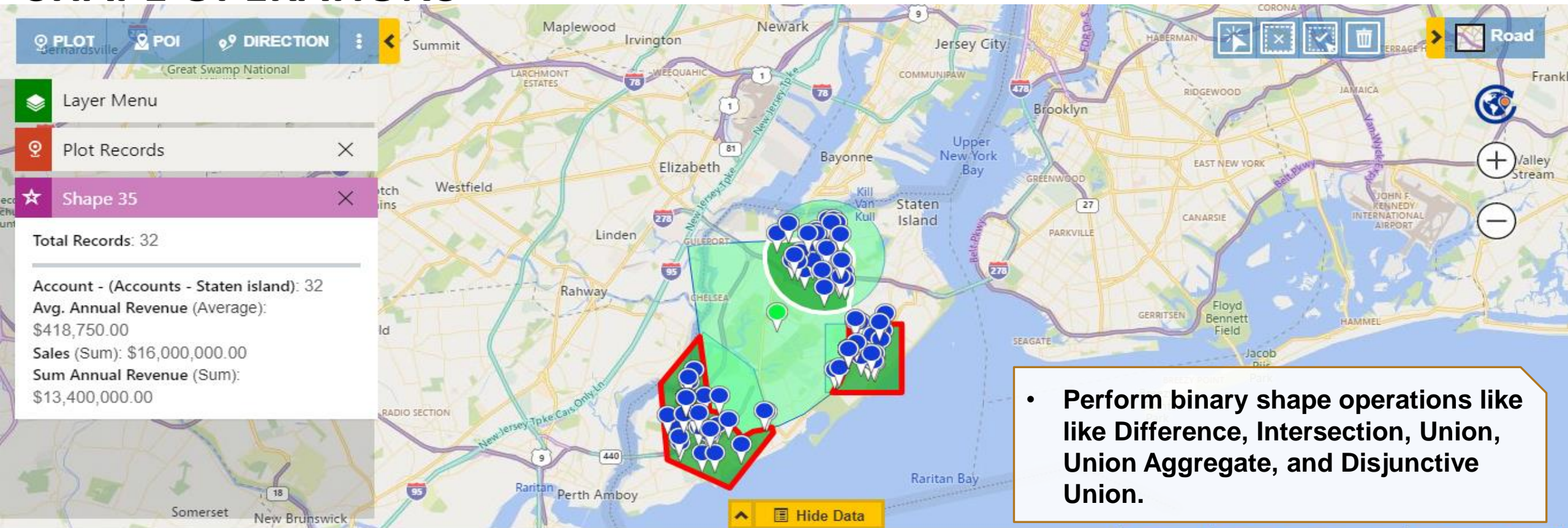
Way...	Start Date	End Date ▲	Account Name	Main Phone	Address 1: City	Primary Contact	Email	Status
B	9/5/2018 8:25 AM	9/5/2018 8:55 AM	A. DUBRAVKA ANTIC & SONS	30281497971	Staten Island	E. GHEORGHE NICOLESCU	some_6647@...	Active
C	9/5/2018 9:25 AM	9/5/2018 9:55 AM	A. ZARINA ROSS & SONS	11073015943	Staten 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' (set to 'By Location'), 'Current Location' (empty text field), 'Proximity' (radio buttons for 'Distance' and 'Time', with 'Distance' selected), 'Show Travel Distance' (checkbox), 'Select Datasource' (dropdowns for 'Check-in' and 'Active Check-'), 'Select Category' (dropdowns for 'Check-in' and 'Name'), 'Select Overlay' (dropdown), and a 'Save Template' button. The main map 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 'View Data' button is located at the bottom center of the map. On the right side of the map, there are zoom controls and a 'Road' button. A text box with two bullet points is overlaid on the right side of the map.

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

SHAPE OPERATIONS



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

Accounts - Staten island (32)

Reset

Related Records

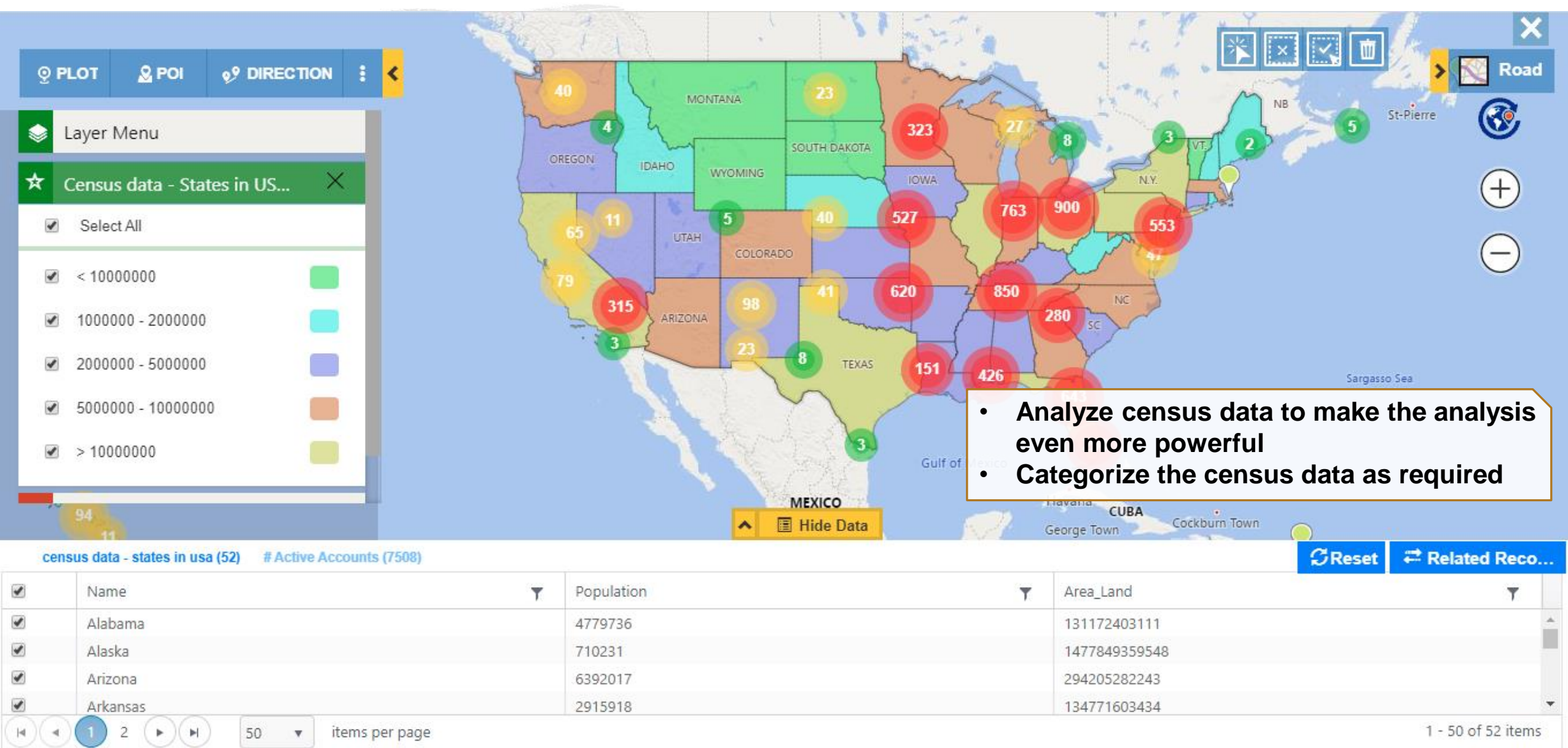
Mass Actions

<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

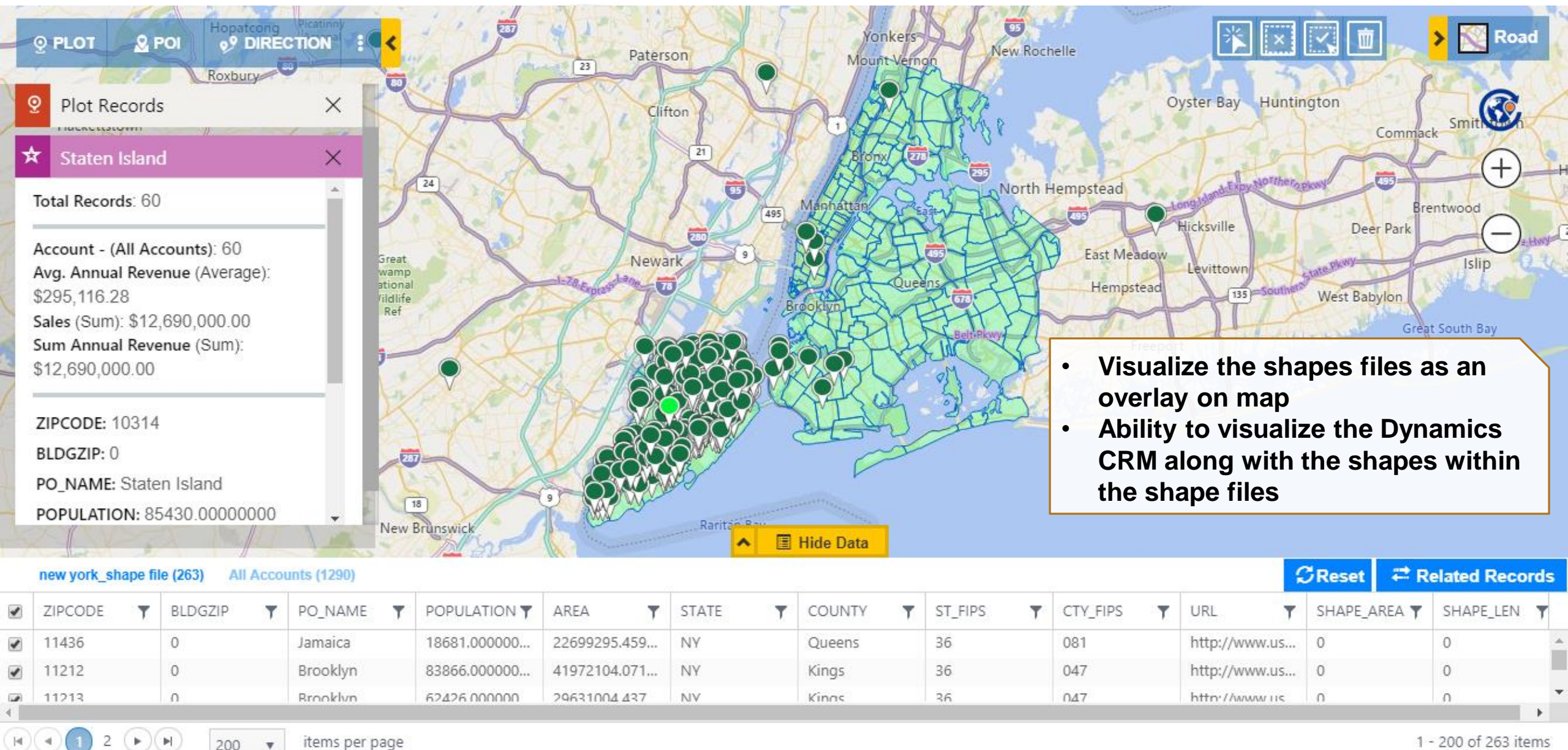
200 items per page

1 - 32 of 32 items

Census data visualization



SHAPE LAYER INTEGRATION



NEARBY PLACES

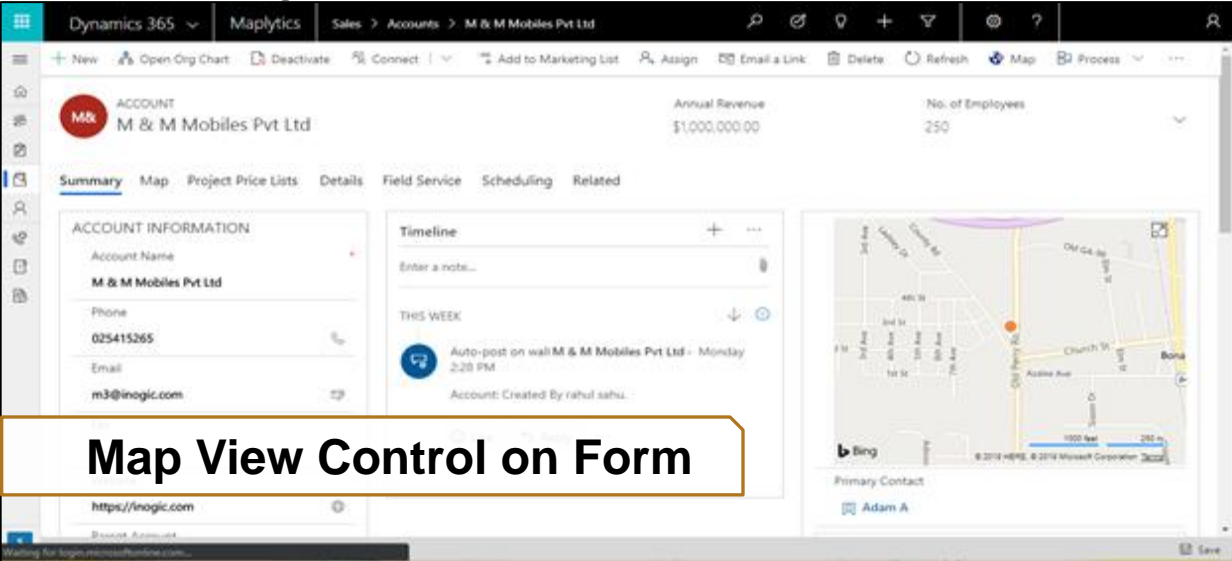
The screenshot displays the Maplytics application interface. The main map shows the New York City area, including locations like Elizabeth, Port Johnson, Kill Van Kull, and the Upper New York Bay. The map is overlaid with a grid of orange POI icons. A sidebar menu on the left contains the following items:

- PLOT** (Location icon)
- POI** (Location icon)
- DIRECTION** (Location icon)
- Layer Menu** (Layers icon)
- Plot Records** (Location icon)
- POI** (Location icon)

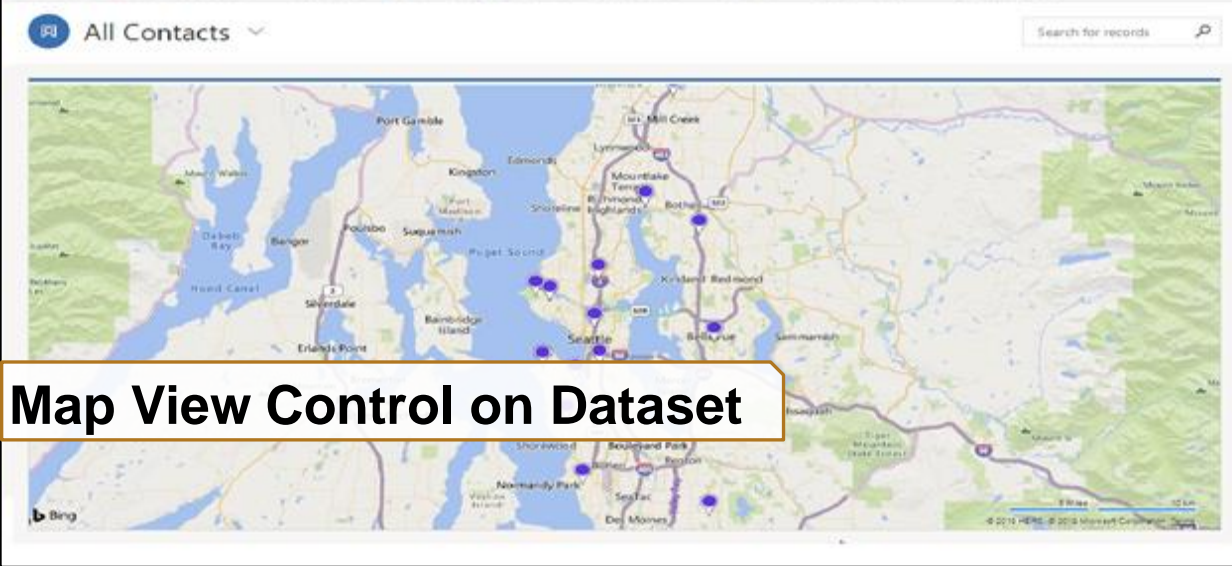
The **POI** section is expanded, showing a search for "Starbucks" near the location "22 Cheryl Ave, New York, NY 10312". The search results show a list of nearby Starbucks locations, with the first one highlighted. The map also shows various roads, including the New Jersey Turnpike, the Staten Island Expressway, and the Pearl Harbor Memorial Expressway. A "View Data" button is visible at the bottom right of the map.

- Search POI locations like Coffee shops, Hotels, etc.
- Add them as new accounts, leads or any custom entity records into CRM
- Click on POI icons or enter keyword to search for required Geo-tagged POI locations.

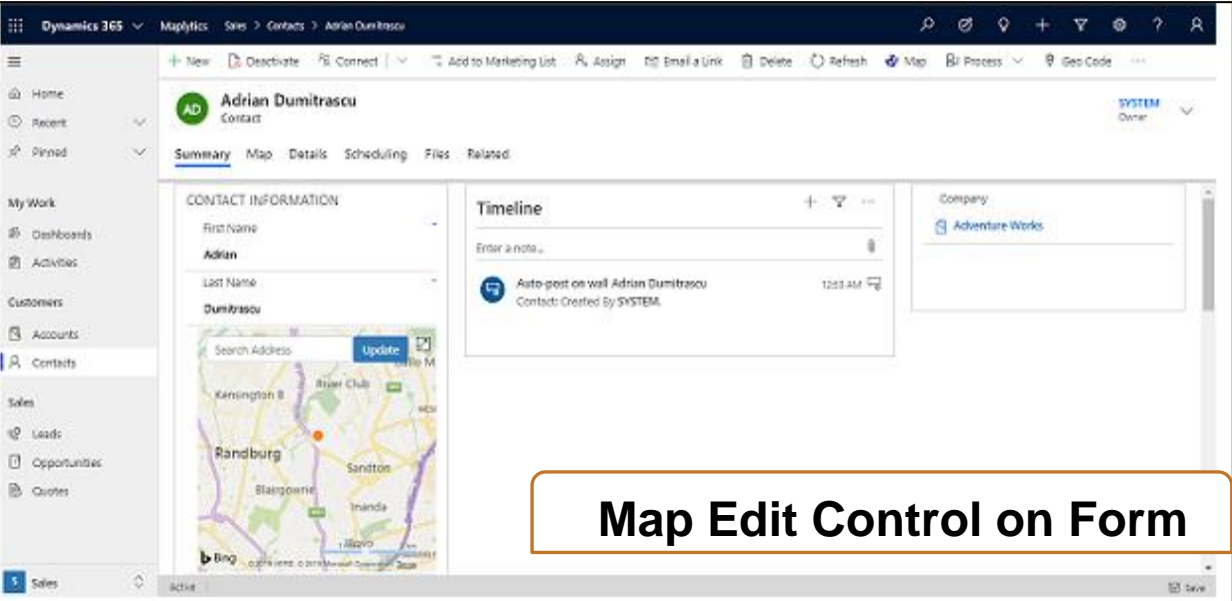
PCF Map Controls



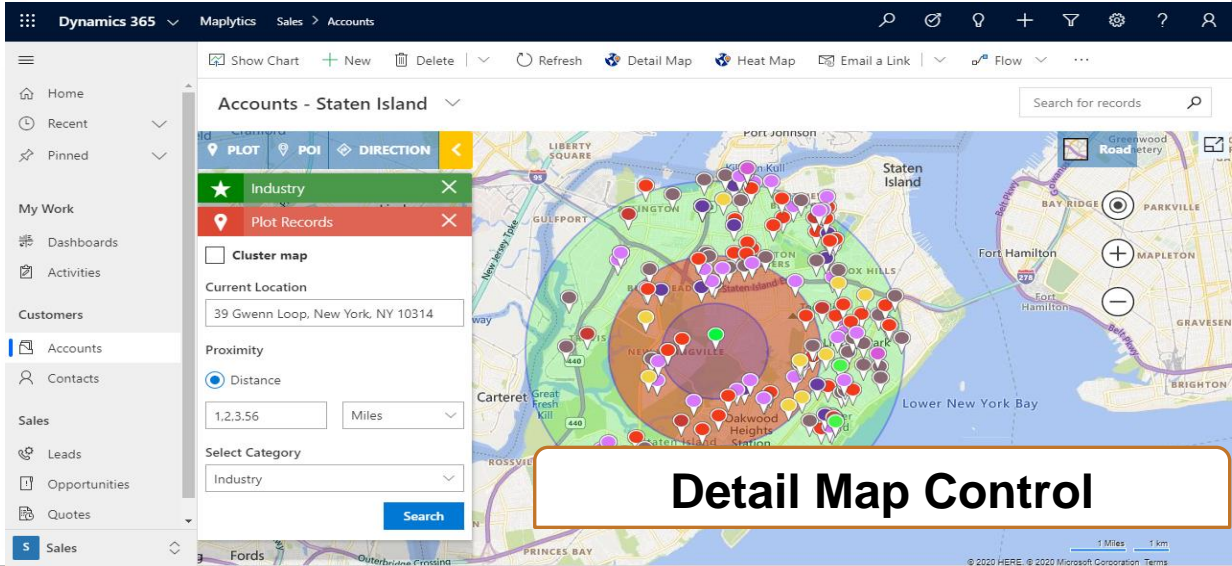
Map View Control on Form



Map View Control on Dataset



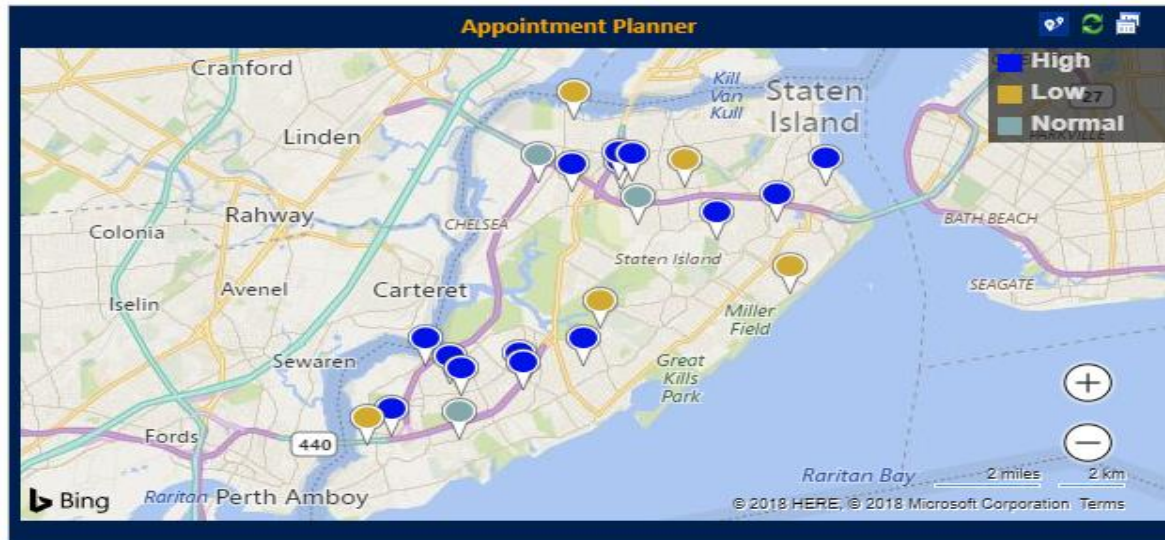
Map Edit Control on Form



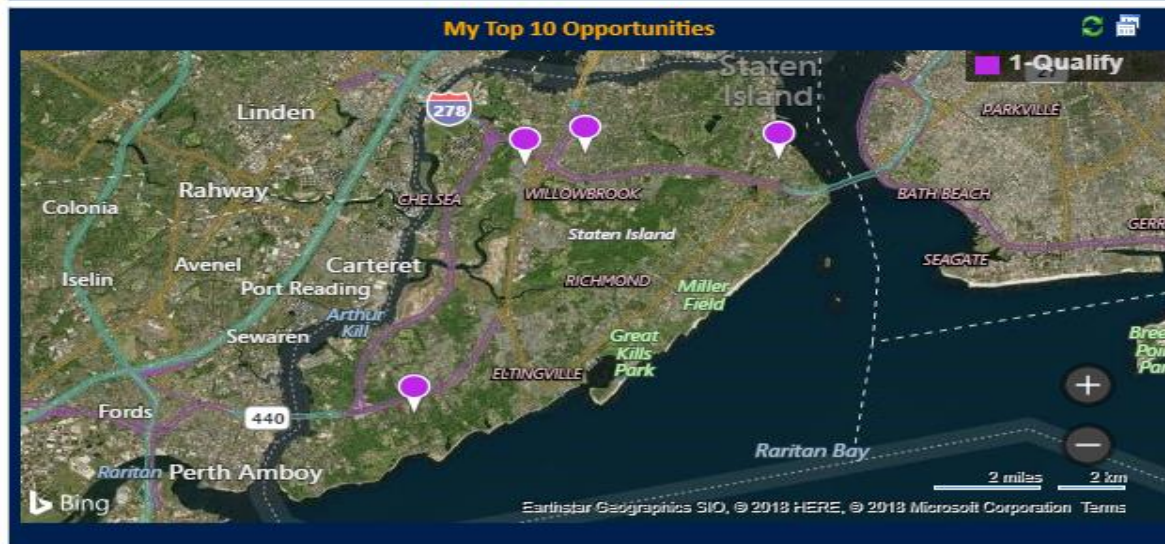
Detail Map Control

ANALYTICAL DASHBOARD

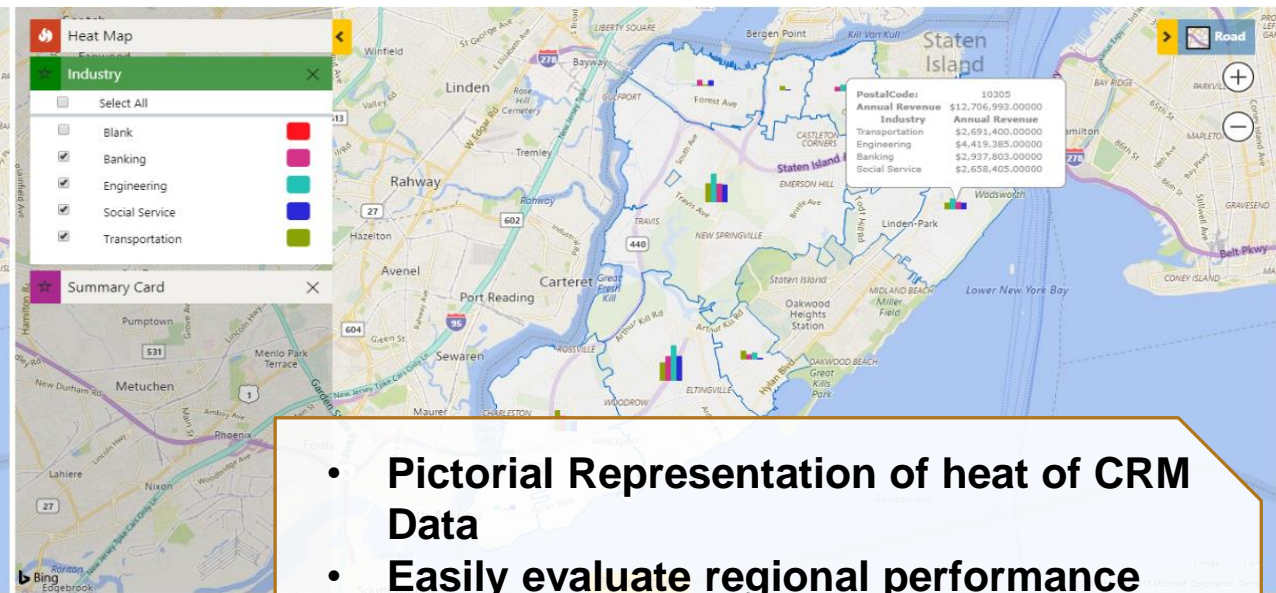
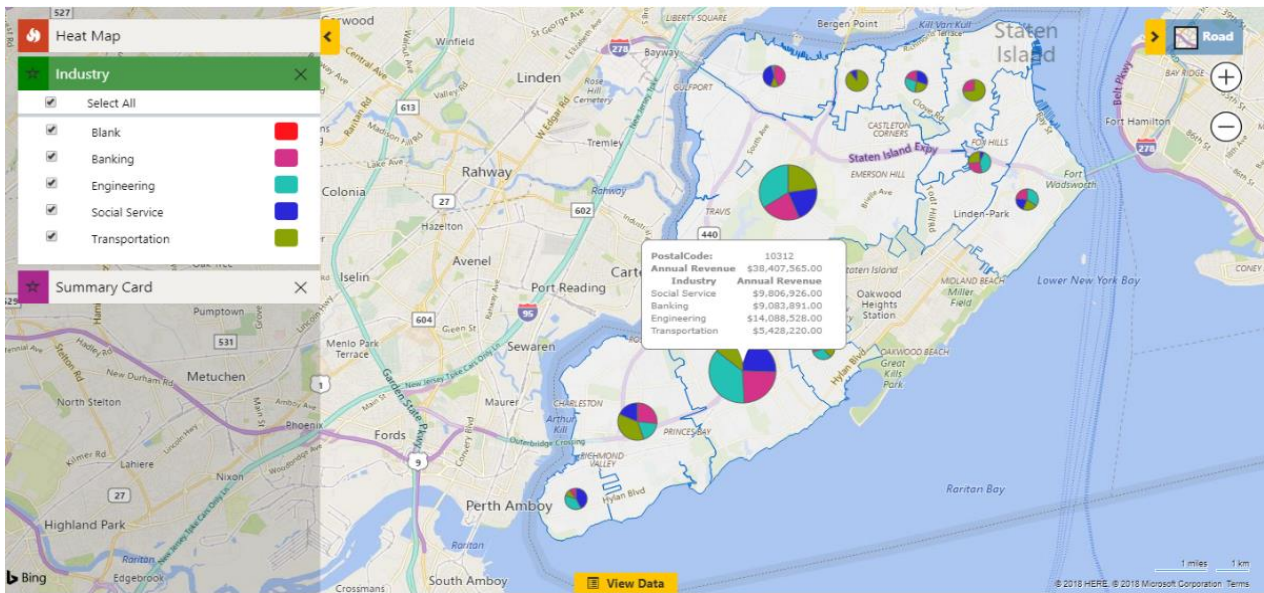
- Easy way to visualize & analyze data



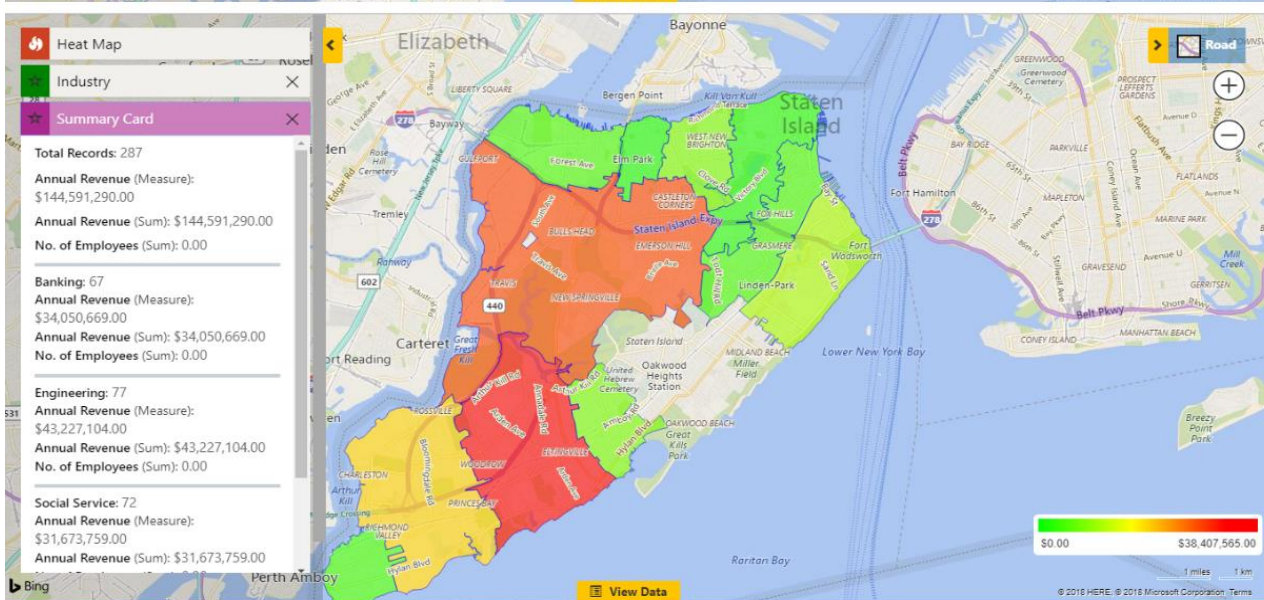
- Easily create & configure dashboard views



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

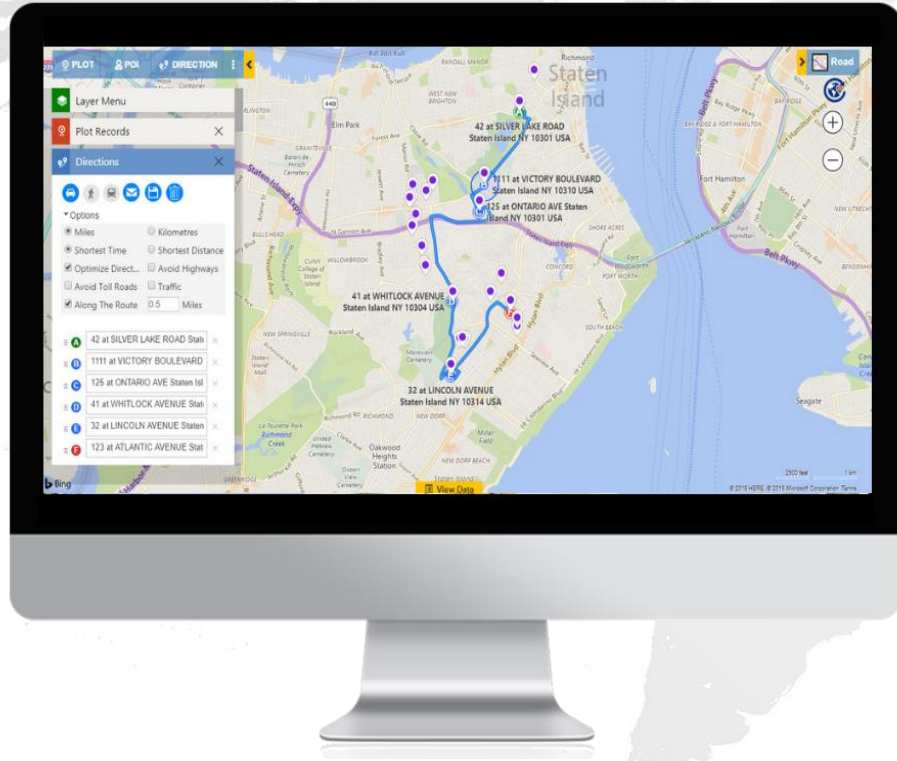


Common Use Cases

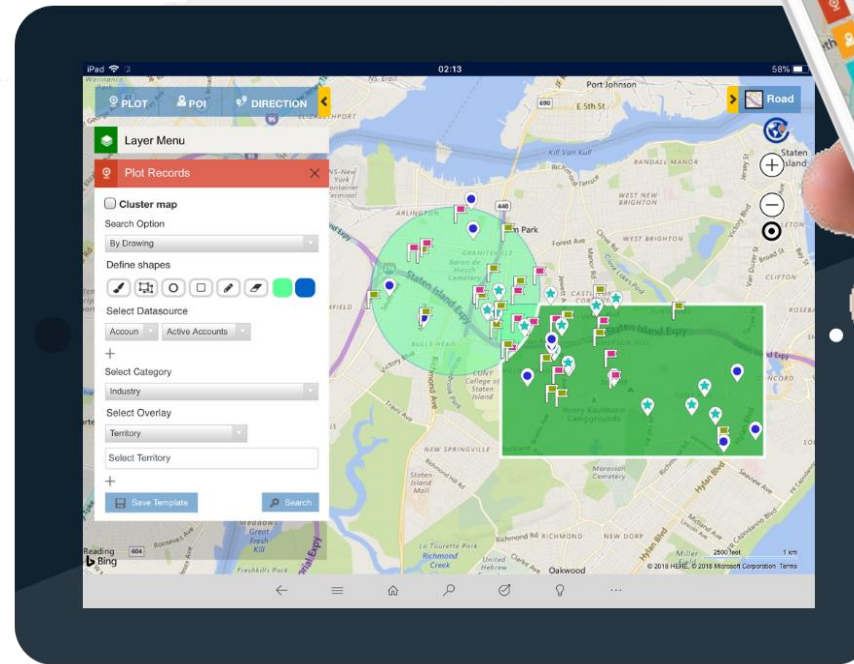
- Setting up/ realigning **Sales Territories** on basis of **geography** for your field professionals
- Reducing travelling expenses through optimized automated schedules
- One of my client has **cancelled his meeting**, search for near-by clients.
- Ideal **location** for my **next marketing event**?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

Email us on crm@inogic.com

Visit us at
www.inogic.com | www.maplytics.com



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