



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, PowerApps



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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/Excel 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
- Auto-Territory creation
- Summary Card
- Customizable Pushpin icons
- Visualize categorized data
- Custom Tooltip Actions
- Draft Territories
- Multi-User 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
- Overlapping Territories
- Census Data visualization
- User Level Personalization
- Live Traffic
- Data Clustering
- Default Origin & Destination
- Batch Processing
- Shape Operations

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



Microsoft  
Dynamics Certified



# MULTI-LANGUAGE COMPATIBILITY



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



# GEOCODE DATA

## Maplytics

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

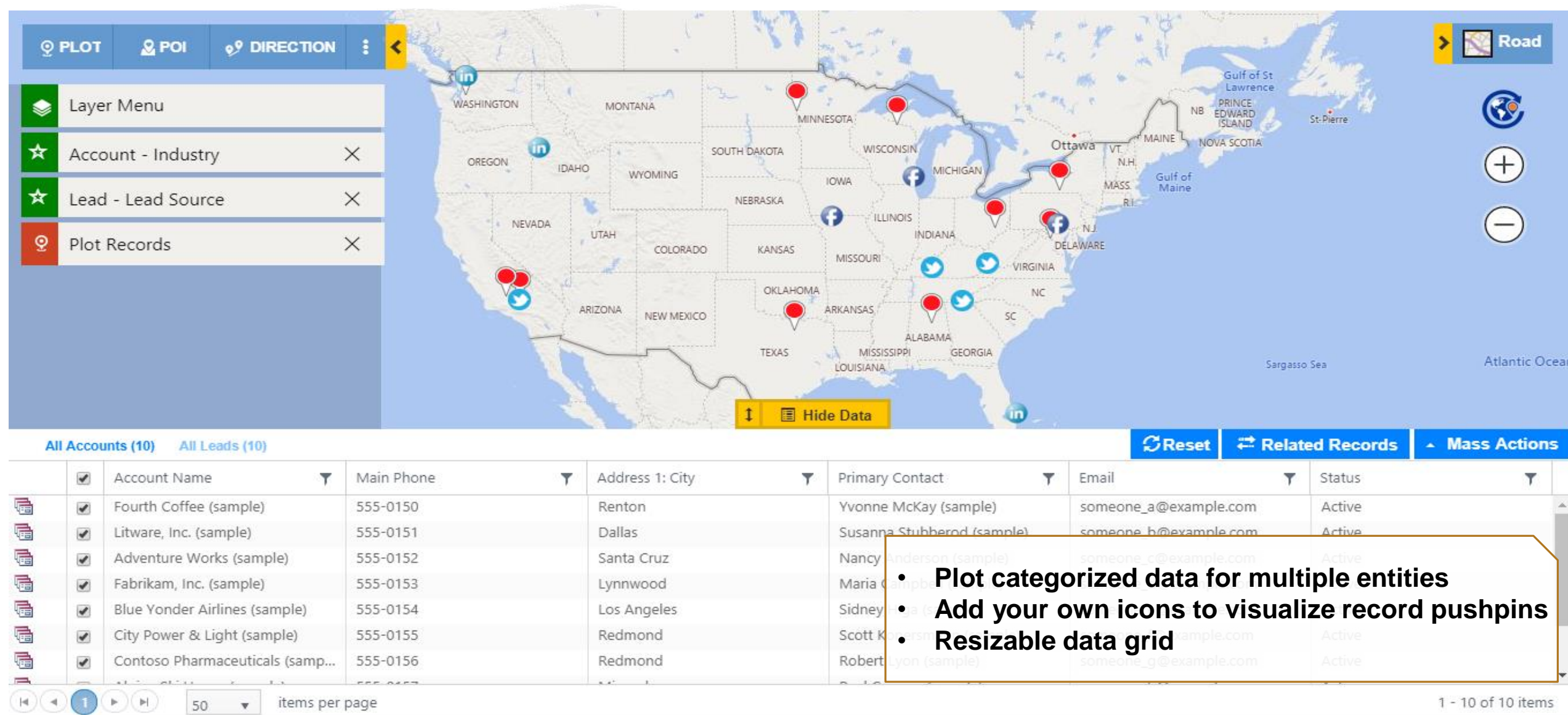


[Directions](#) [Search nearby](#) [Save to map](#)

# Find Latitude and Longitude of your address data

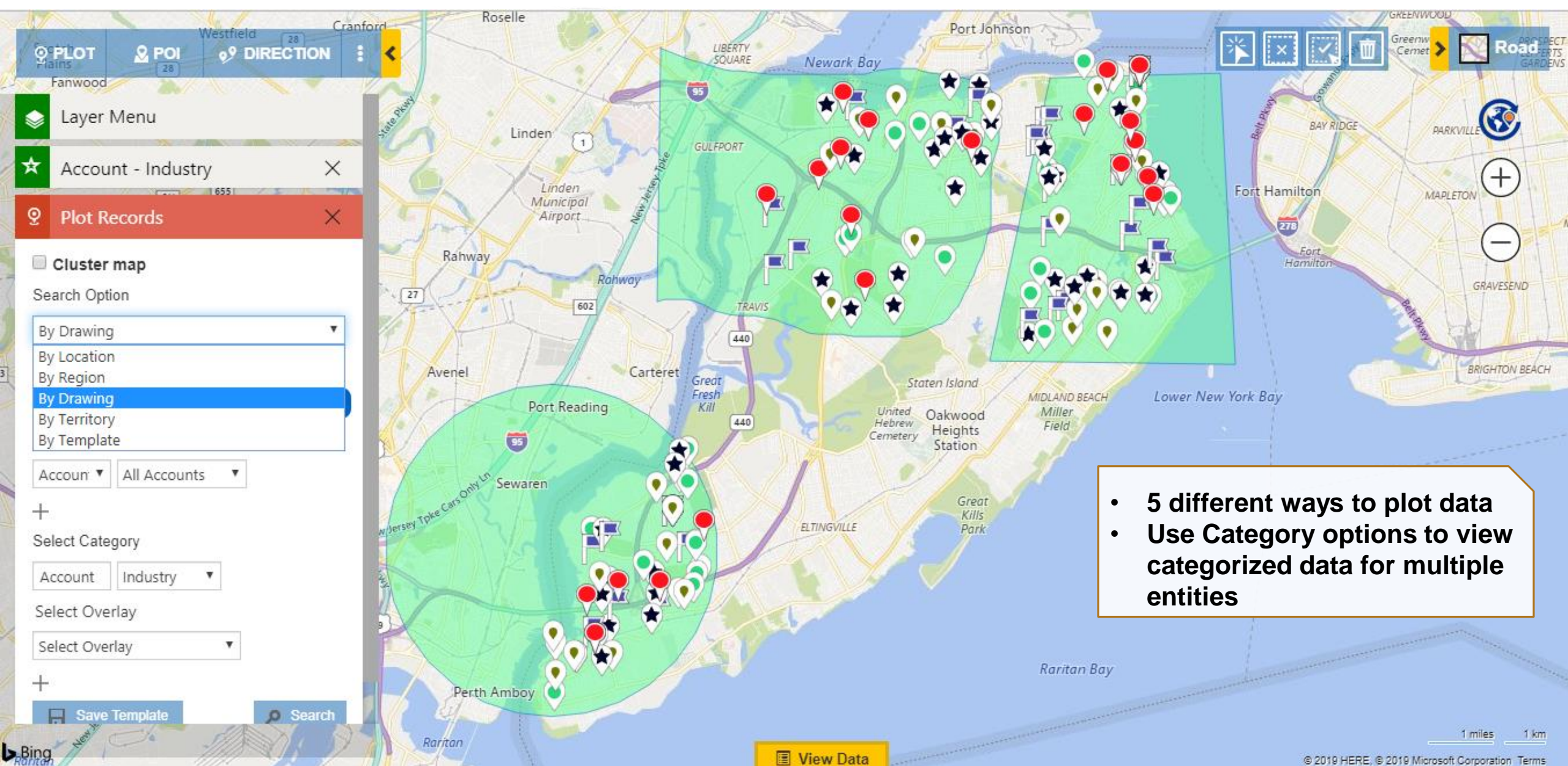
- Find Latitude & Longitude of your address data
- Locate Client geographically
- Geocode Millions of CRM Records
- Easy & interactive platform for geocoding records

# MAP YOUR DATA





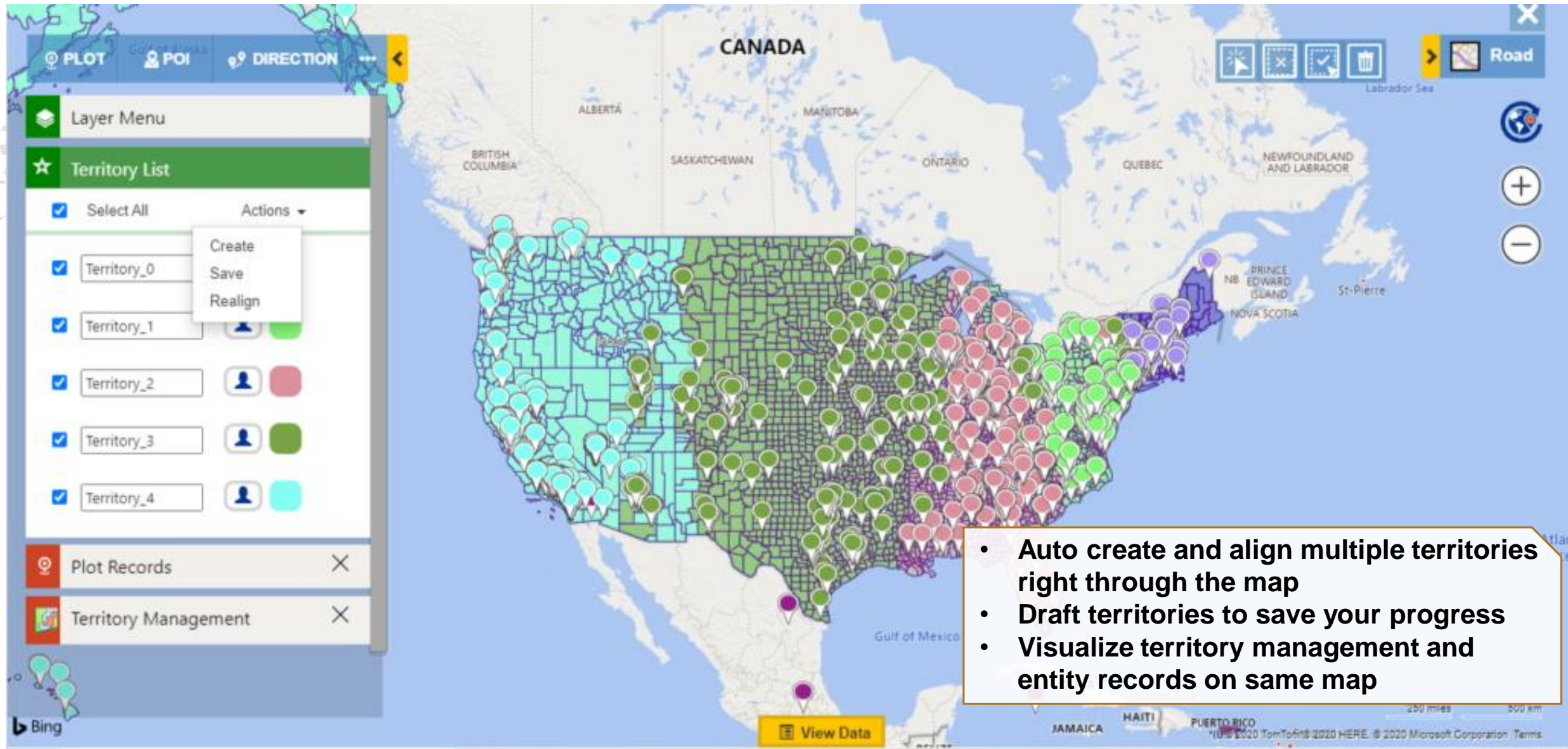
# MULTIPLE OPTIONS TO PLOT DATA



- 5 different ways to plot data
- Use Category options to view categorized data for multiple entities



# AUTO CREATE AND DRAFT TERRITORIES

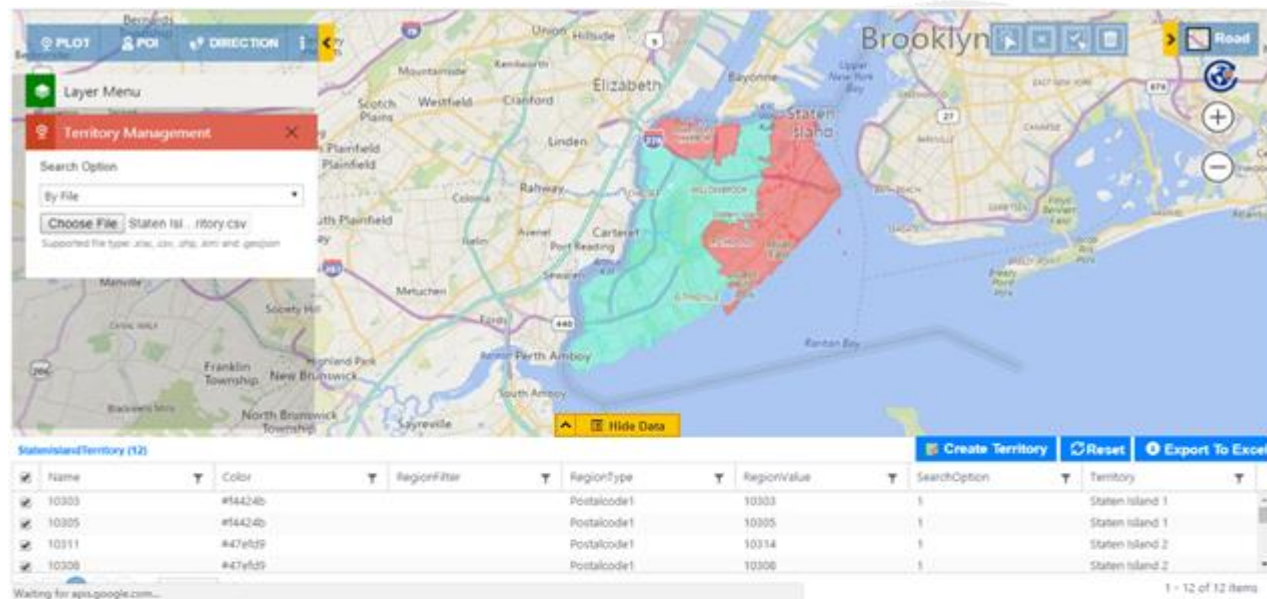


The screenshot displays the Maplytics web application interface. The main map shows North America, with a dense distribution of colored pins (cyan, green, red, purple) representing data points. A sidebar on the left contains a 'Layer Menu' with a 'Territory List' section. This list includes five territories: 'Territory\_0' through 'Territory\_4', each with a checkbox and a color-coded icon. A 'Select All' checkbox is also present. Below the list are 'Plot Records' and 'Territory Management' sections. A 'View Data' button is located at the bottom center of the map. A text box on the right side of the map contains the following bullet points:

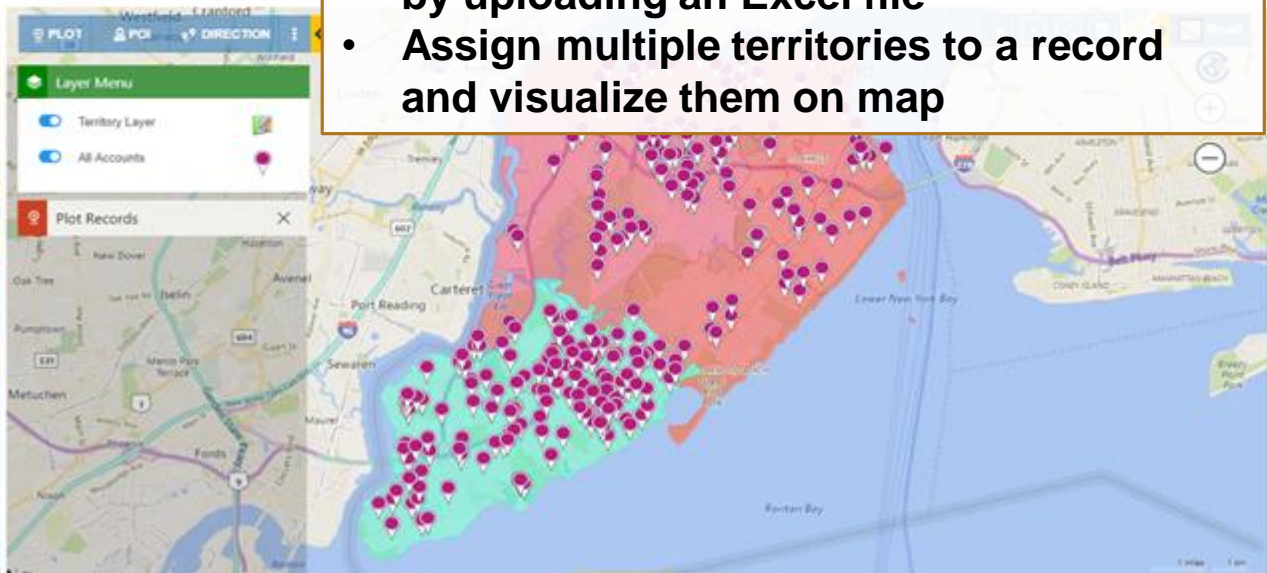
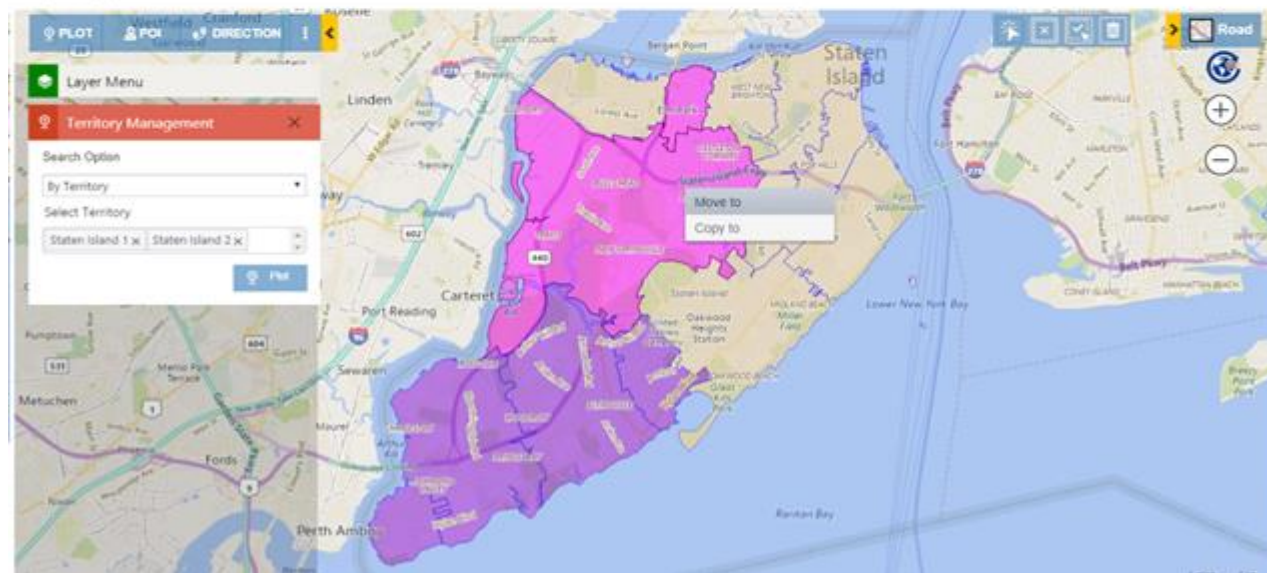
- Auto create and align multiple territories right through the map
- Draft territories to save your progress
- Visualize territory management and entity records on same map



# TERRITORY MANAGEMENT



- Manually 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

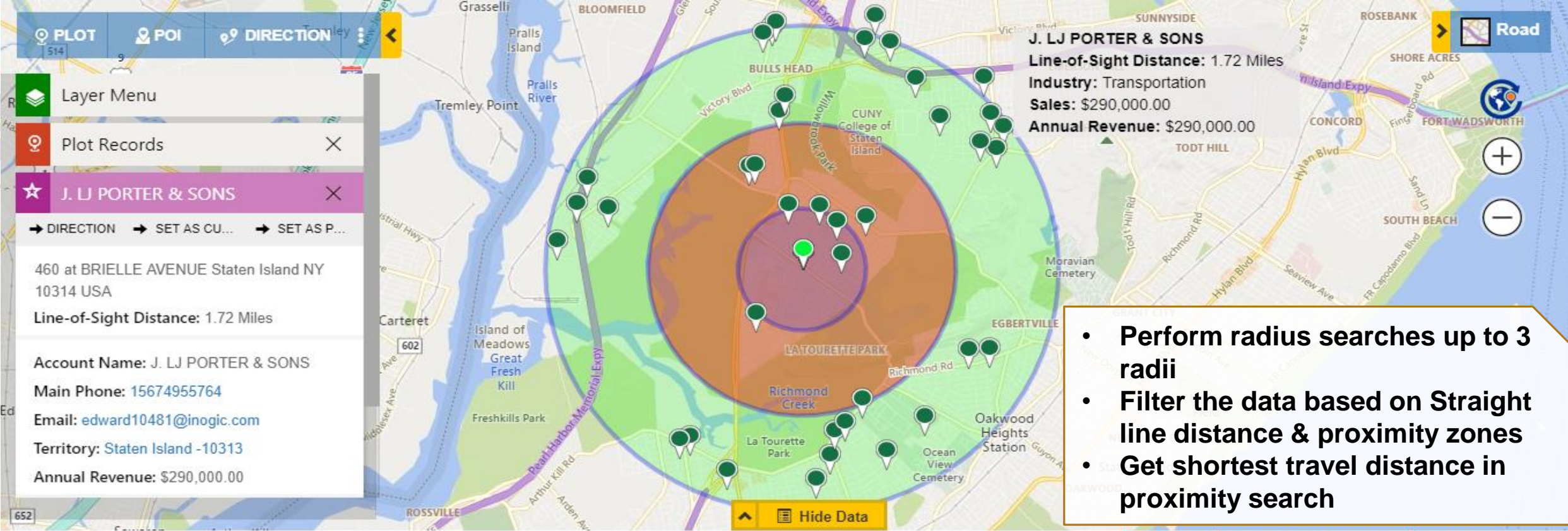
☐ Personal View

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)

	<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
- Associate Record
- 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

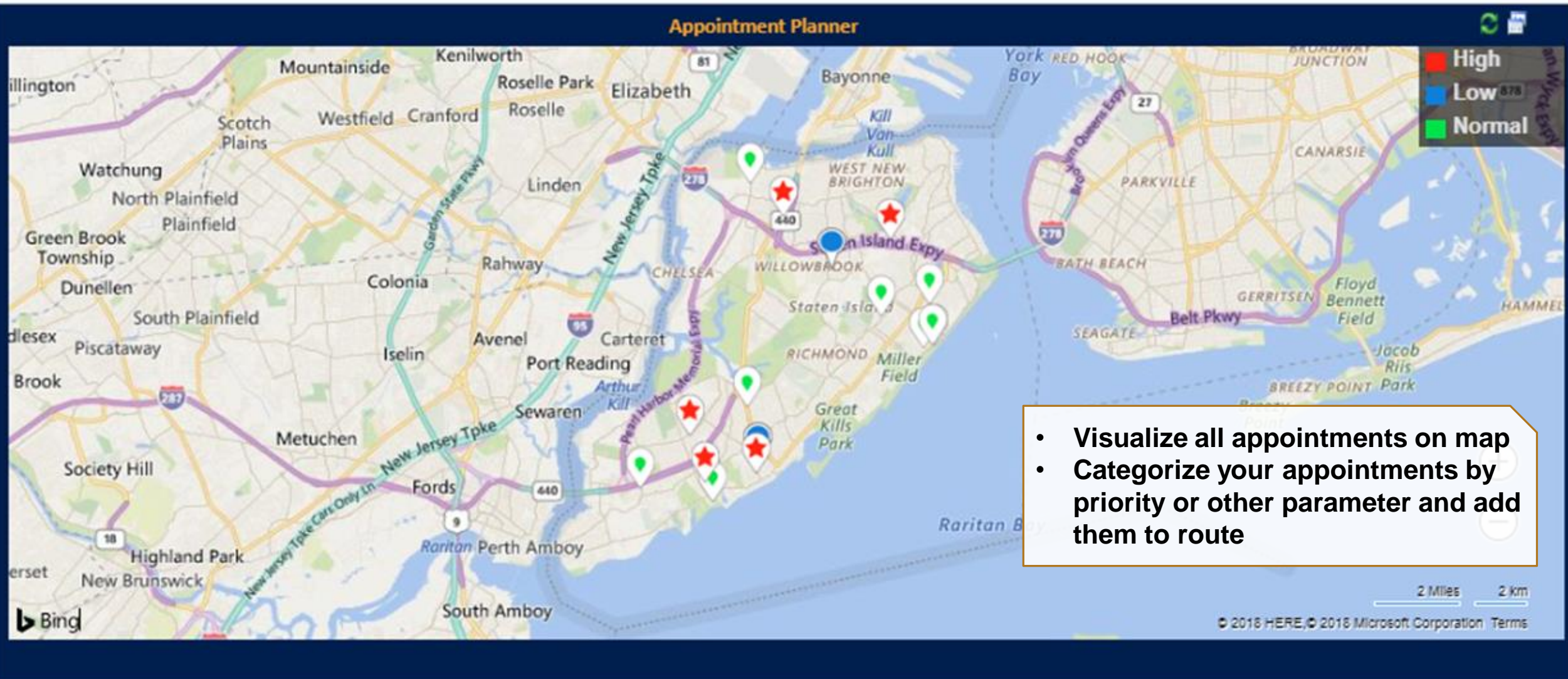
**Table:**

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

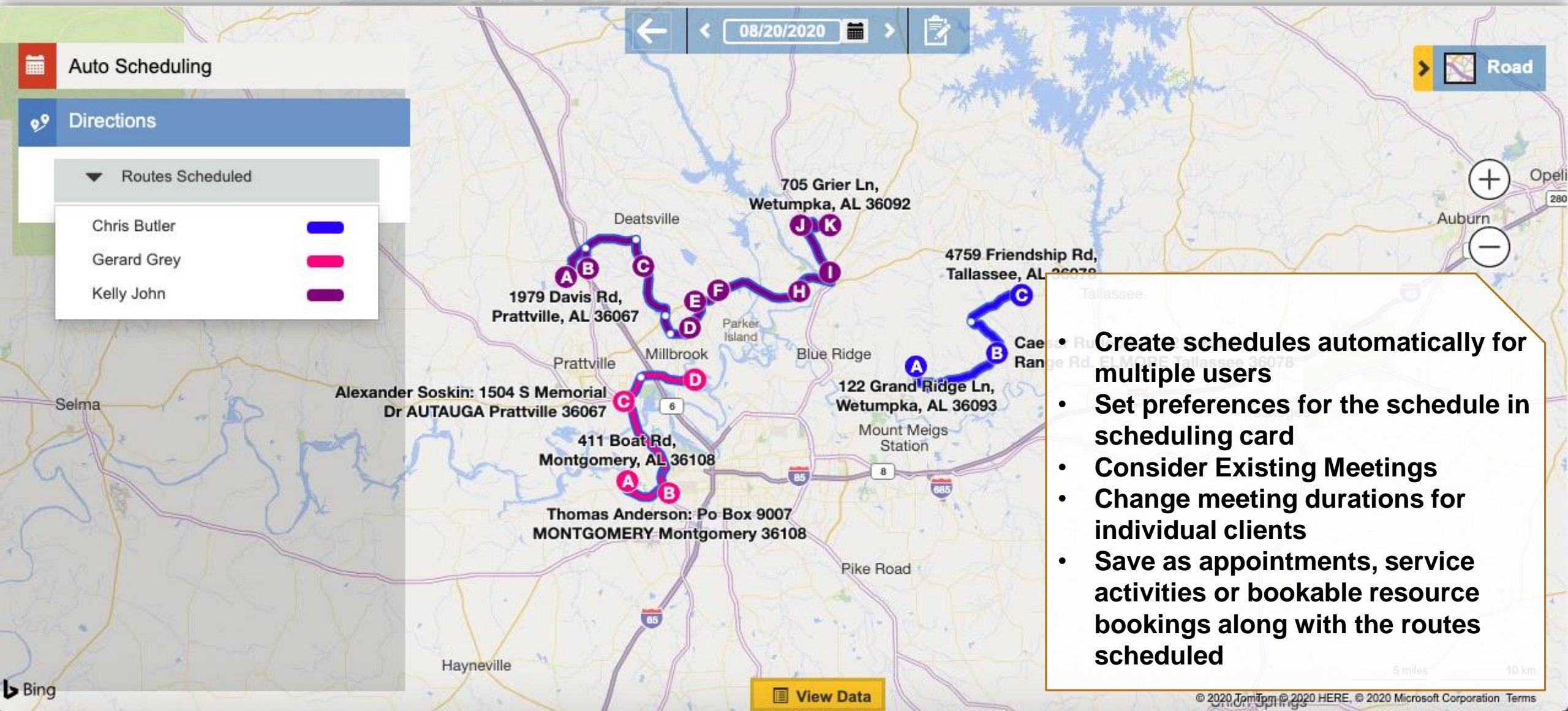
+ Add destination

⌚ 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

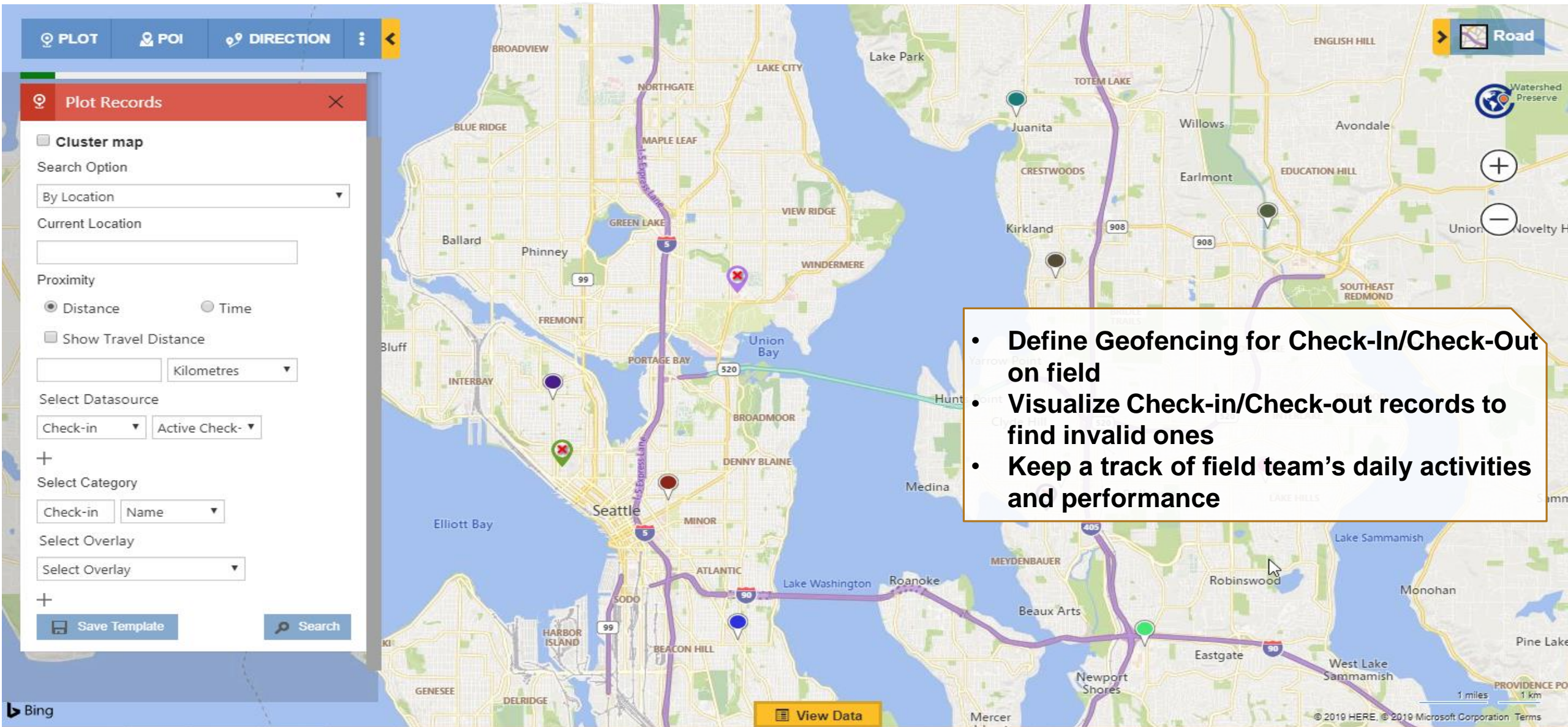


# AUTO SCHEDULING



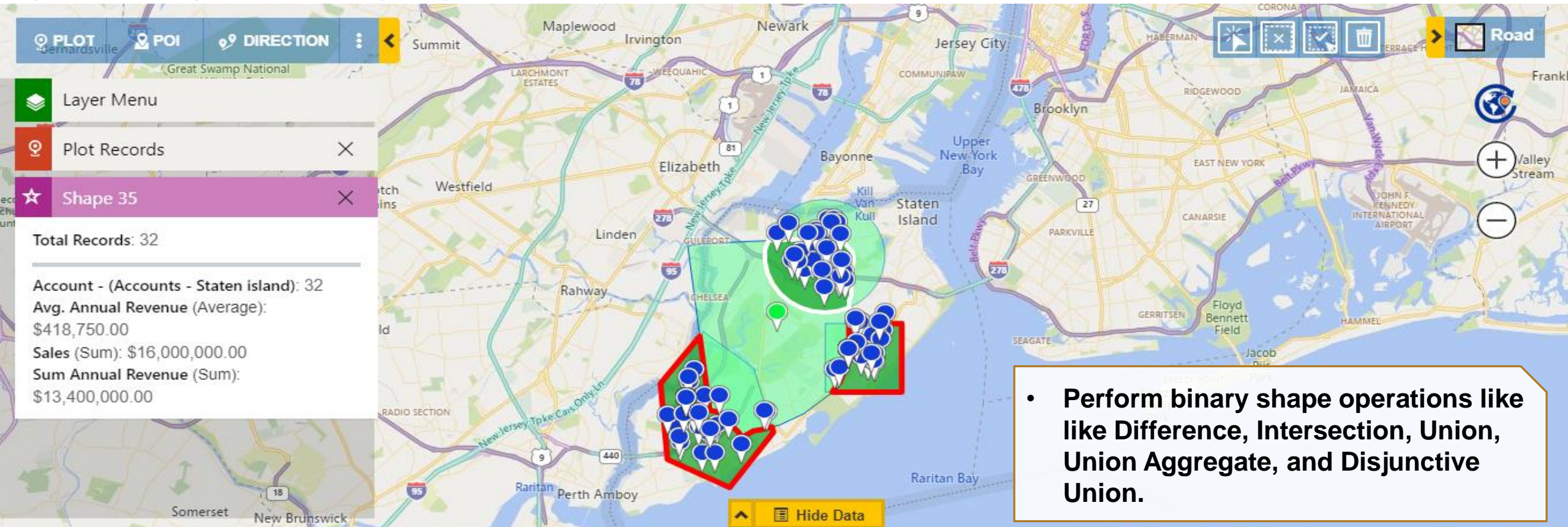


# CHECK-IN/CHECK-OUT ON FIELD





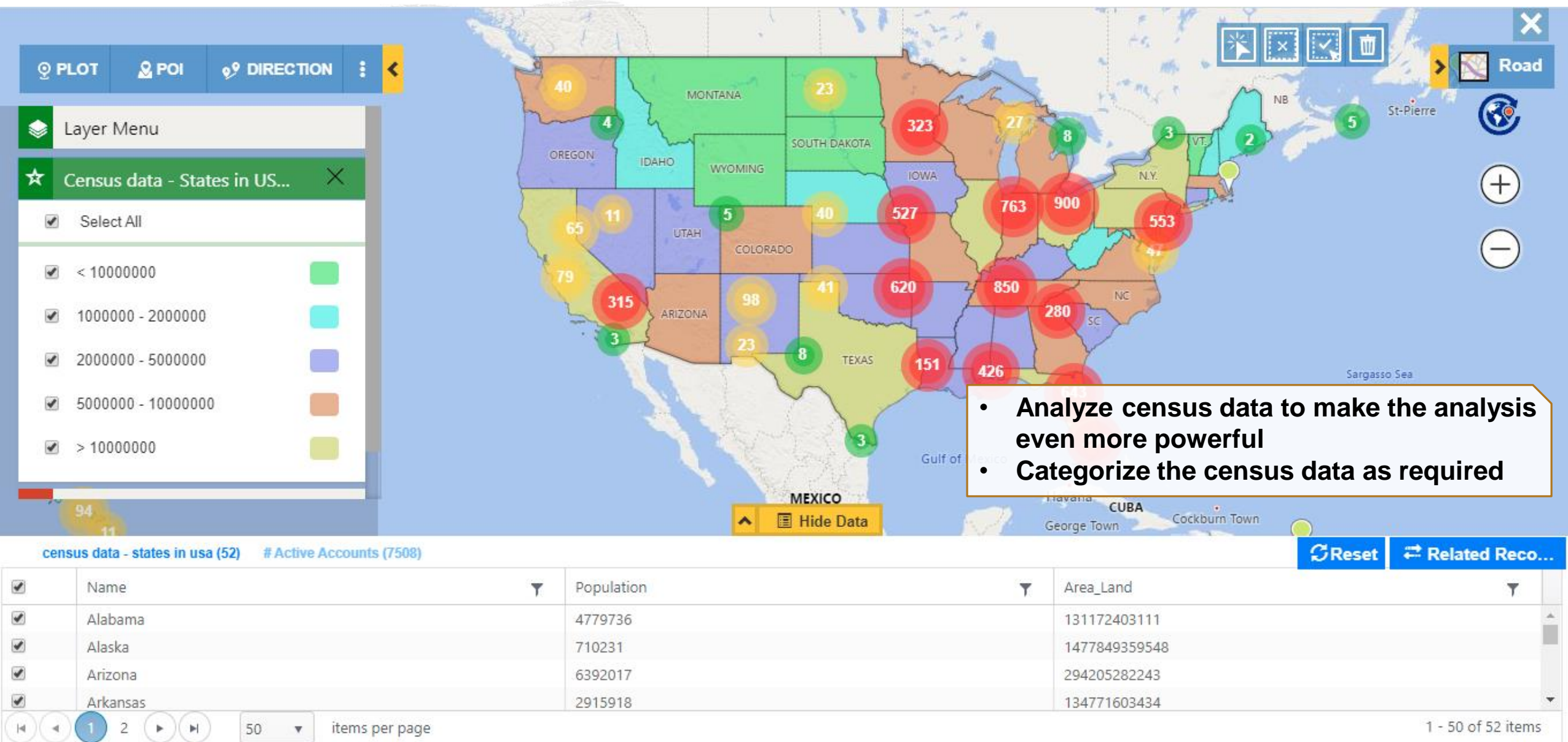
# SHAPE OPERATIONS



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

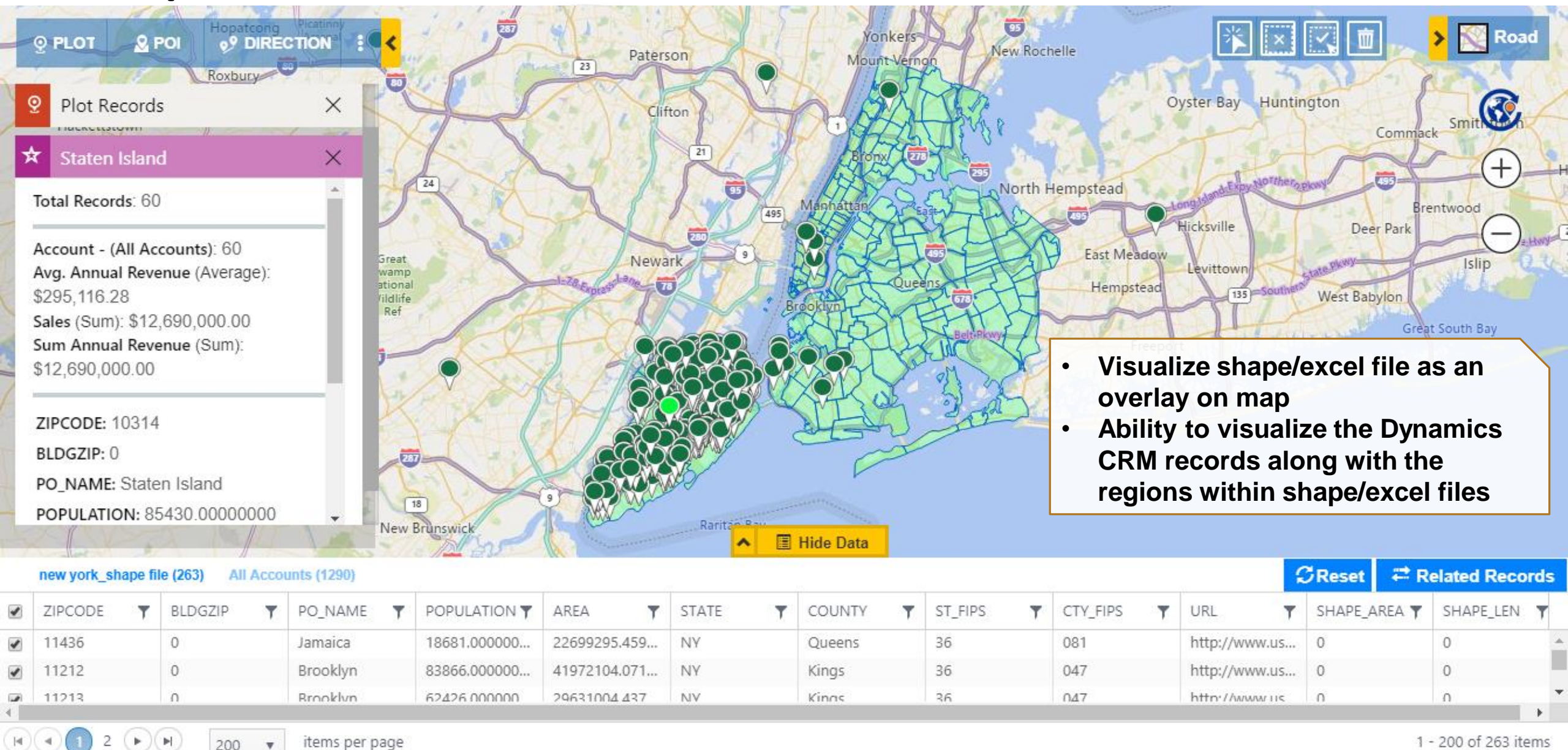


# CENSUS DATA VISUALIZATION





# SHAPE/EXCEL FILE LAYER INTEGRATION





# NEARBY PLACES

**Layer Menu**

- POI
- Starbucks
- Hotels
- Restaurants
- Coffee

**Take An Action**

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

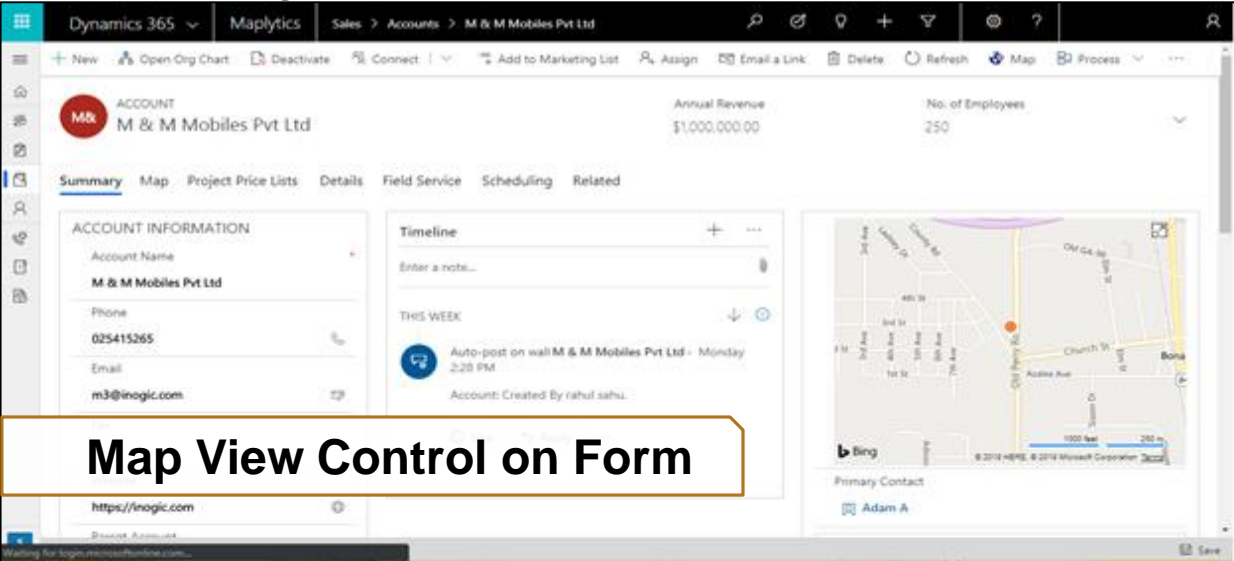
9202 3rd Ave Kings New York 11209 USA  
718-4925331

**View Data**

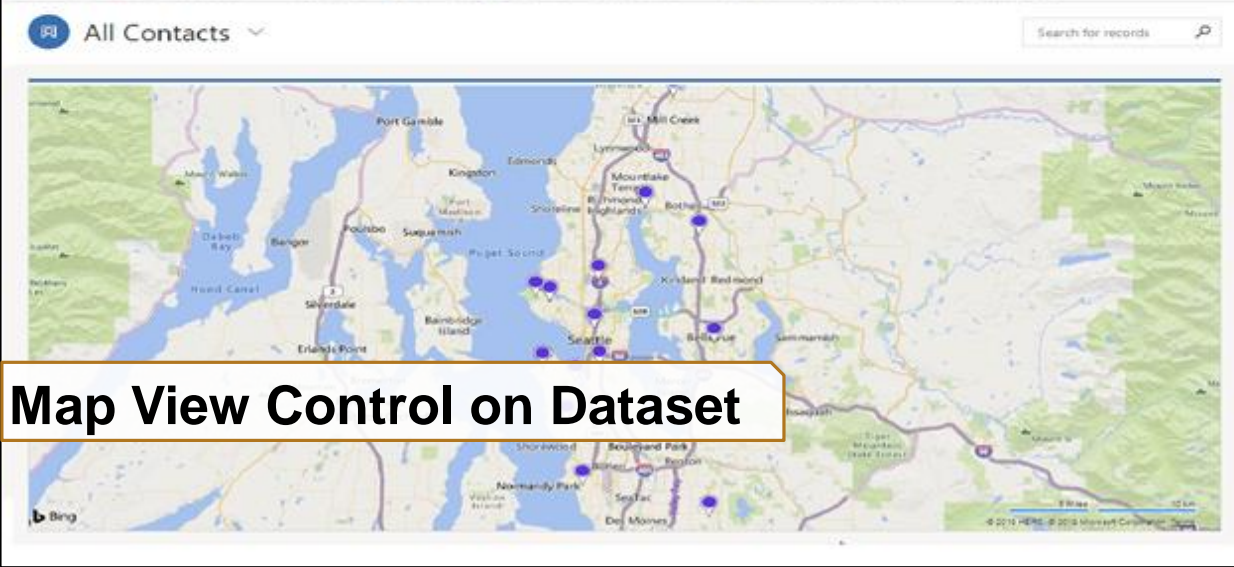
- Search POI locations like Coffee shops, Hotels, etc.
- Add them as new accounts, leads or any custom entity records into CRM
- Entered keywords to search POI locations



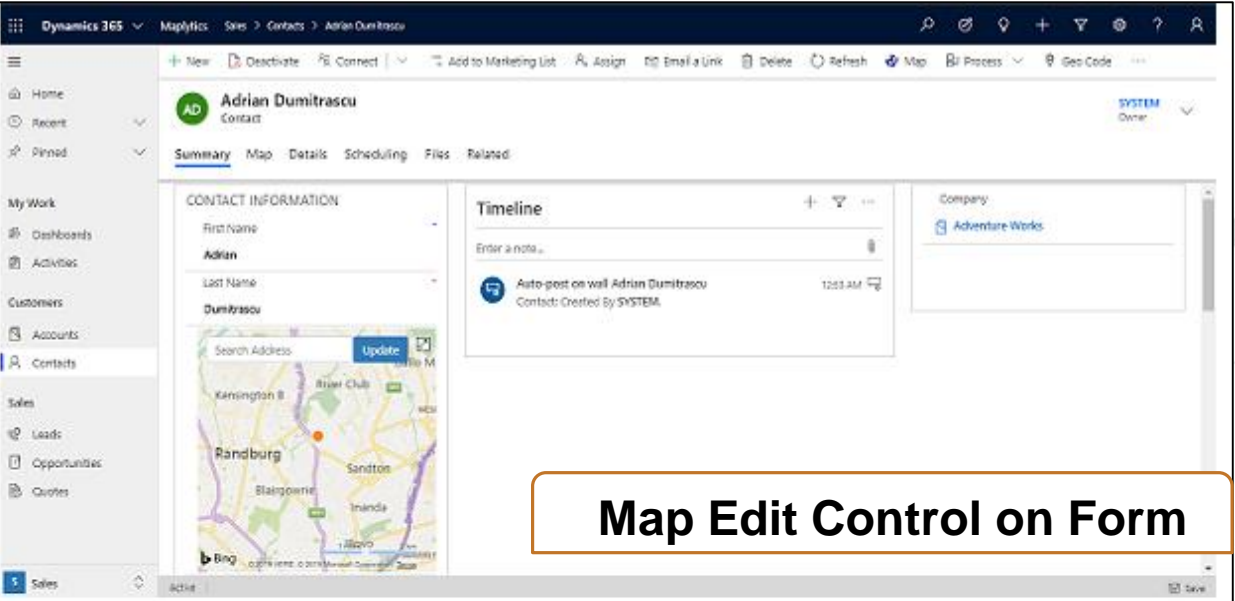
# PCF Map Controls



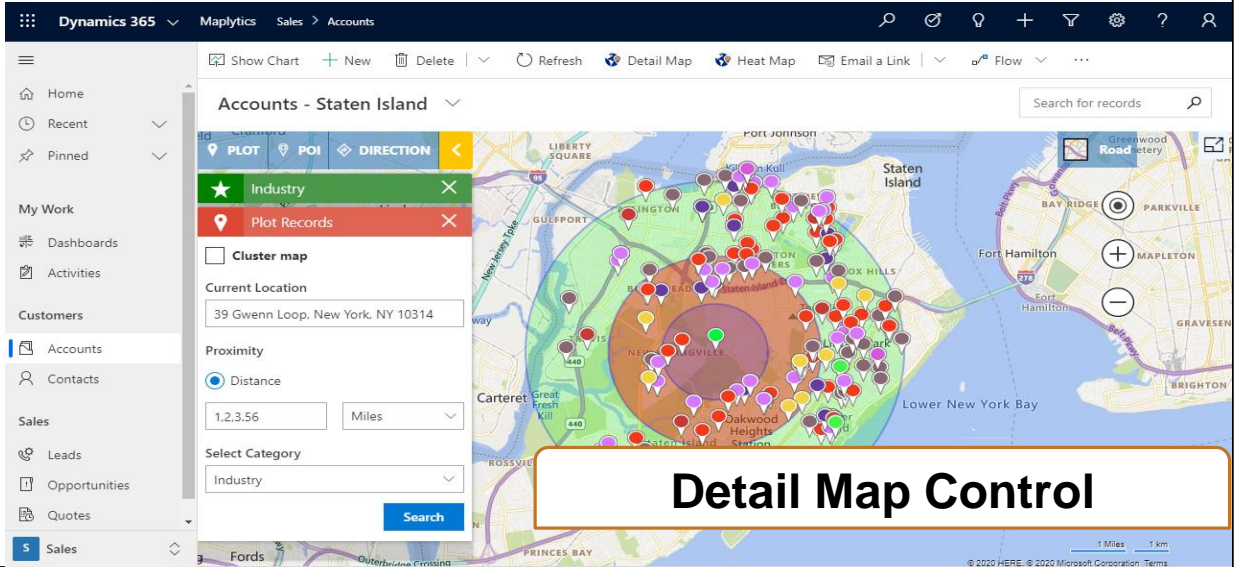
Map View Control on Form



Map View Control on Dataset



Map Edit Control on Form

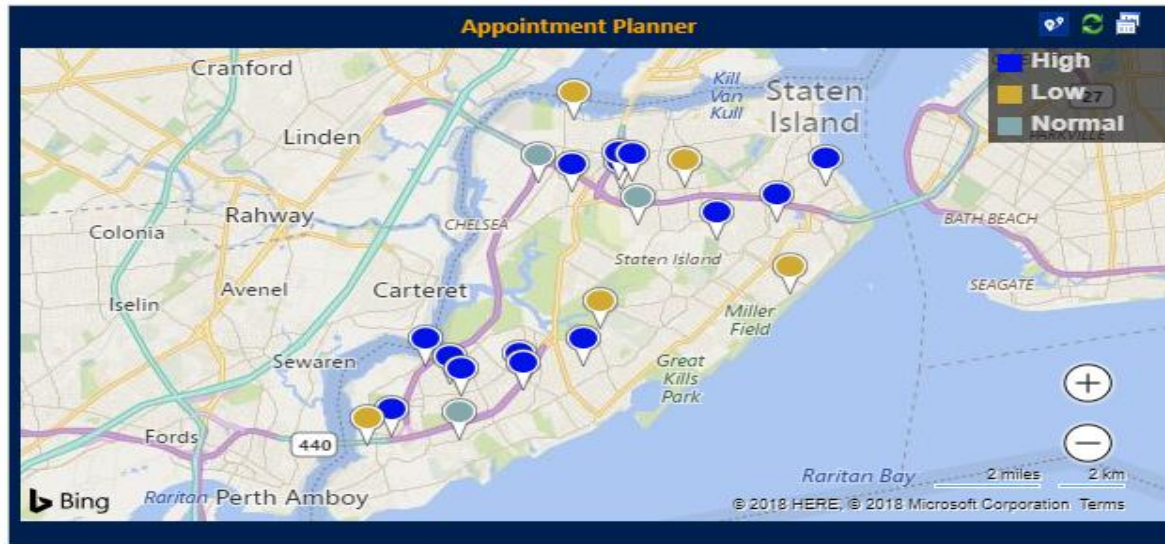


Detail Map Control



# ANALYTICAL DASHBOARD

- Easy way to visualize & analyze data

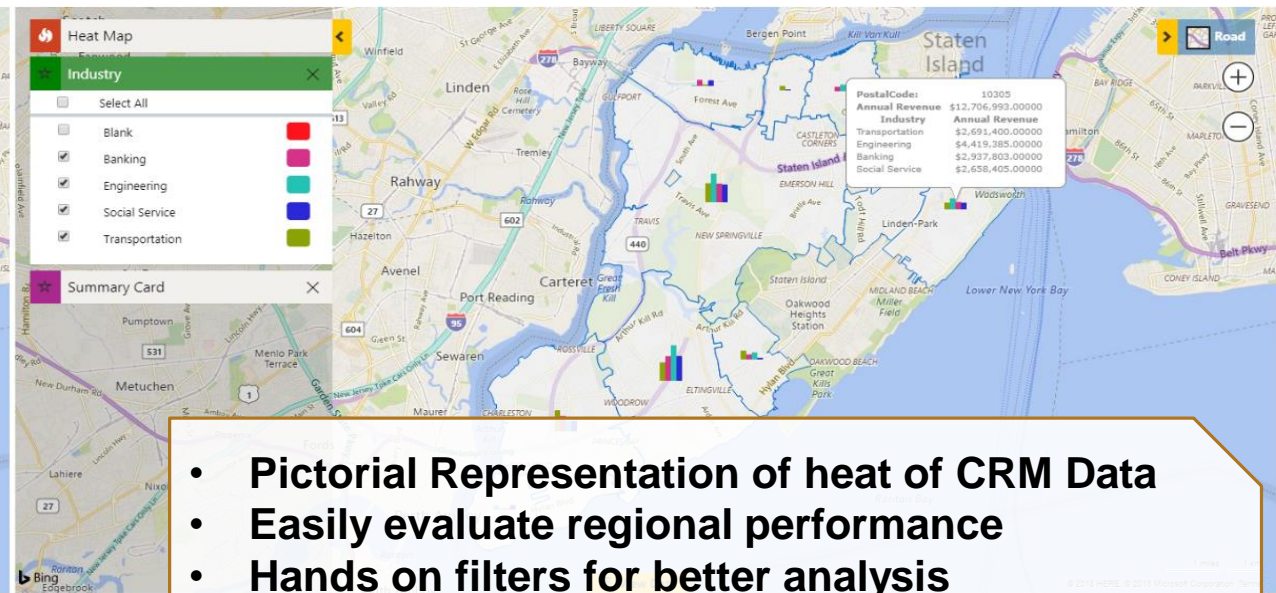
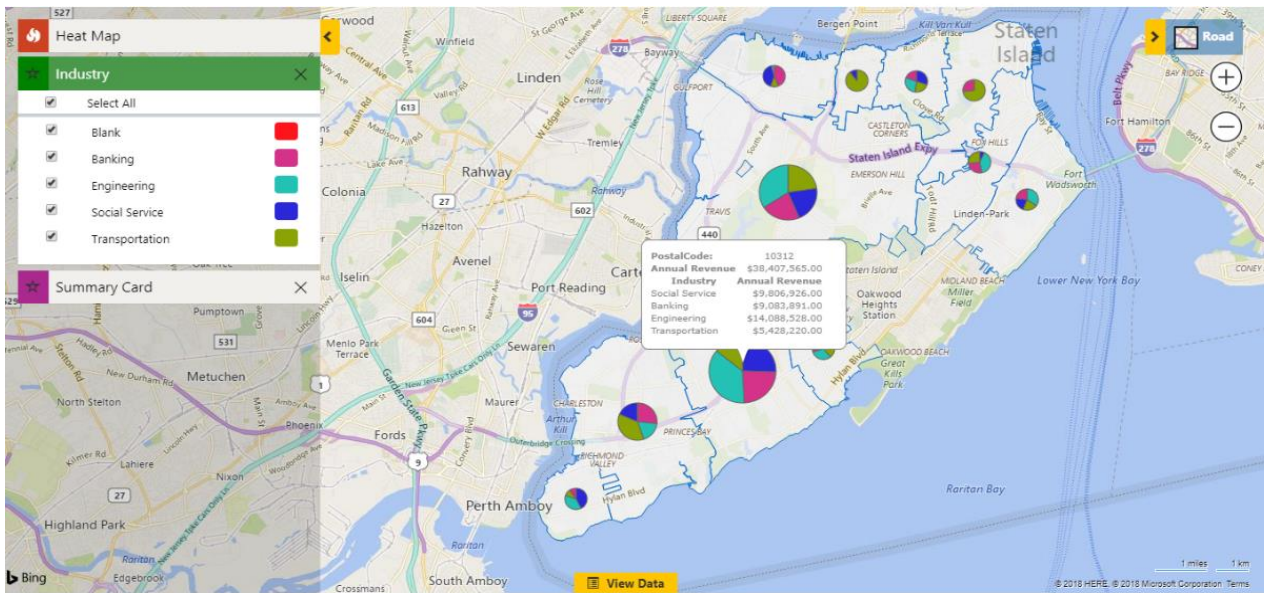


- Easily create & configure dashboard views

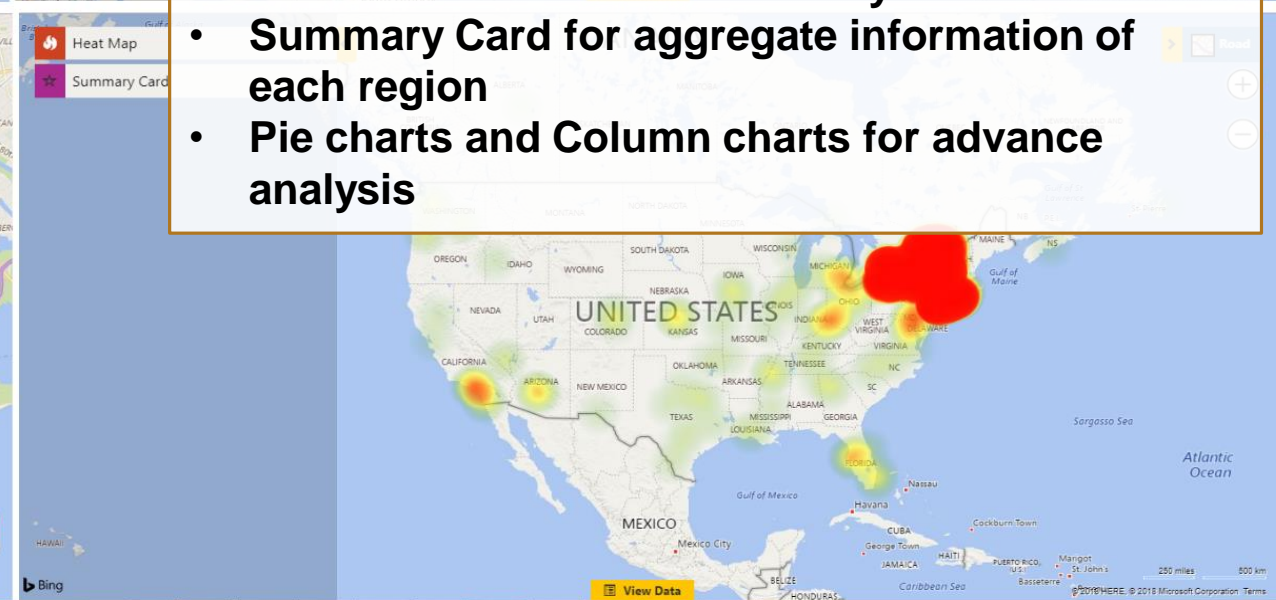
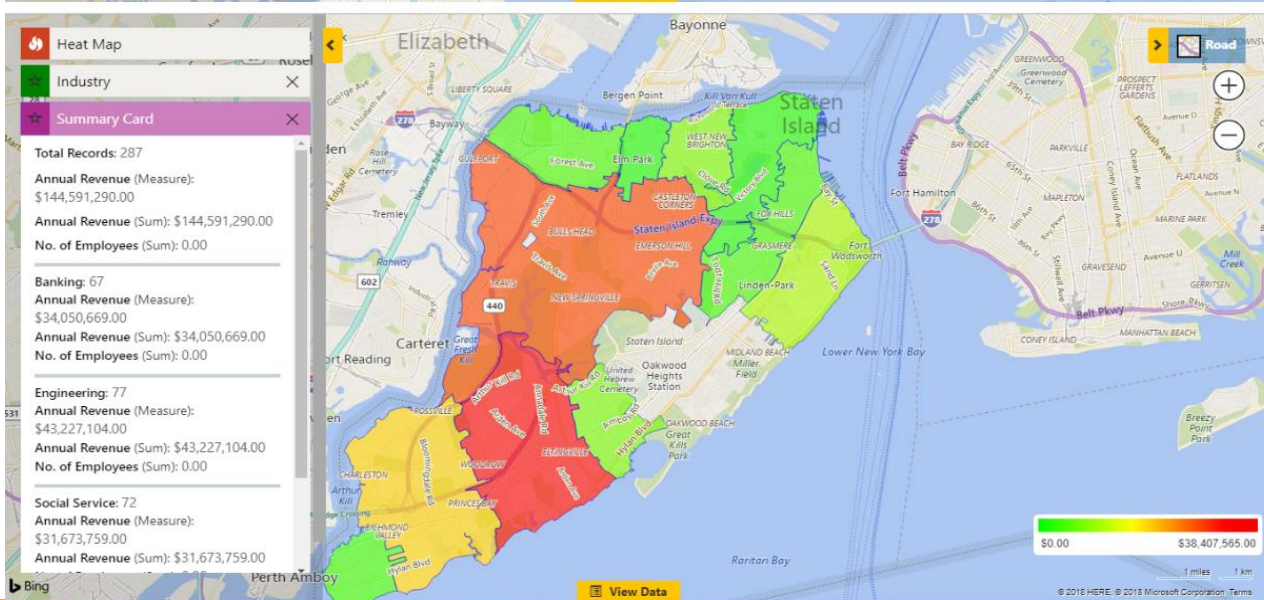




# HEAT MAPS



- 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





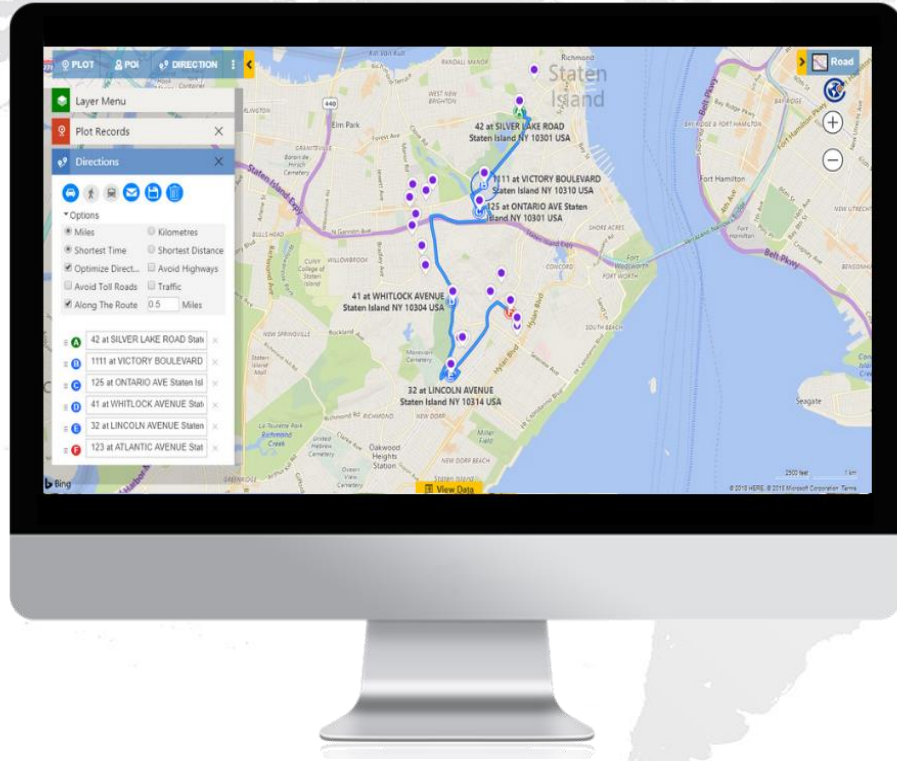
# Common Use Cases

- Setting up/ realigning **Sales Territories** on basis of records for your field professionals
- Reducing travelling expenses through optimized automated schedules
- One of my clients has **cancelled his meeting**, search for near-by clients, POI locations
- View geographic insights of data on CRM page with PCF controls
- Ideal **location** for my **next marketing event**?
- Analyse **shape/excel** 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 **demographics** of population for a particular region with Census data

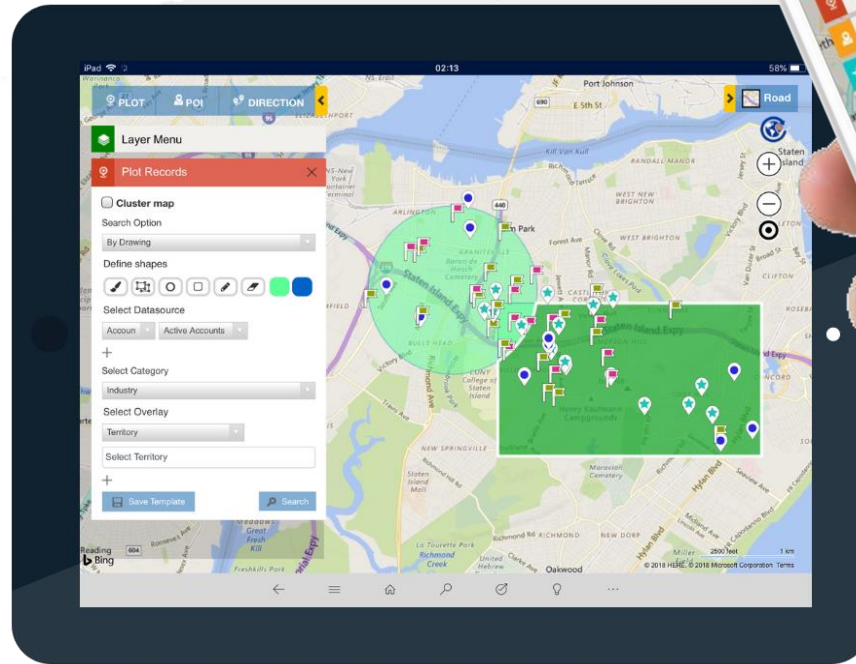


# Device Compatibility

## Desktop



## Tablet



## Mobile





# THANK YOU

Email us on [crm@inogic.com](mailto:crm@inogic.com)

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