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

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

Bing maps

Microsoft Dynamics 365 | Certified

Microsoft
Dynamics Certified

Available on
Microsoft AppSource

MULTI-LANGUAGE COMPATIBILITY

- **Auto detects language set in your Dynamics 365/CRM**

- **Currently available for English, Spanish, German, French, Portuguese, Turkish & Arabic**

GEOCODE DATA

Find Latitude
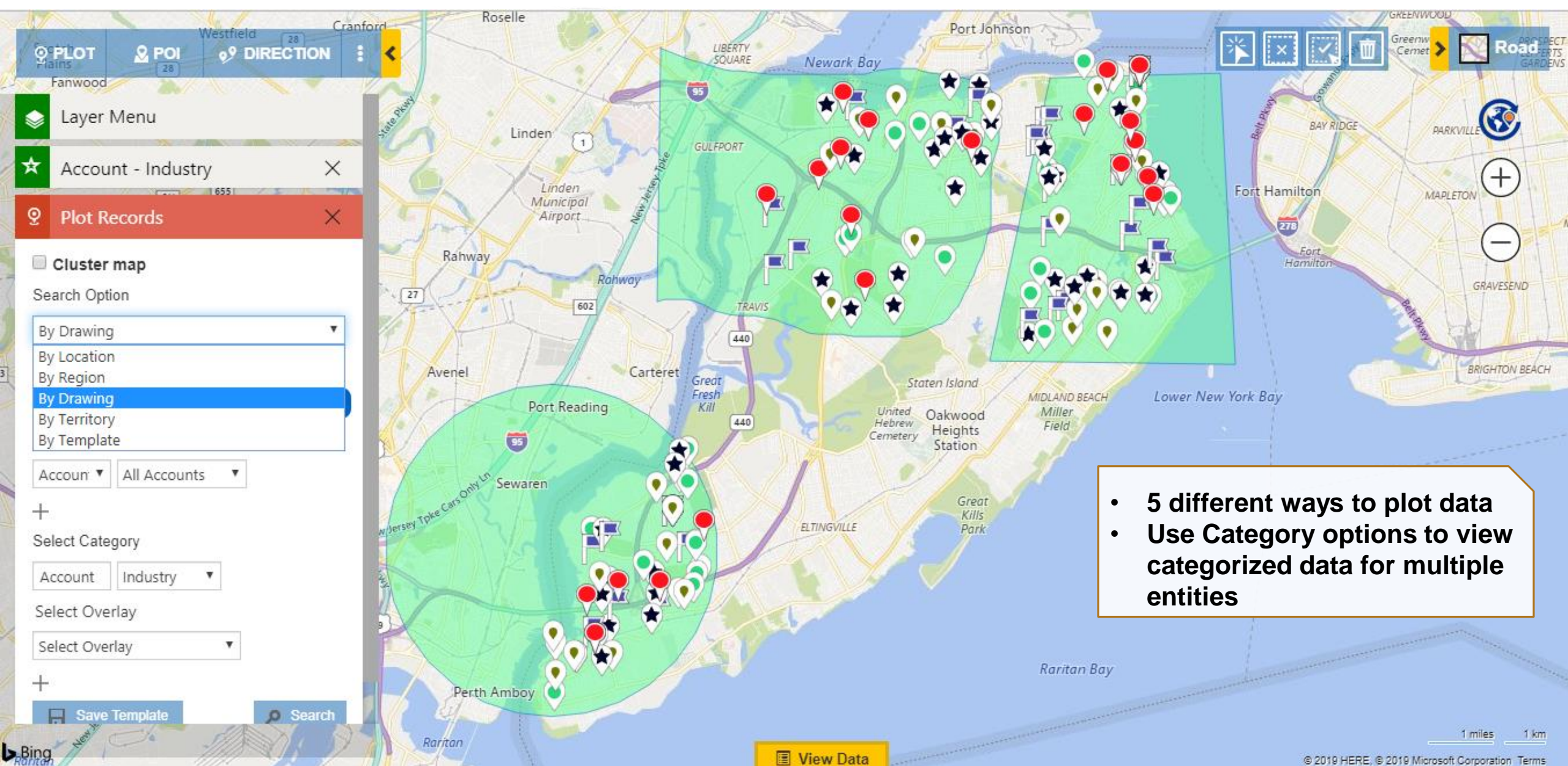and Longitude
of your address data

- **Find Latitude & Longitude of your address data**
- **Locate Client geographically**

- **Geocode Millions of CRM Records**
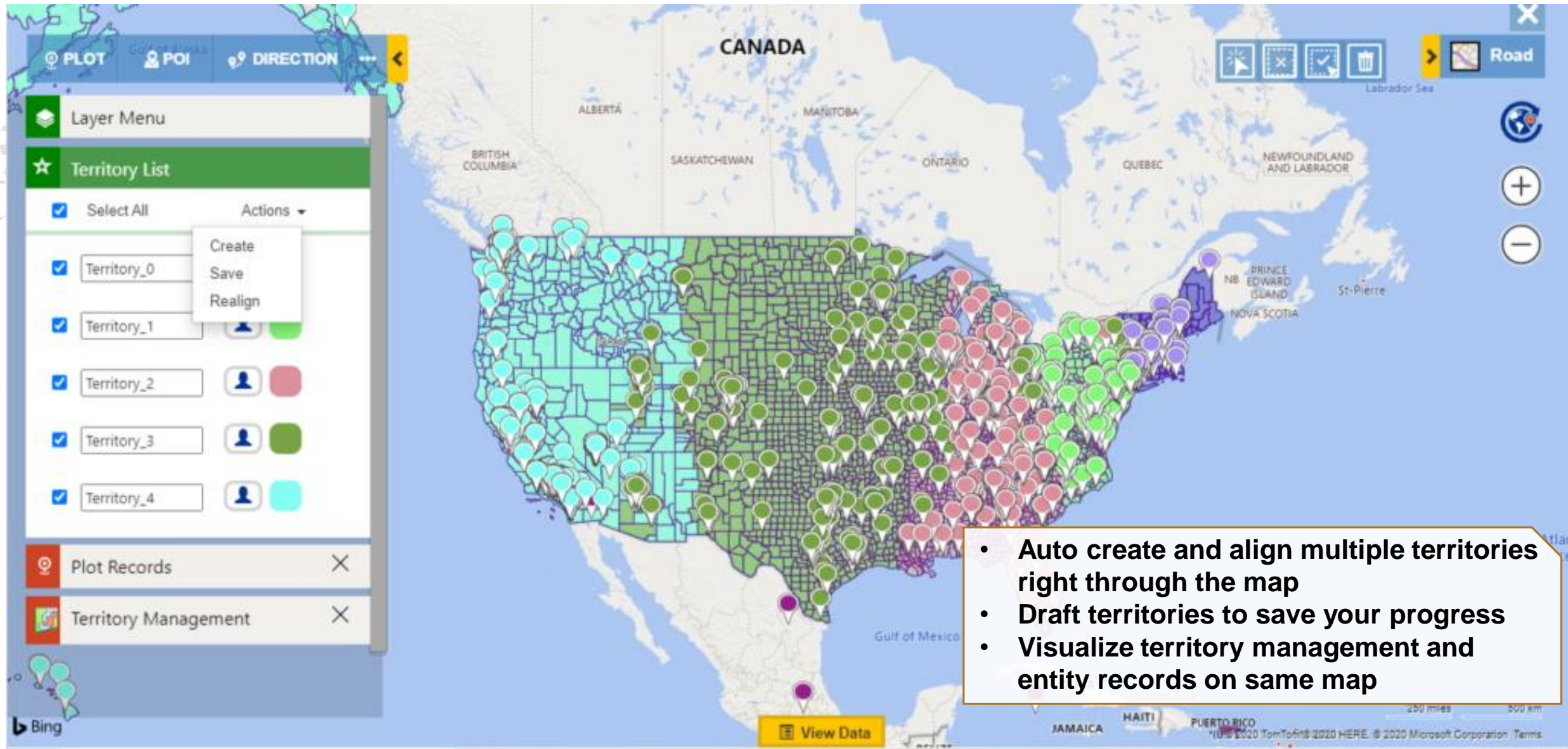- **Easy & interactive platform for geocoding records**

MAP YOUR DATA

- **Plot categorized data for multiple entities**
- **Add your own icons to visualize record pushpins**
- **Resizable data grid**
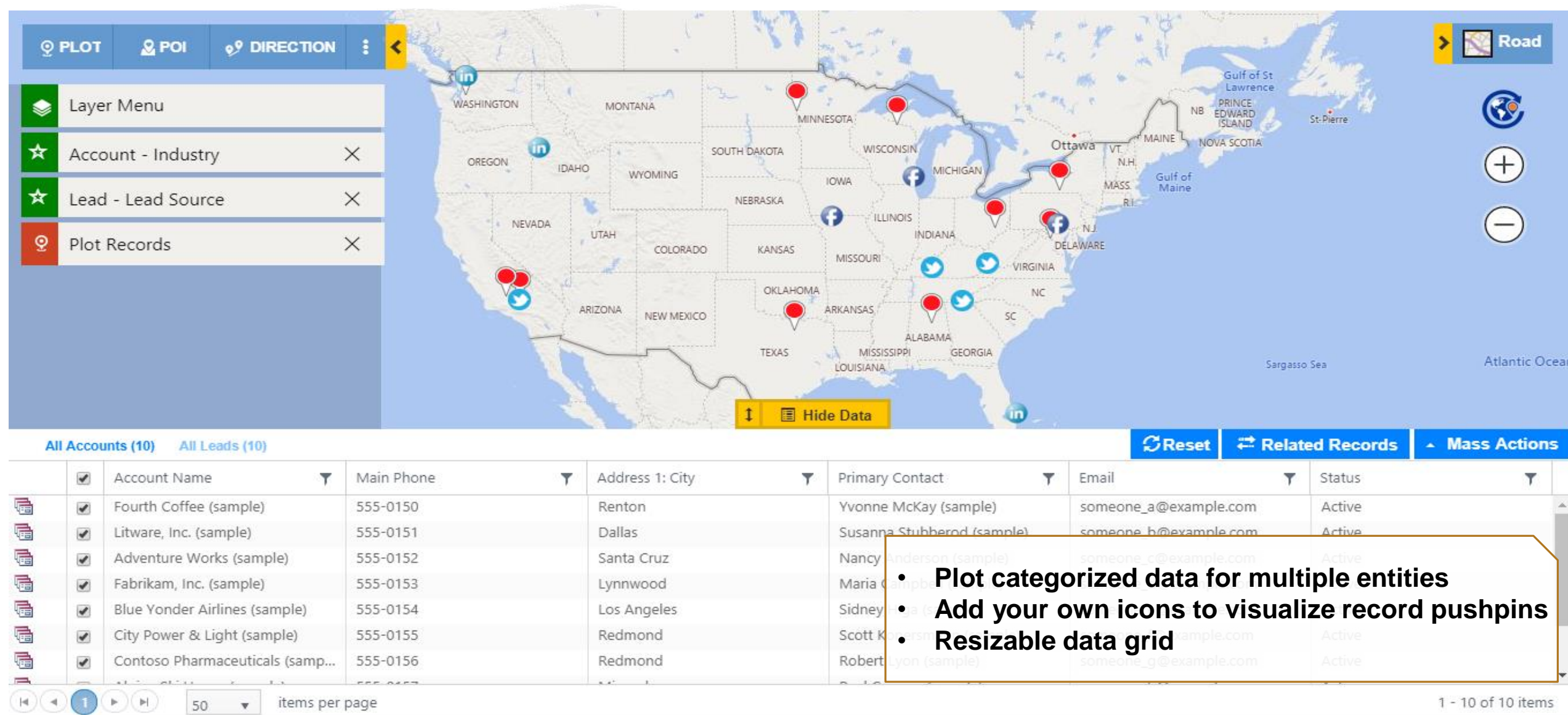
MULTIPLE OPTIONS TO PLOT DATA

- **5 different ways to plot data**
- **Use Category options to view categorized data for multiple entities**
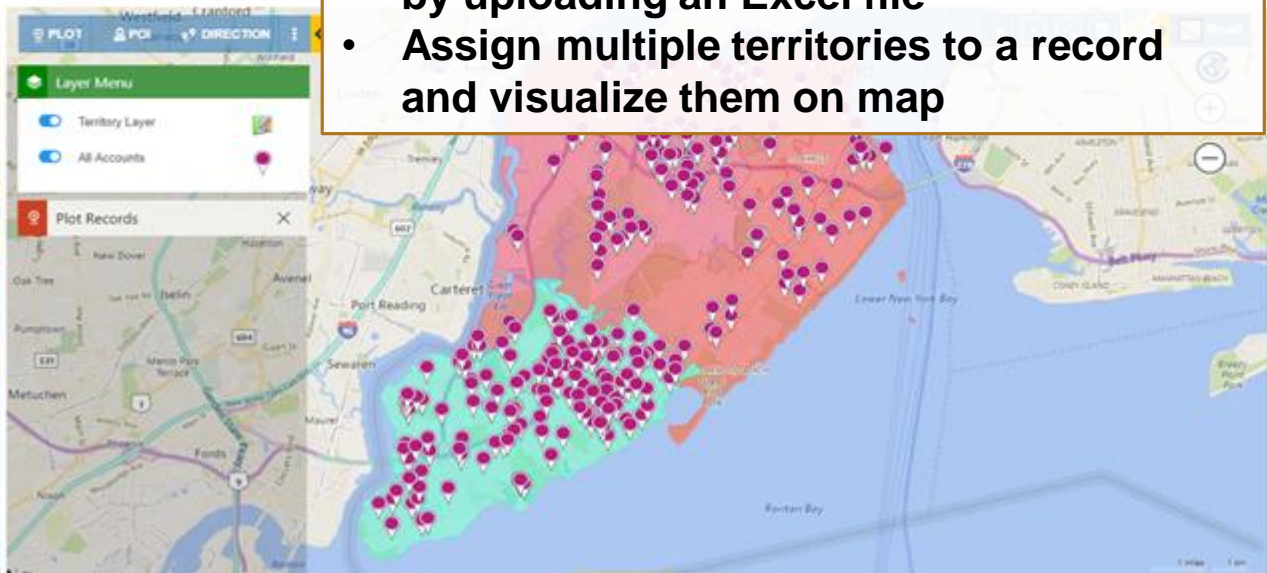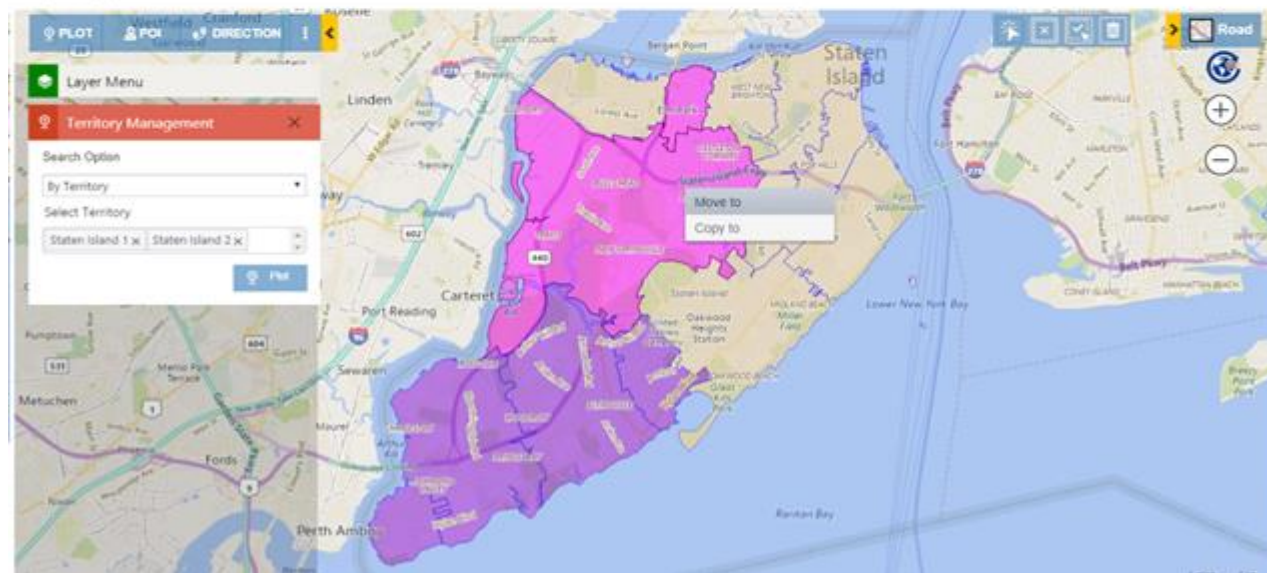
AUTO CREATE AND DRAFT TERRITORIES

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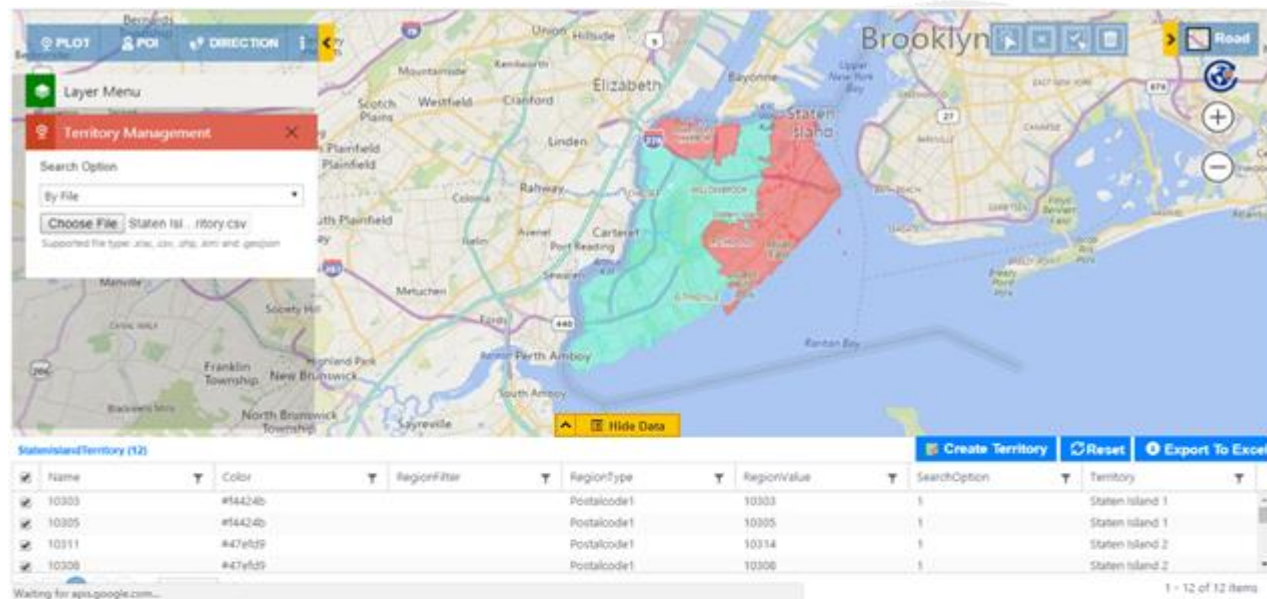
- **Manually create and align territories right through the map**
- **Create Multiple Geographies in one click by uploading an Excel file**
- **Assign multiple territories to a record and visualize them on map**

PROXIMITY SEARCH
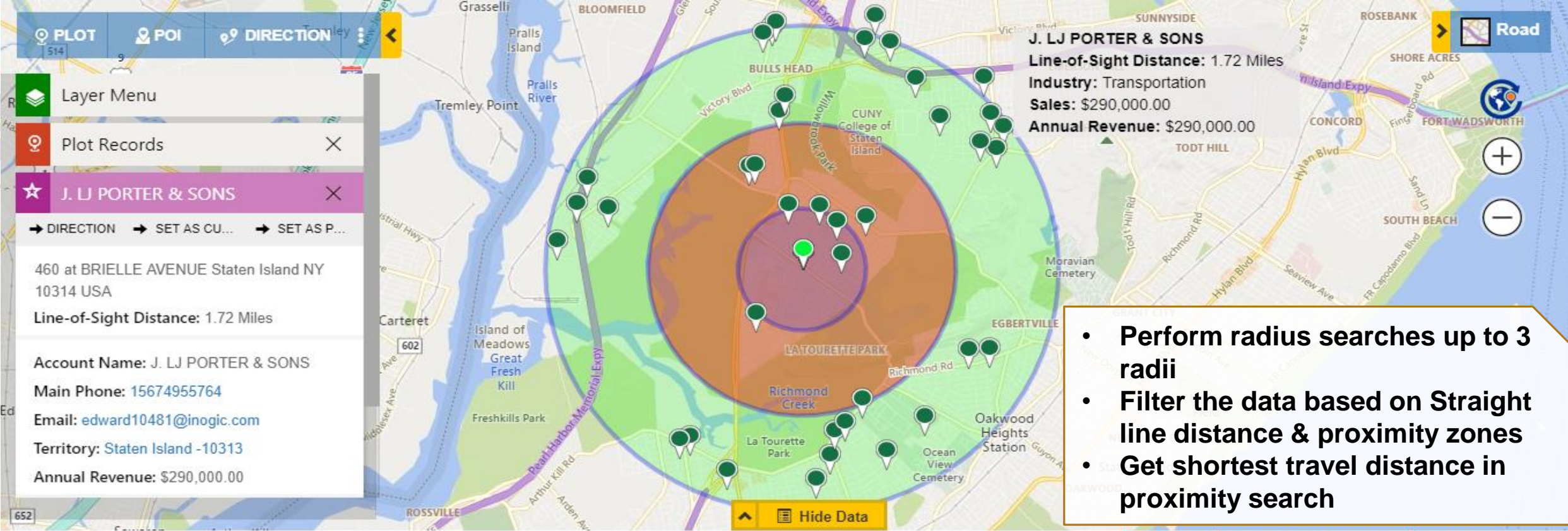

- **Quickly find nearby records by performing Proximity for distance or time**
- **Save data as a marketing list or a personal view**
- **Save searched criteria as a template in Dynamics 365/CRM**

CONCENTRIC PROXIMITY SEARCH

- **Perform radius searches up to 3 radii**
- **Filter the data based on Straight line distance & proximity zones**
- **Get shortest travel distance in proximity search**

QUICK CALL TO ACTION

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

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

APPOINTMENT PLANNER

- **Visualize all appointments on map**
- **Categorize your appointments by priority or other parameter and add them to route**
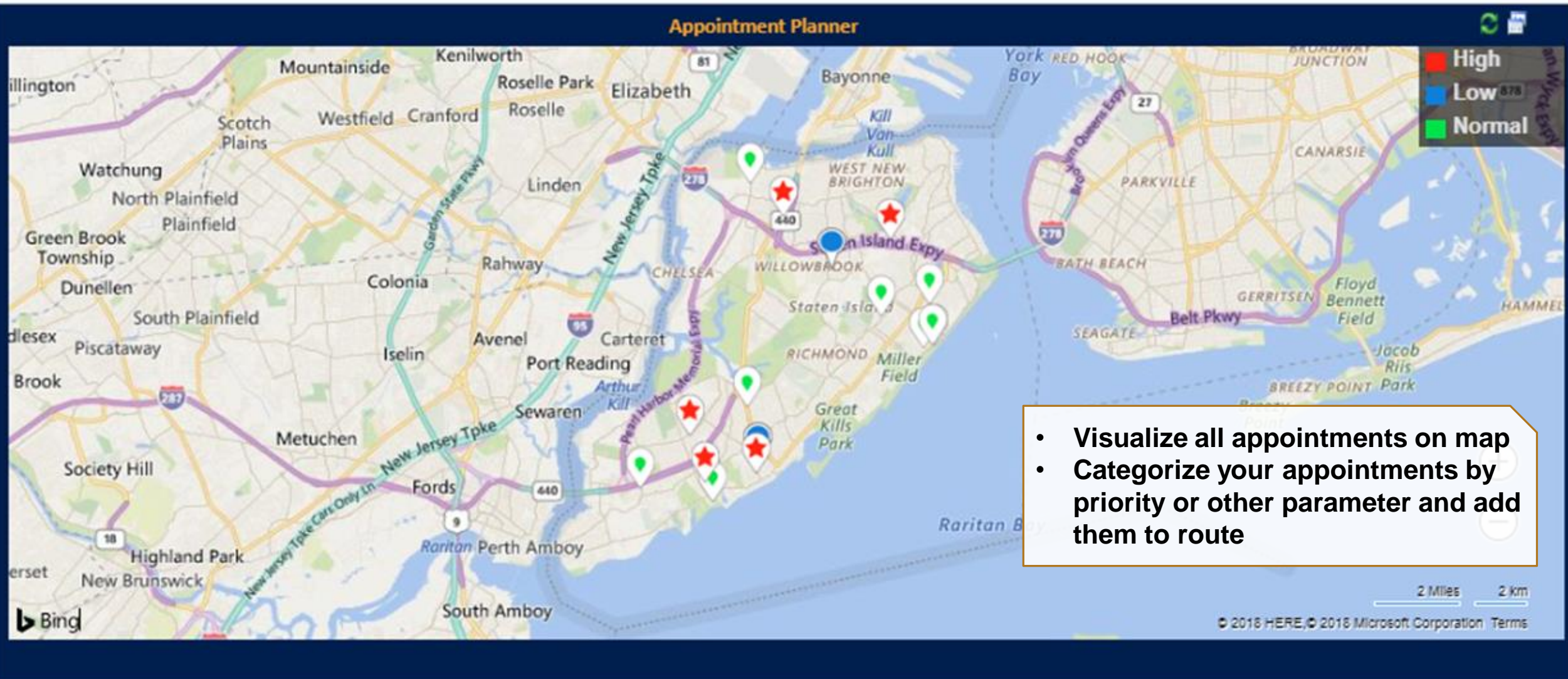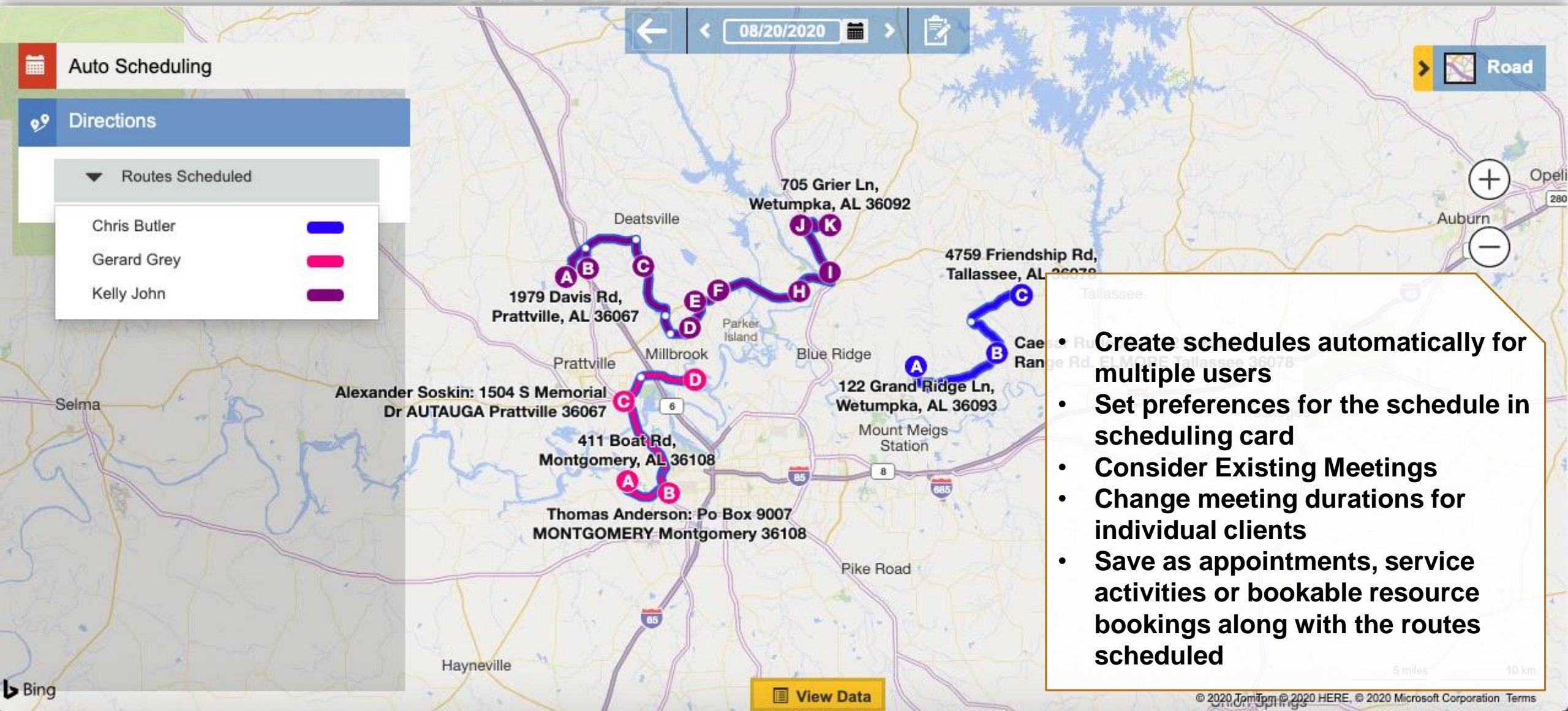
ROUTE OPTIMIZATION & SHARING

- **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**
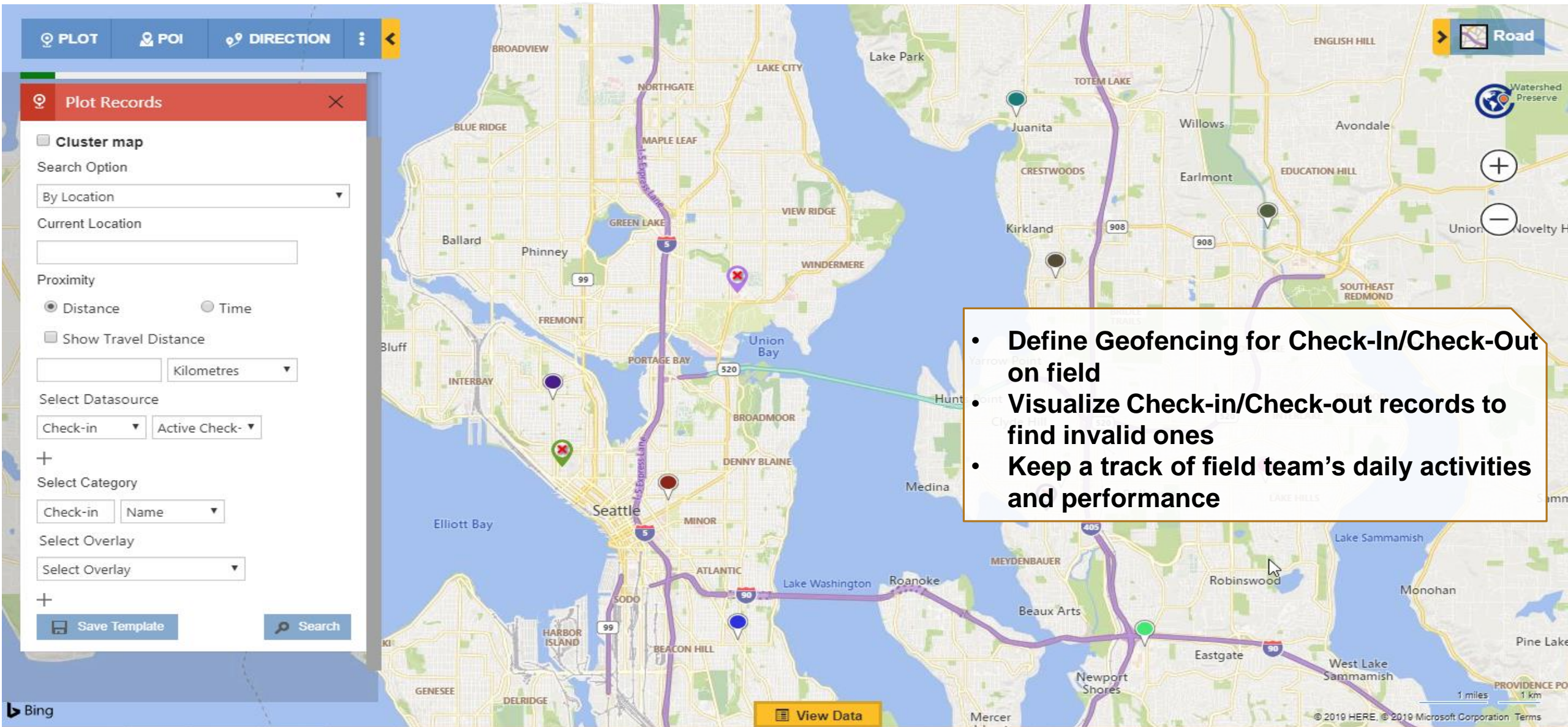- **Along the route search**
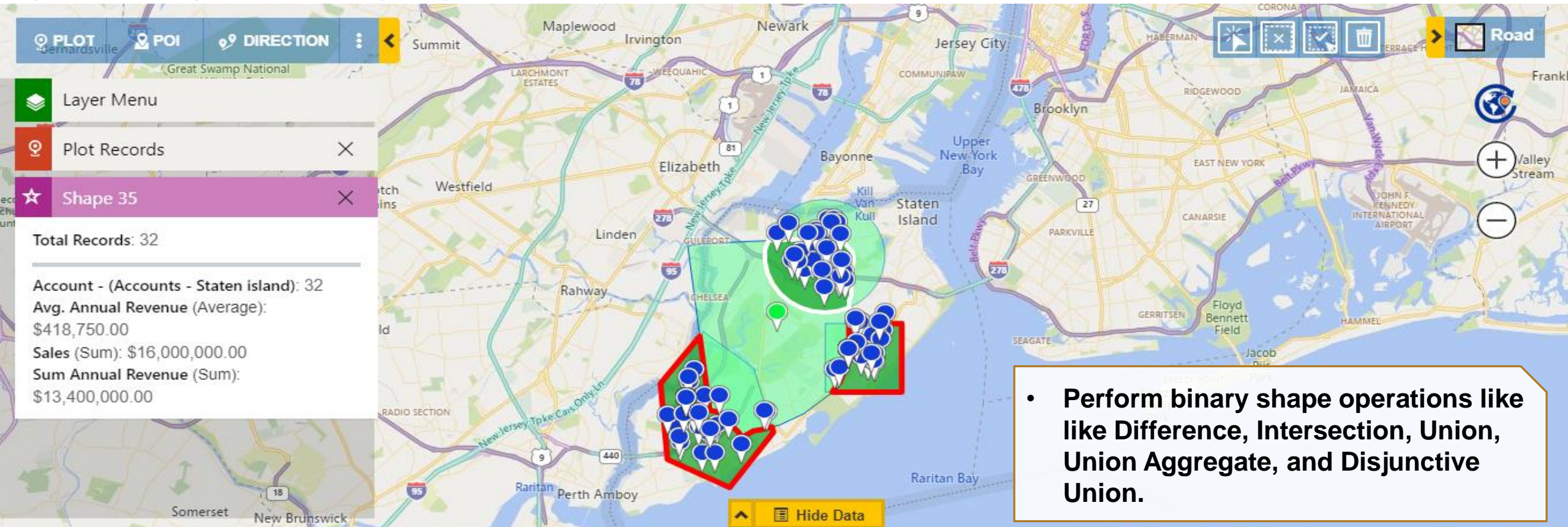- **Ability to copy and share navigation links**

AUTO SCHEDULING

- **Create schedules automatically for multiple users**
- **Set preferences for the schedule in scheduling card**
- **Consider Existing Meetings**
- **Change meeting durations for individual clients**
- **Save as appointments, service activities or bookable resource bookings along with the routes scheduled**

CHECK-IN/CHECK-OUT ON FIELD

- **Define Geofencing for Check-In/Check-Out on field**
- **Visualize Check-in/Check-out records to find invalid ones**
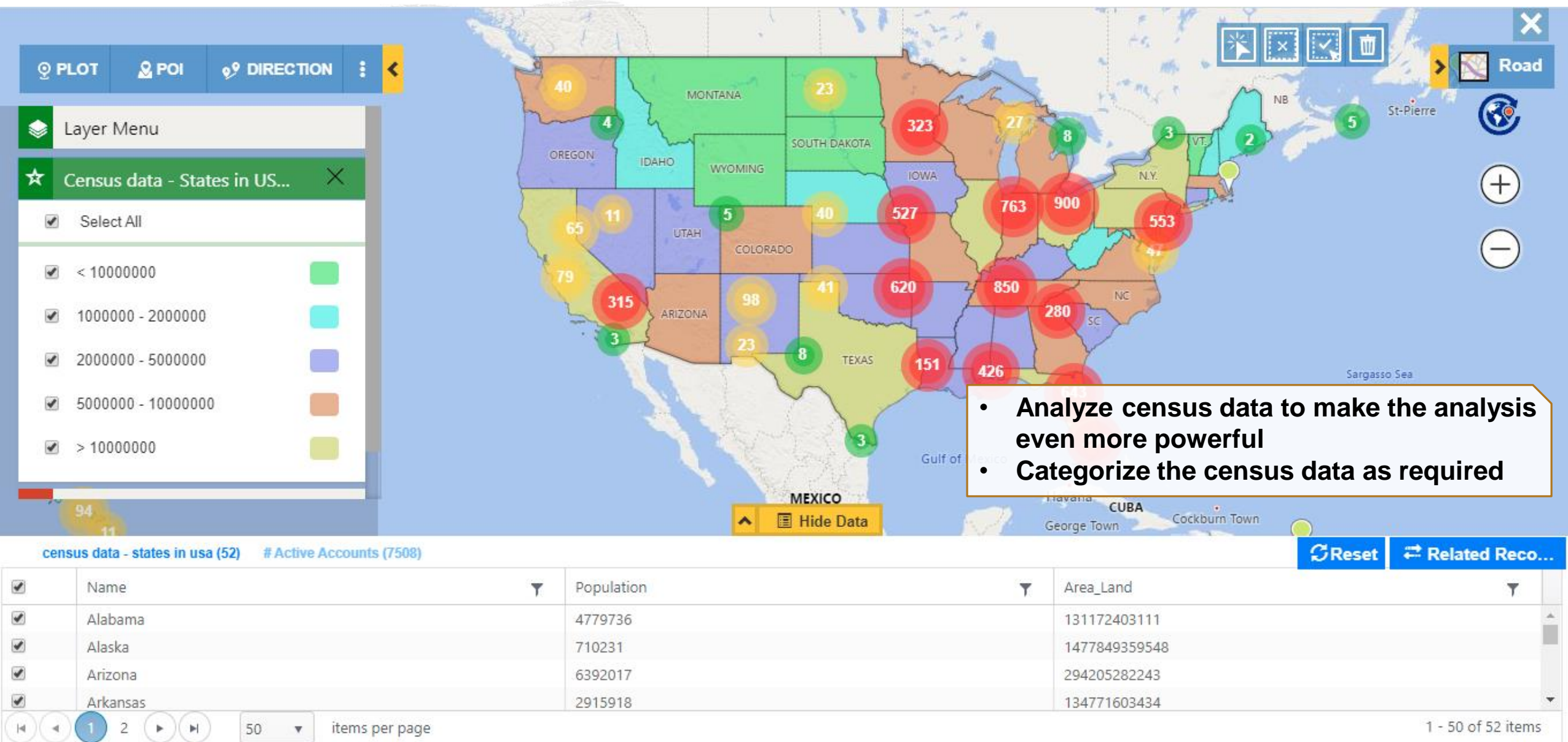- **Keep a track of field team's daily activities and performance**

SHAPE OPERATIONS

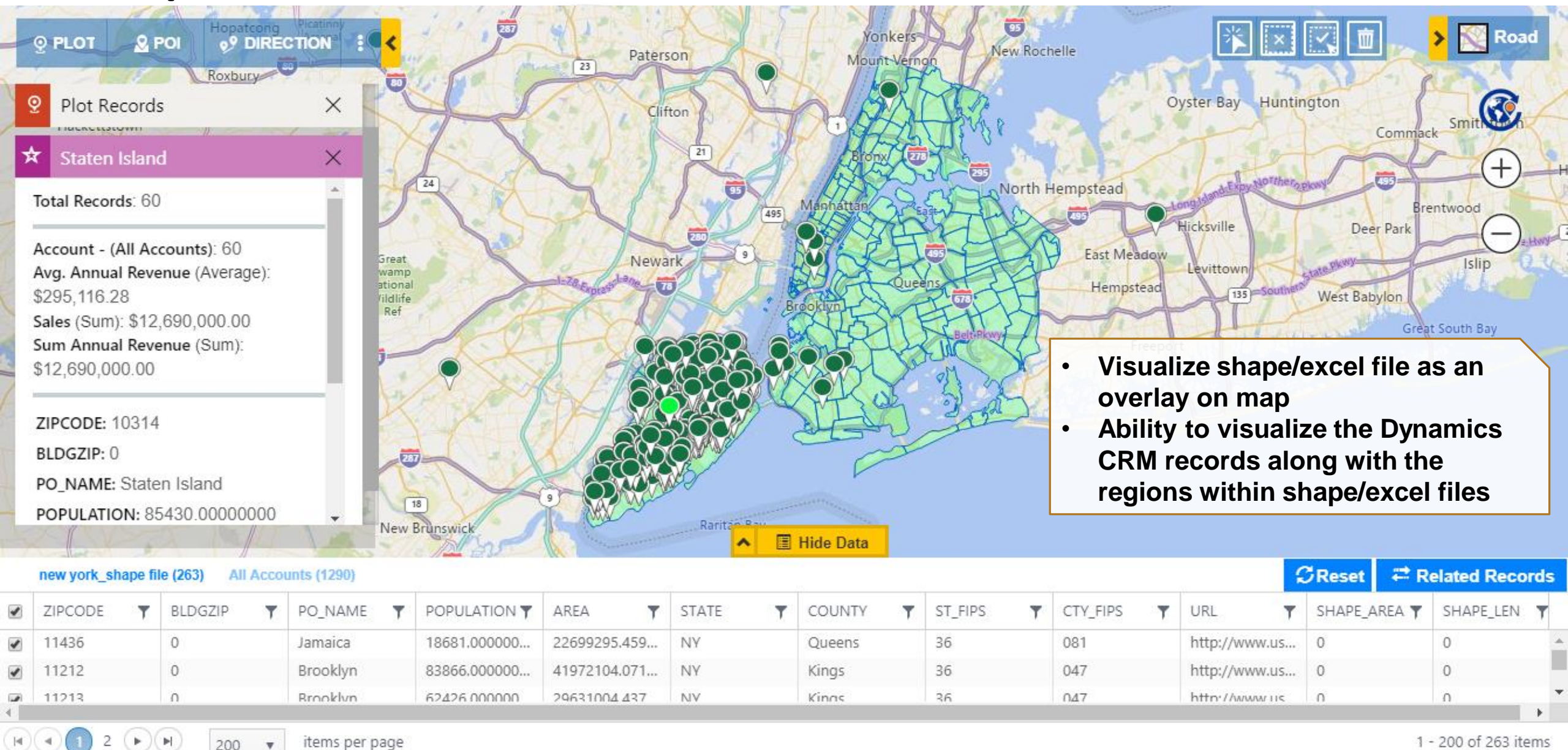- **Perform binary shape operations like like Difference, Intersection, Union, Union Aggregate, and Disjunctive Union.**

CENSUS DATA VISUALIZATION

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

SHAPE/EXCEL FILE LAYER INTEGATION

- **Visualize shape/excel file as an overlay on map**
- **Ability to visualize the Dynamics CRM records along with the regions within shape/excel files**

NEARBY PLACES
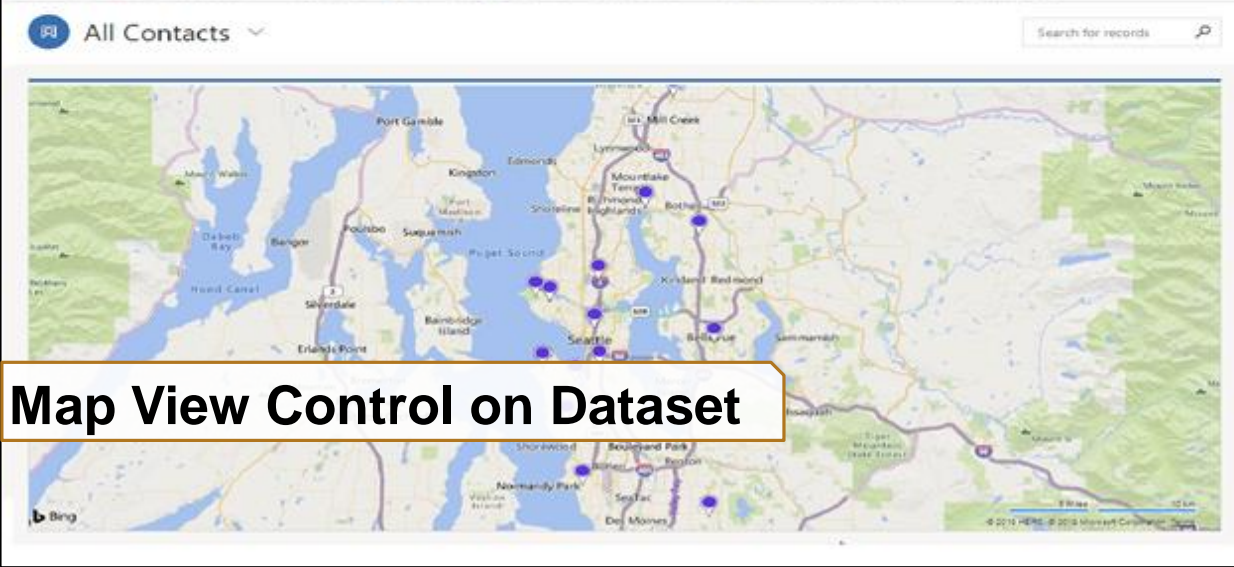

- **Search POI locations like Coffee shops, Hotels, etc.**
- **Add them as new accounts, leads or any custom entity records into CRM**
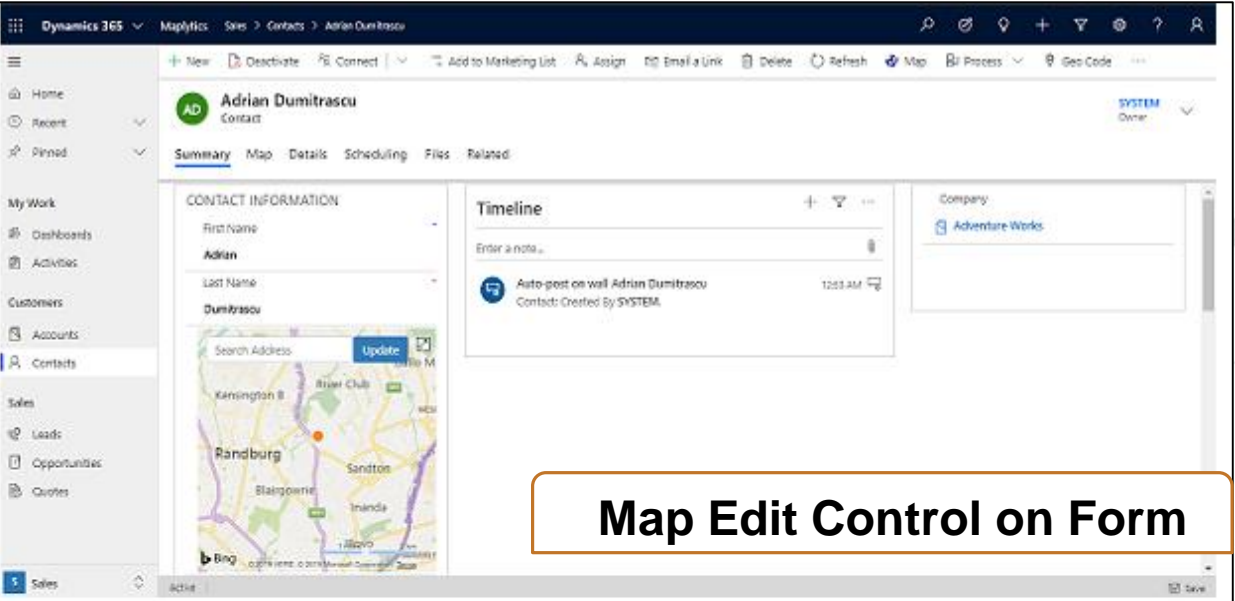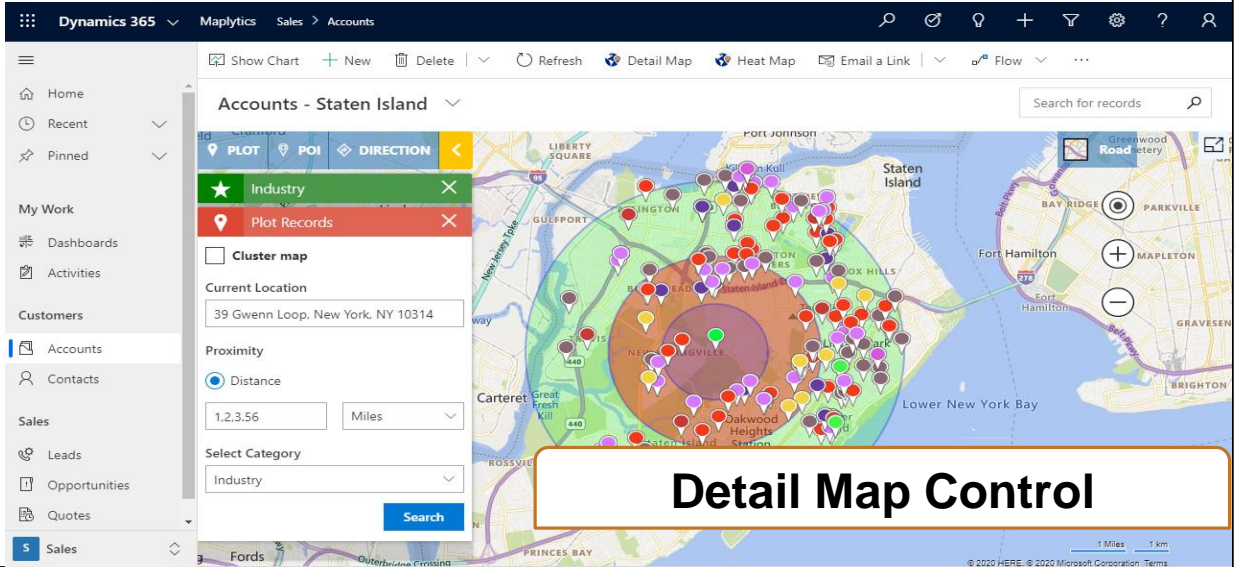- **Entered keywords to search POI locations**

PCF Map Controls
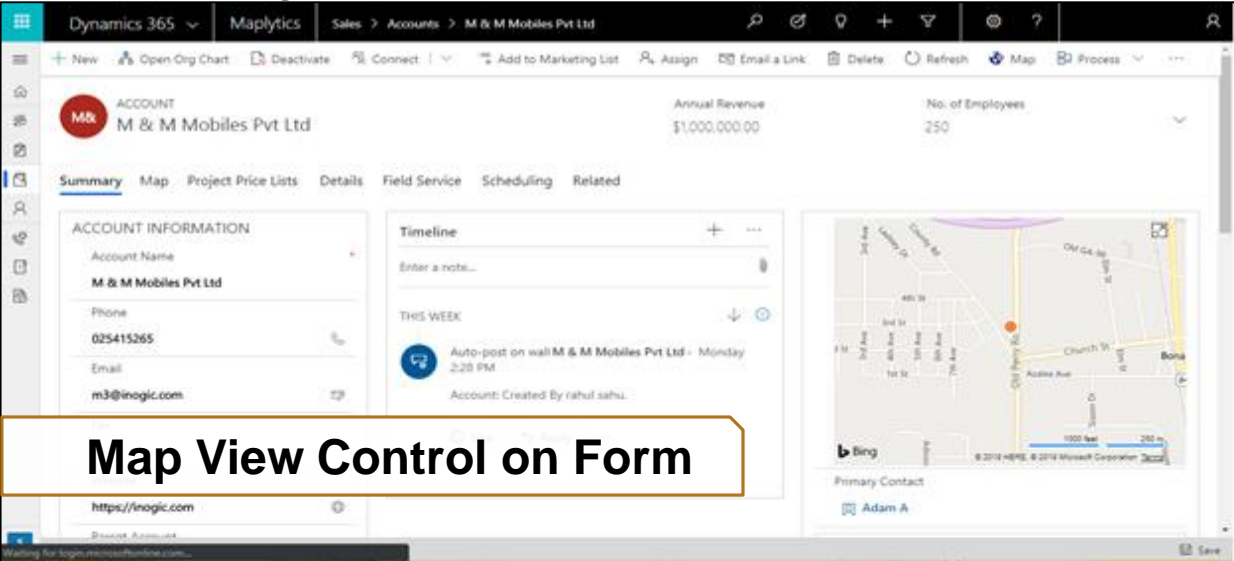
Map View Control on Form

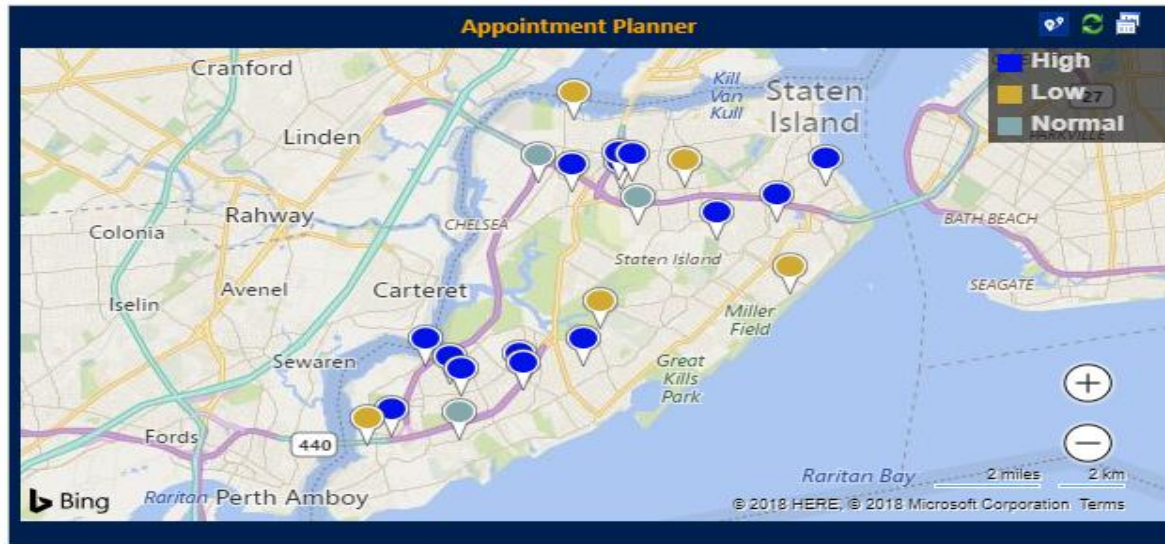Map Edit Control on Form

Map View Control on Dataset

Detail Map Control

ANALYTICAL DASHBOARD
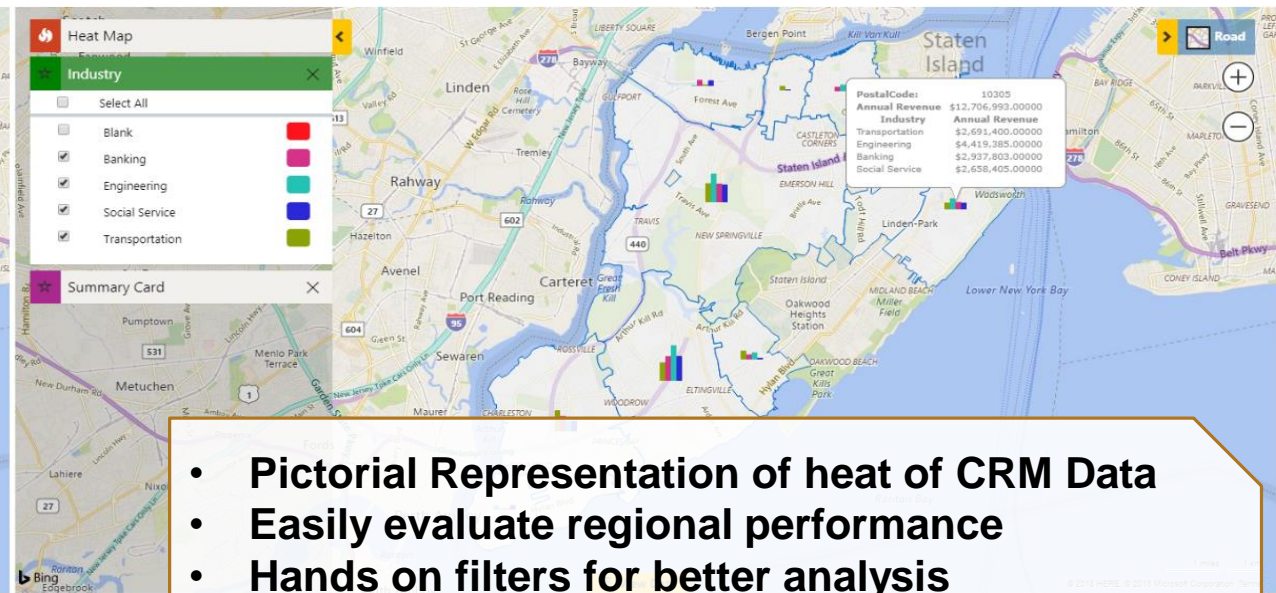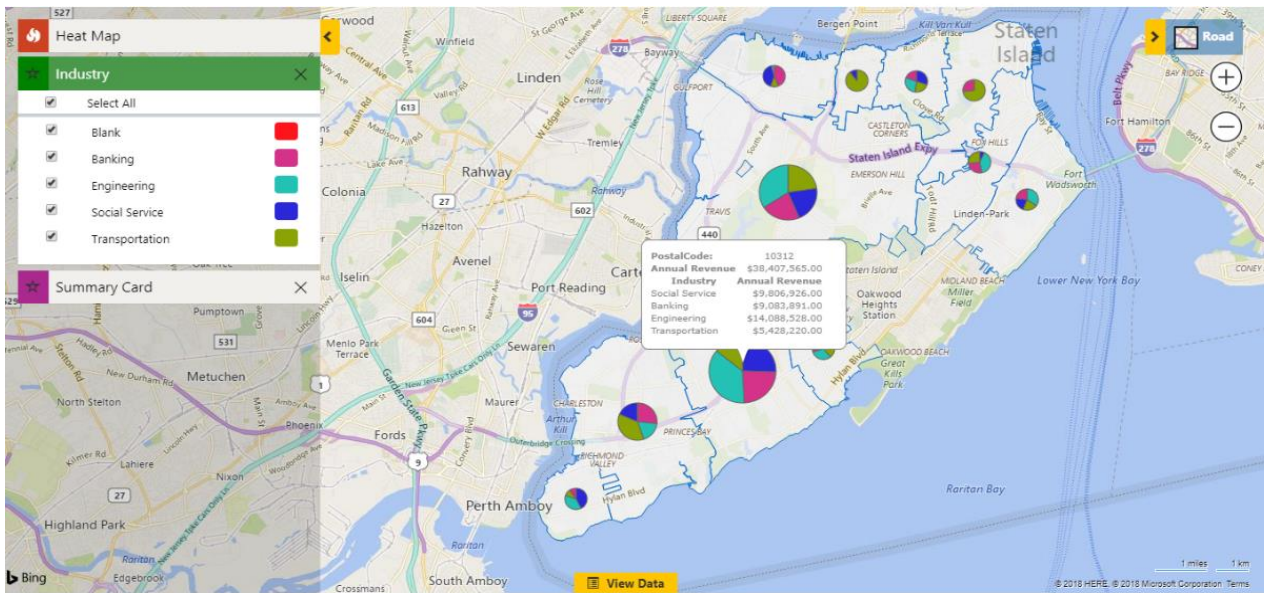
- **Easy way to visualize & analyze data**
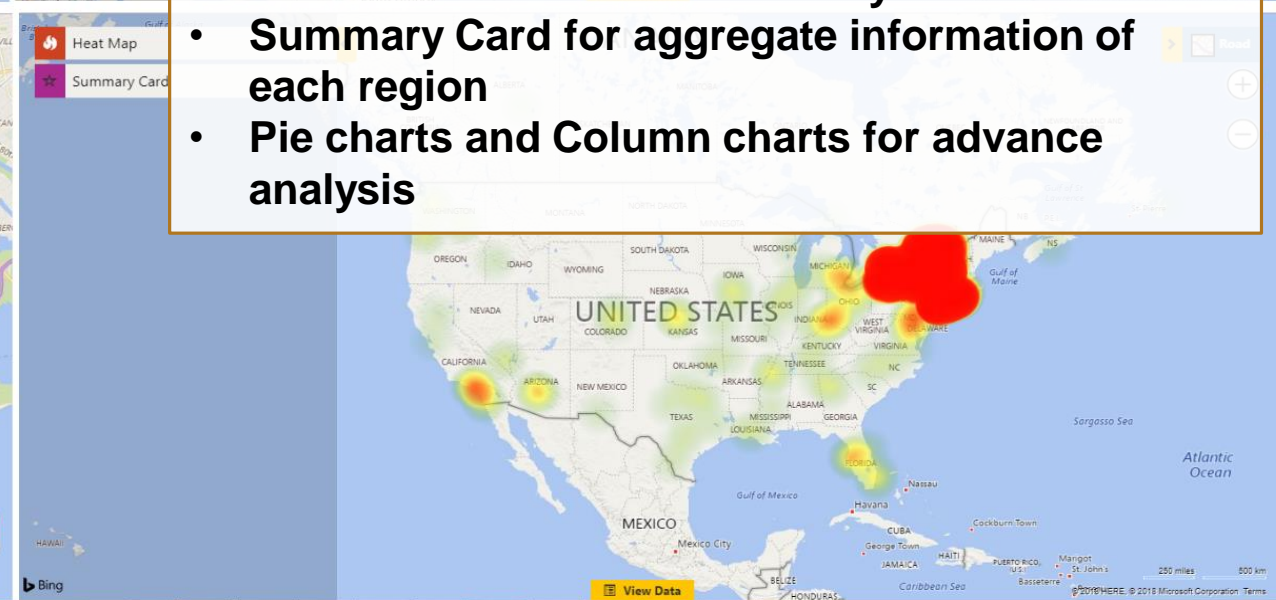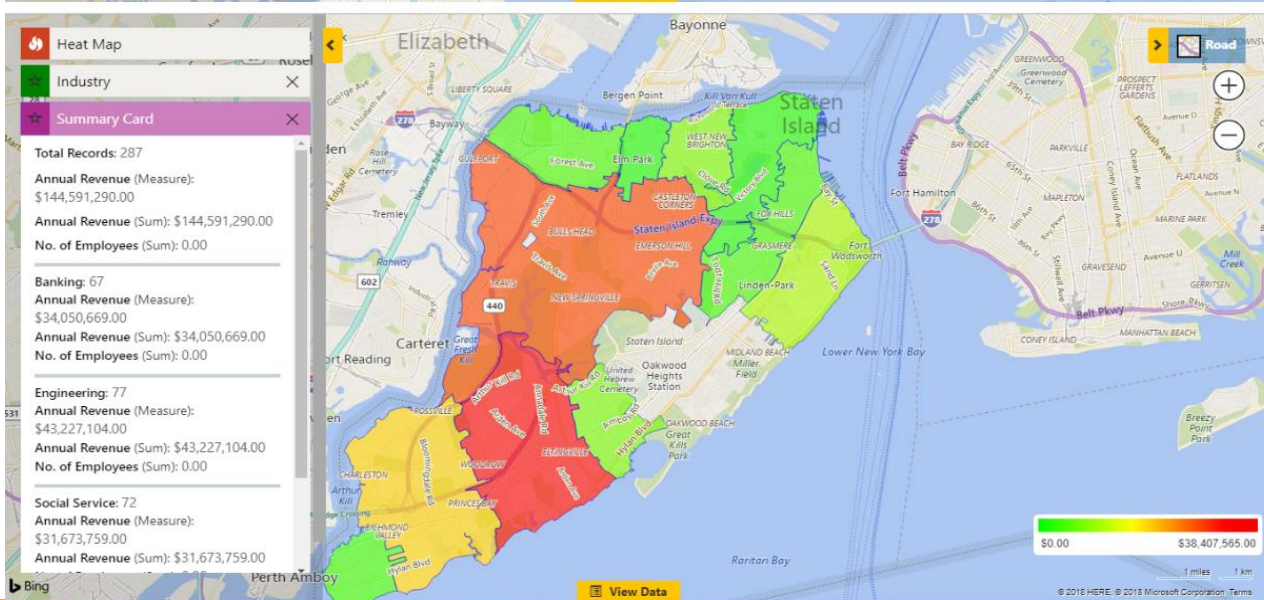- **Easily create & configure dashboard views**

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?

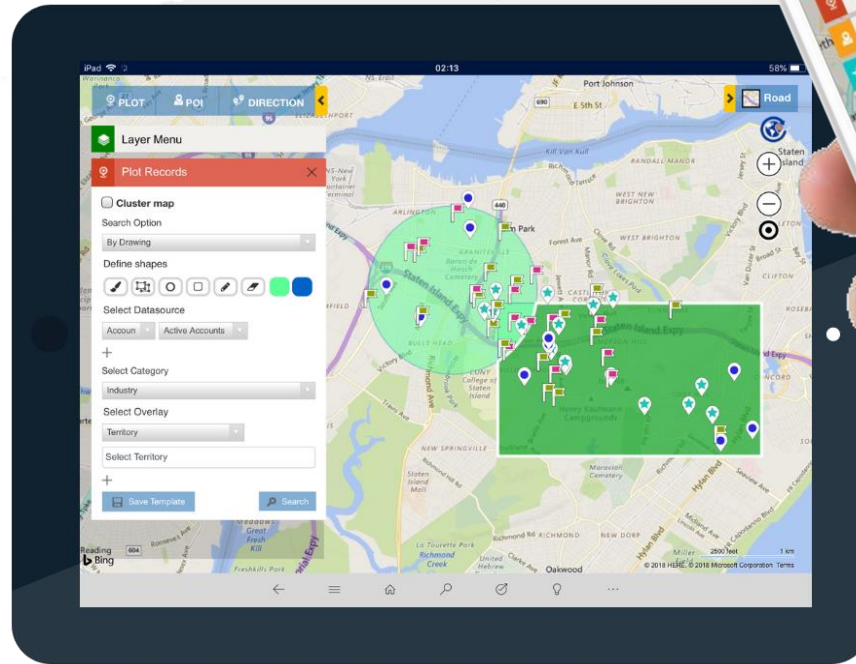➤ Analyse the demographics of population for a particular region with Census data

Device Compatibility

Desktop
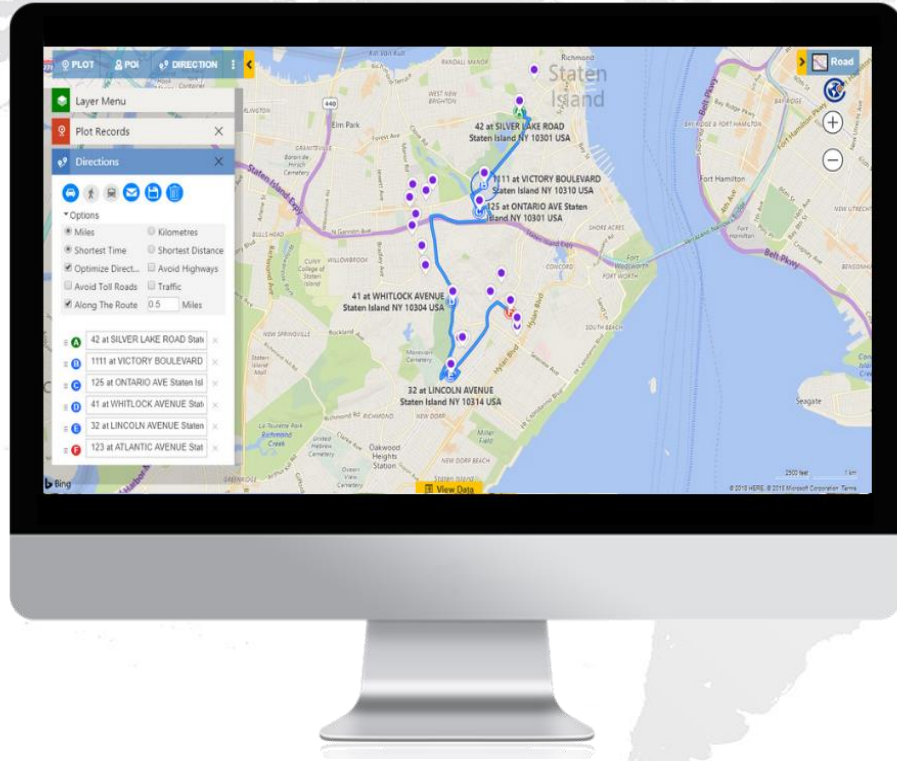
Tablet

Mobile

THANK YOU

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