



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
- 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

PLOT

POI

DIRECTION

Layer Menu

Account - Industry

Lead - Lead Source

Plot Records

Hide Data

Road

All Accounts (10)

All Leads (10)

Reset

Related Records

Mass Actions

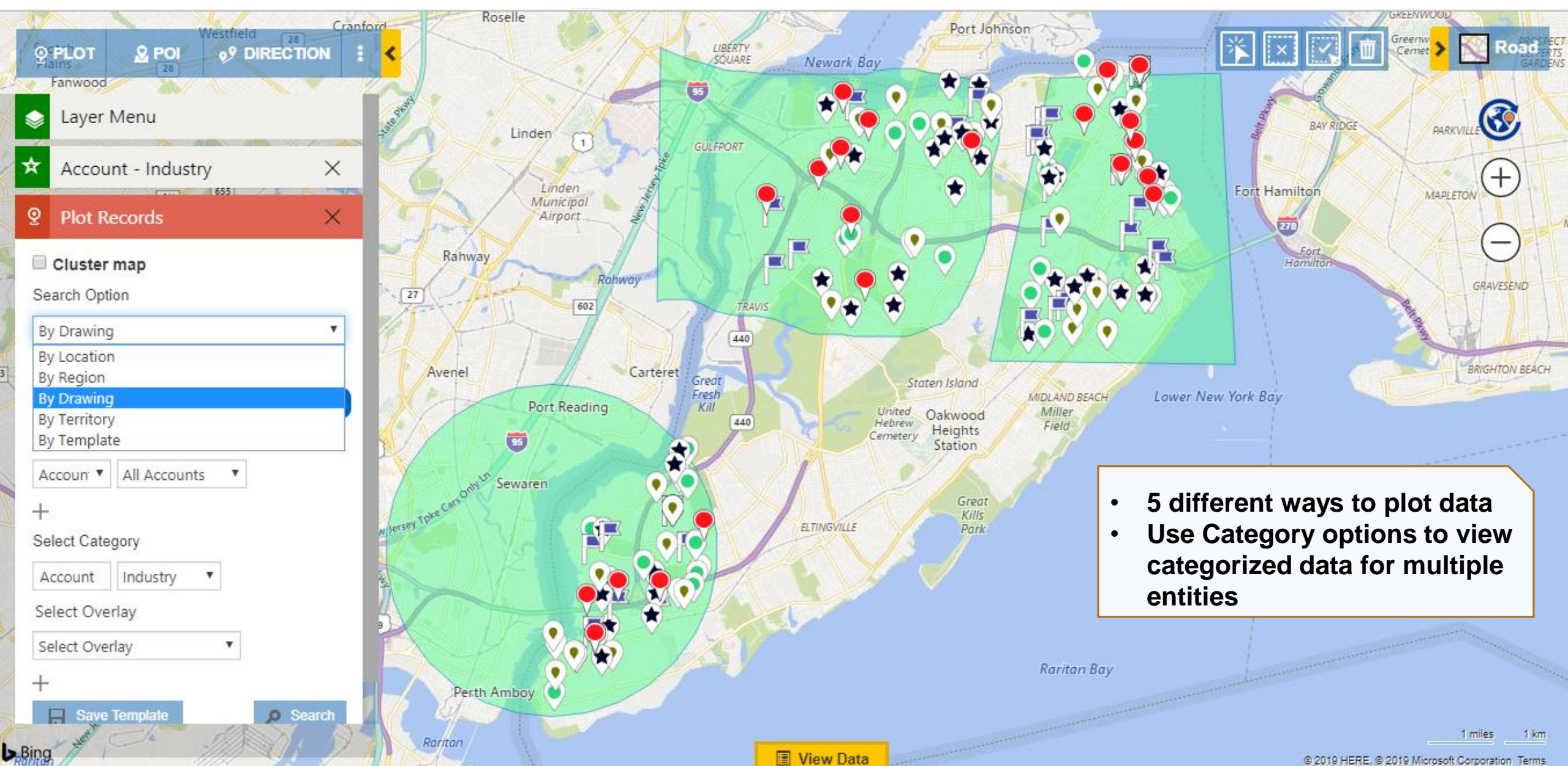
	<input checked="" type="checkbox"/>	Account Name	Main Phone	Address 1: City	Primary Contact	Email	Status
<div></div>	<input checked="" type="checkbox"/>	Fourth Coffee (sample)	555-0150	Renton	Yvonne McKay (sample)	someone_a@example.com	Active
<div></div>	<input checked="" type="checkbox"/>	Litware, Inc. (sample)	555-0151	Dallas	Susanna Stubberson (sample)	someone_b@example.com	Active
<div></div>	<input checked="" type="checkbox"/>	Adventure Works (sample)	555-0152	Santa Cruz	Nancy Anderson (sample)	someone_c@example.com	Active
<div></div>	<input checked="" type="checkbox"/>	Fabrikam, Inc. (sample)	555-0153	Lynnwood	Maria Campbell (sample)	someone_d@example.com	Active
<div></div>	<input checked="" type="checkbox"/>	Blue Yonder Airlines (sample)	555-0154	Los Angeles	Sidney Higgins (sample)	someone_e@example.com	Active
<div></div>	<input checked="" type="checkbox"/>	City Power & Light (sample)	555-0155	Redmond	Scott Kramer (sample)	someone_f@example.com	Active
<div></div>	<input checked="" type="checkbox"/>	Contoso Pharmaceuticals (sample)	555-0156	Redmond	Robert Totton (sample)	someone_g@example.com	Active

50 items per page

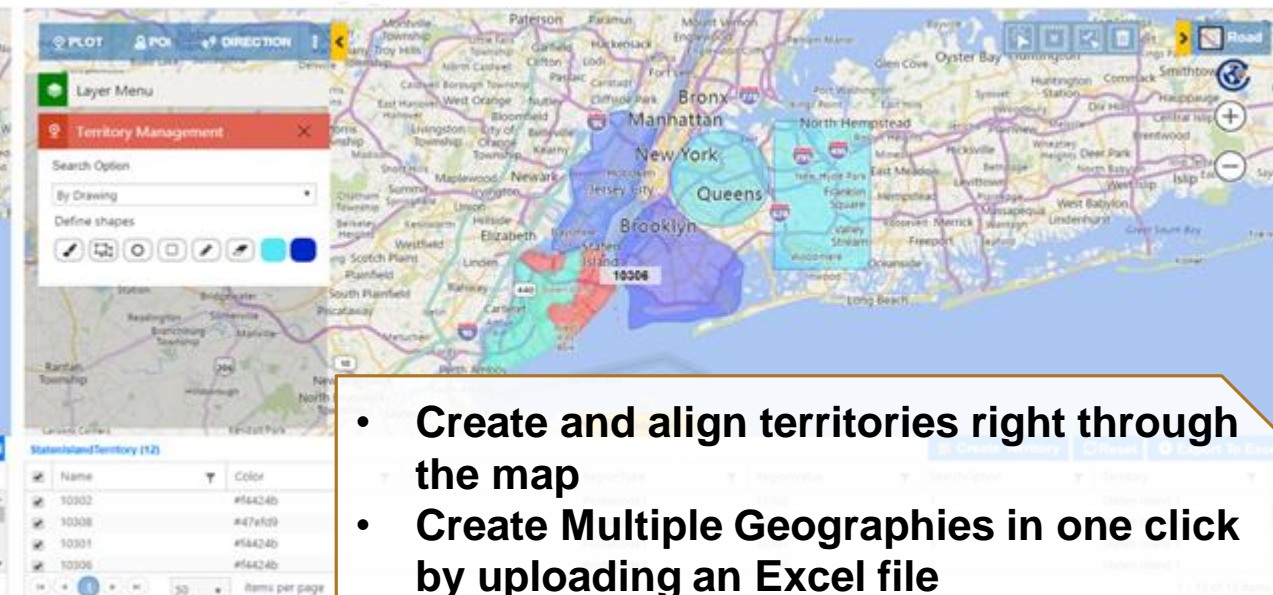
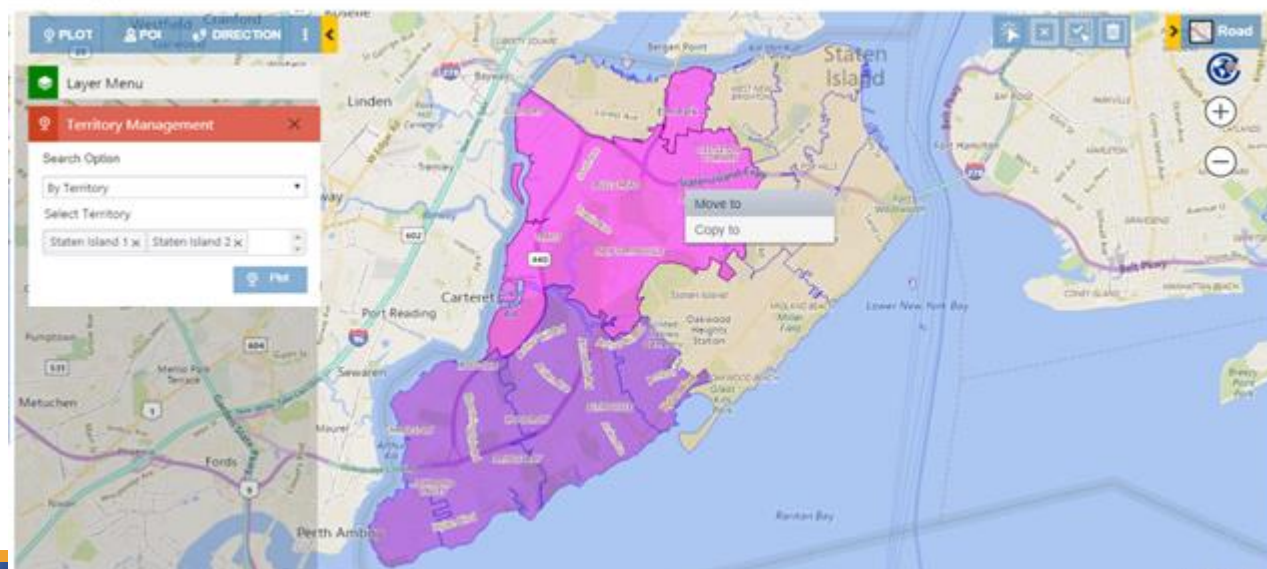
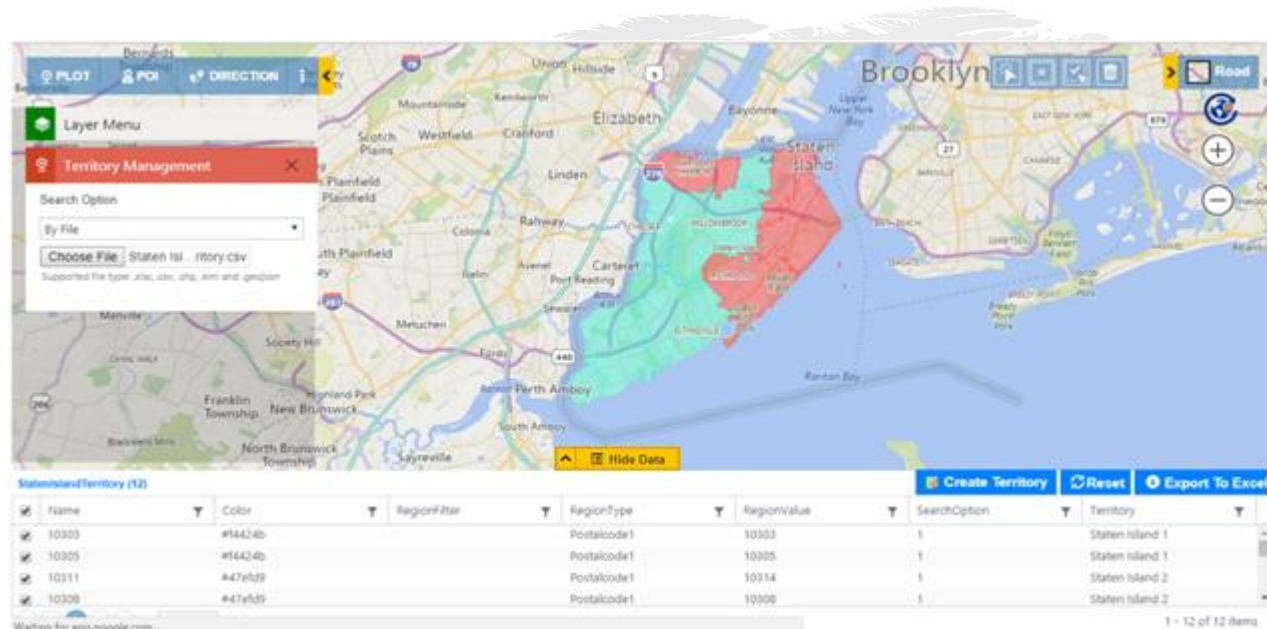
1 - 10 of 10 items

- Plot categorized data for multiple entities
- Add your own icons to visualize record pushpins
- Resizable data grid

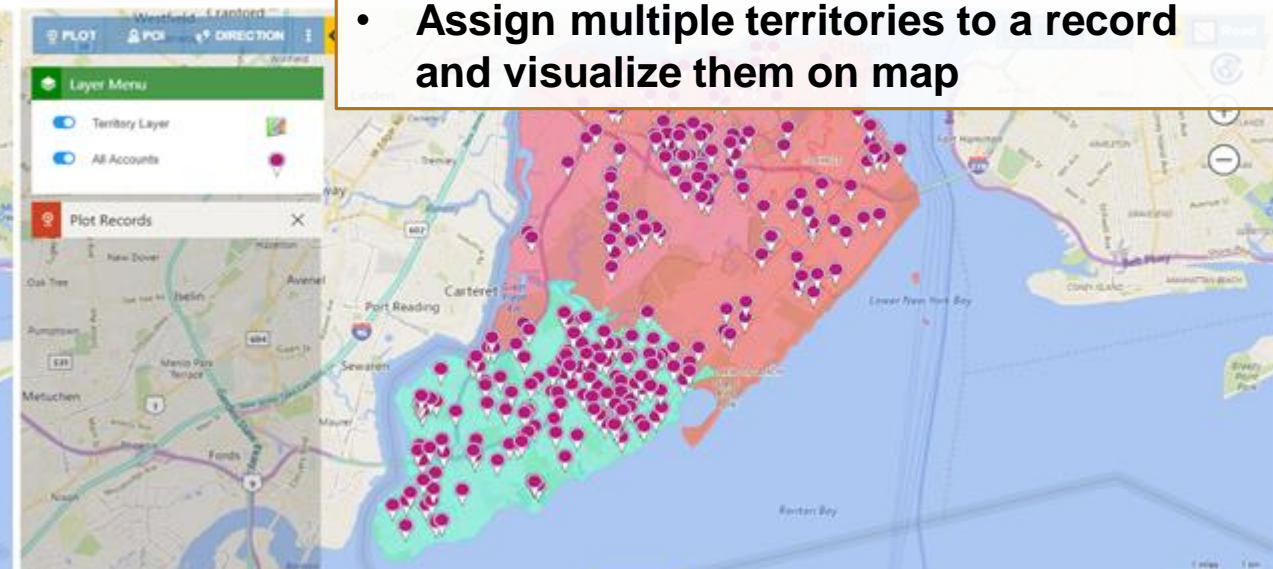
MULTIPLE OPTIONS TO PLOT DATA



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

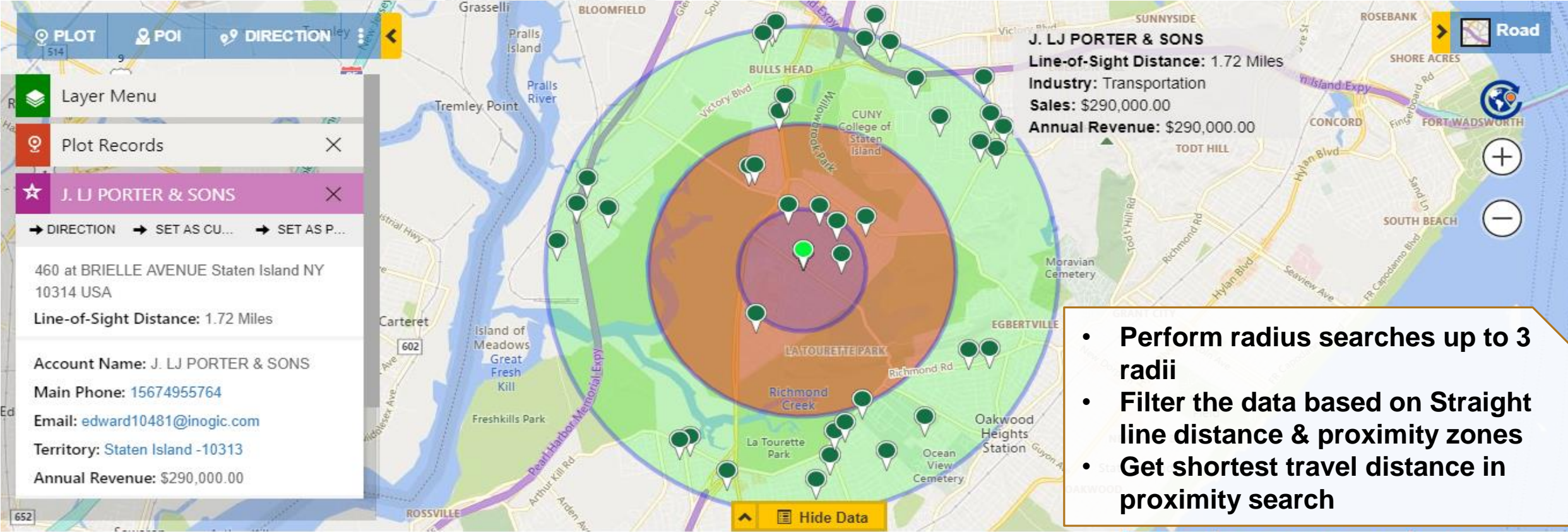
My Marketing List

☐ 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)

	<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

The screenshot displays the Maplytics interface. At the top, there's a navigation bar with 'PLOT', 'POI', and 'DIRECTION' tabs. Below this, a sidebar shows a 'Plot Records' section for 'Aguilar' with a 'Take An Action' section containing icons for various actions. The main area is a map of the United States with numerous data points represented by colored circles (red, yellow, green) and lines connecting them. A 'Hide Data' button is visible on the map. On the right, a context menu is open, listing actions like 'Add To Route', 'Save Data', 'Change Owner', etc. At the bottom, a table lists account details.

Plot Records

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 Points (Approximate Values):

- 99 (Yellow)
- 85 (Yellow)
- 490 (Red)
- 454 (Red)
- 2280 (Red)
- 20 (Yellow)
- 7 (Green)
- 2 (Green)
- 4 (Green)
- 236 (Red)
- 2279 (Red)
- 225 (Red)
- 375 (Red)
- 4609 (Red)
- 6009 (Red)
- 6642 (Red)
- 3759 (Red)
- 418 (Red)
- 375 (Red)
- 5453 (Red)
- 6509 (Red)
- 2142 (Red)
- 1024 (Red)
- 3119 (Red)
- 4693 (Red)
- 187 (Red)
- 62 (Yellow)

Table: My Active Accounts (17)

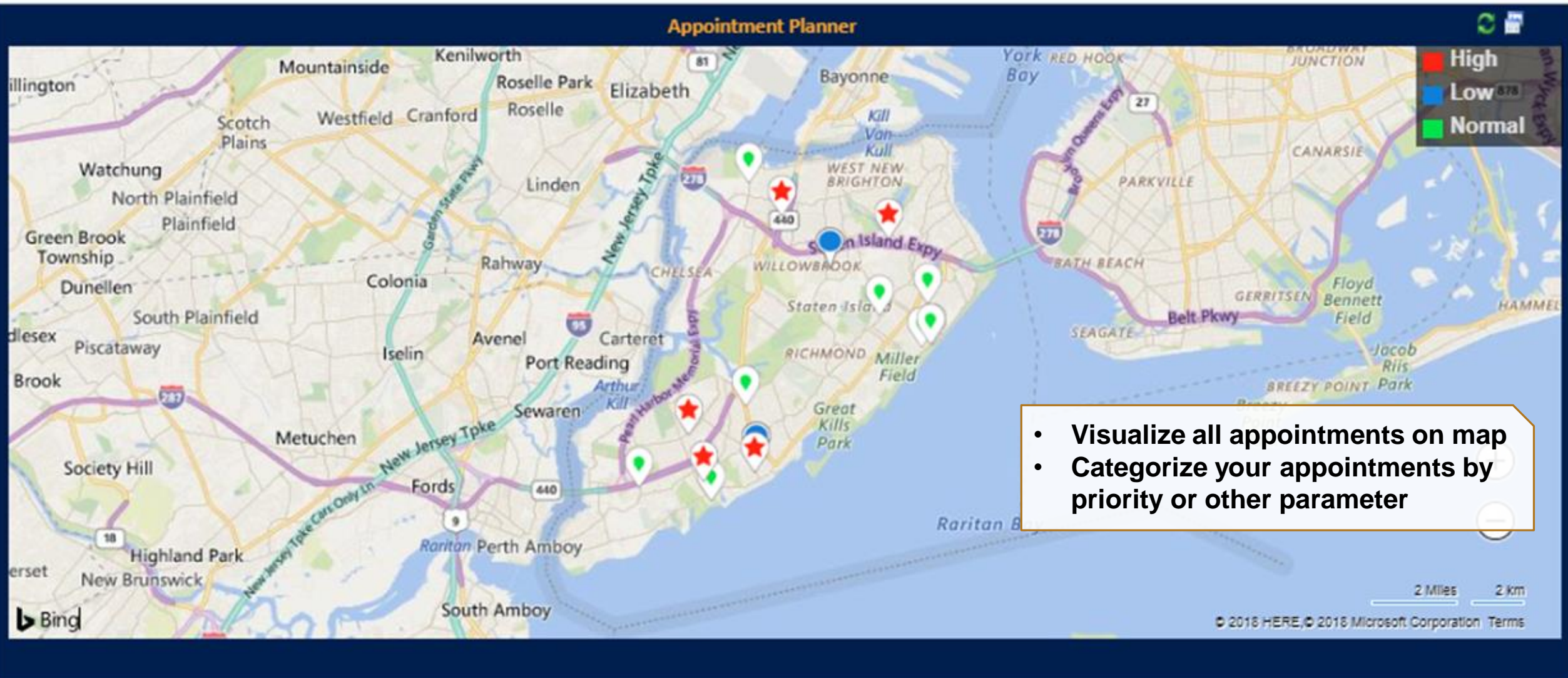
Account Name	Primary Contact	Email
Aguilar	Cathan Cook	Cathan@alpineskihouse.com
Allen	Abraham McCormick	abraham_mccormick@fabrikam.com
Amato	Portal Customer	customer@contoso.com

1 - 17 of 17 items

Context Menu Actions:

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

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, B, C, D) is shown with 'Add destination' and 'Leave now' buttons. A 'Go' button is at the bottom of the sidebar. The map includes various geographical features like the Delaware River, Kennett Square, and Newark. A 'View Data' button is at the bottom center. A text box on the right lists 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, and Ability to copy and share navigation links.

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

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

Truck Routing

Truck Routing

Options:

- A Contoso Electronics: 15600 NE
- B 13819 NE 36th Pl, Bellevue, WA
- C 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

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

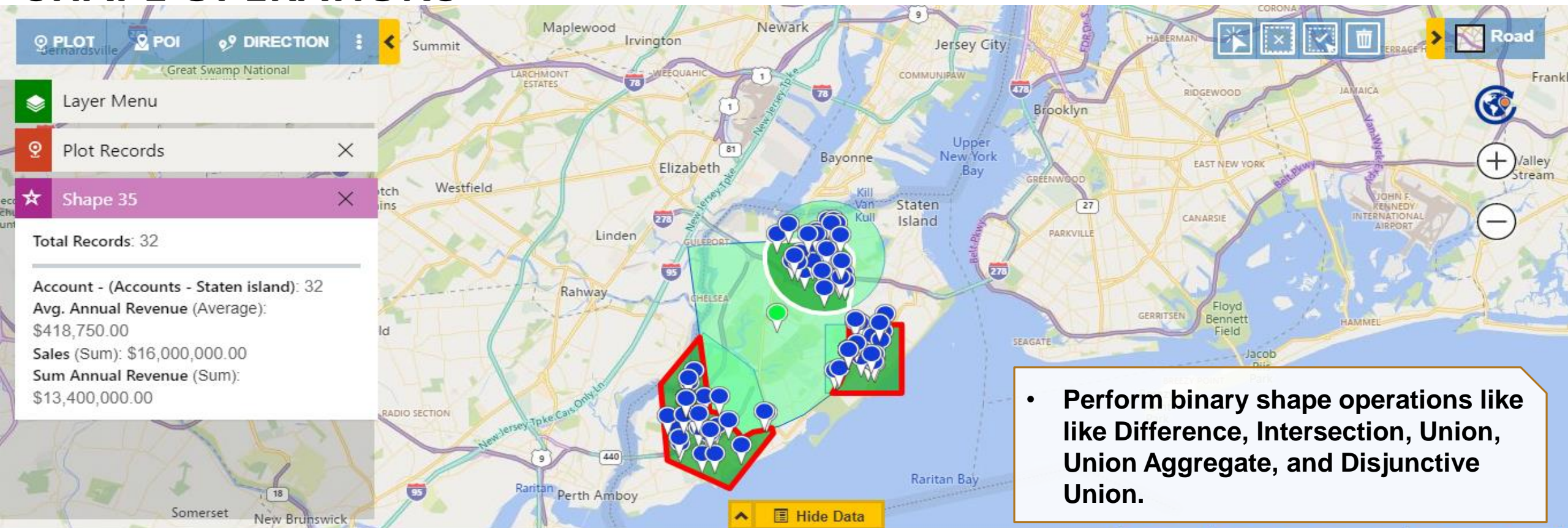
The screenshot displays the Maplytics application interface. On the left, a sidebar titled 'Plot Records' contains several filters and controls: a 'Cluster map' checkbox, a 'Search Option' dropdown set to 'By Location', a 'Current Location' input field, 'Proximity' radio buttons for 'Distance' (selected) 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 is a map of Seattle and surrounding regions, showing various check-in points marked with colored pins (green, red, blue, purple). A purple line traces a path through the city. 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 text:

- 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 dark blue banner with the following text:

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

SHAPE OPERATIONS

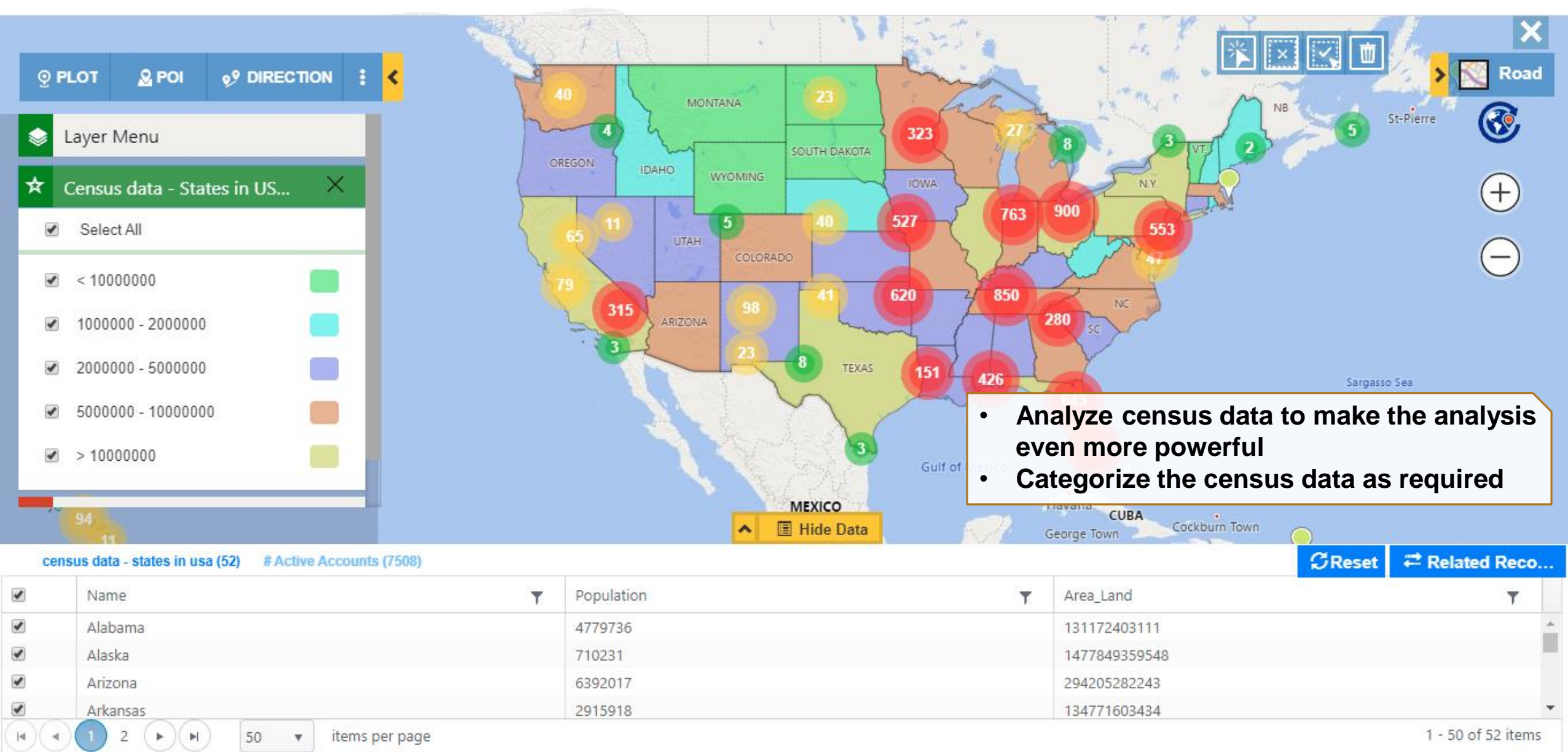


Accounts - Staten island (32)											Reset	Related Records	Mass Actions
<input checked="" type="checkbox"/>	Account Name	Main Phone	Address 1: City	Primary Contact	Address 1: Cou...	Email	Industry	Territory	Website	Annual Revenue			
<input checked="" type="checkbox"/>	J. LJ PORTER & S...	15674955764	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			

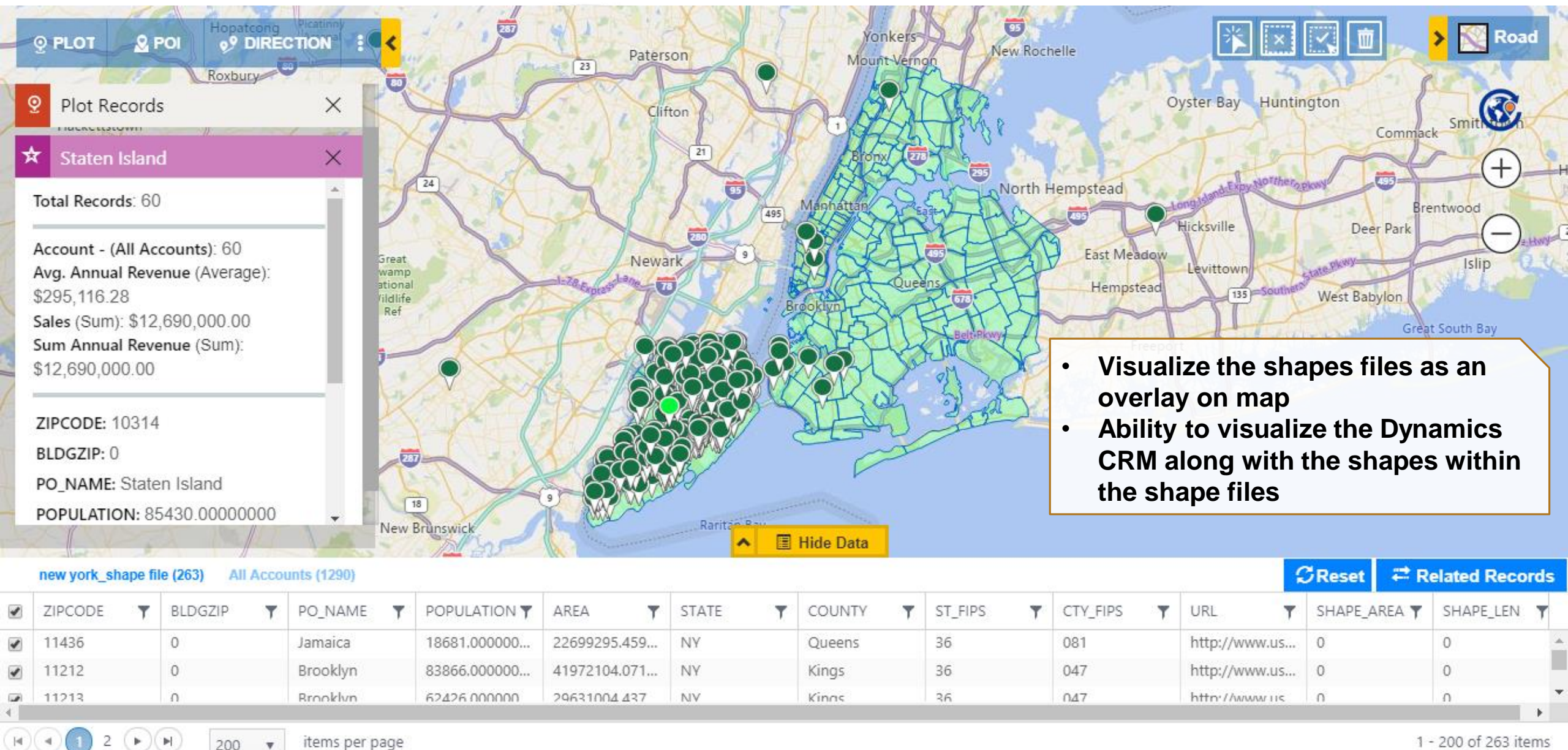
200 items per page

1 - 32 of 32 items

Census data visualization



SHAPE LAYER INTEGRATION



NEARBY PLACES

The screenshot displays the Maplytics application interface. On the left, a sidebar menu includes options for 'PLOT', 'POI', 'DIRECTION', and a 'Layer Menu'. The 'POI' layer is selected, showing a list of nearby locations, including 'Starbucks'. The main map area shows the New York City region, with various POI icons (orange circles with a location pin) overlaid. A 'View Data' button is visible at the bottom center. The bottom of the interface features a blue banner with the website address 'www.maplytics.com' and the company name 'Maplytics™ by Inogic'.

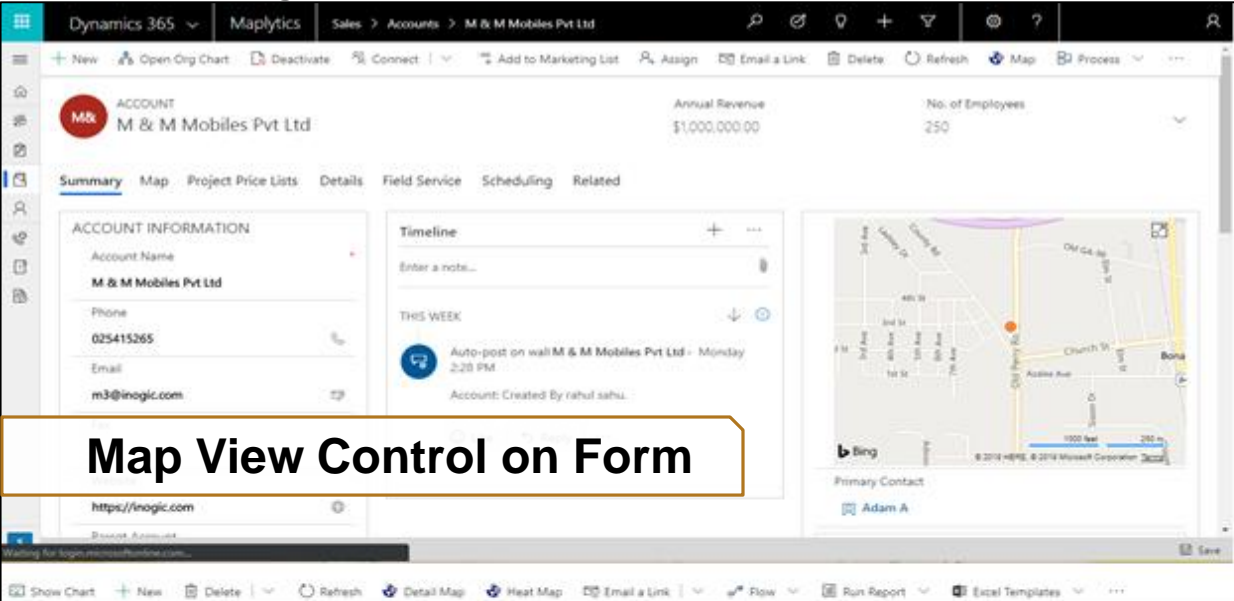
POI Location
22 Cheryl Ave, New York, NY 10312

Nearby

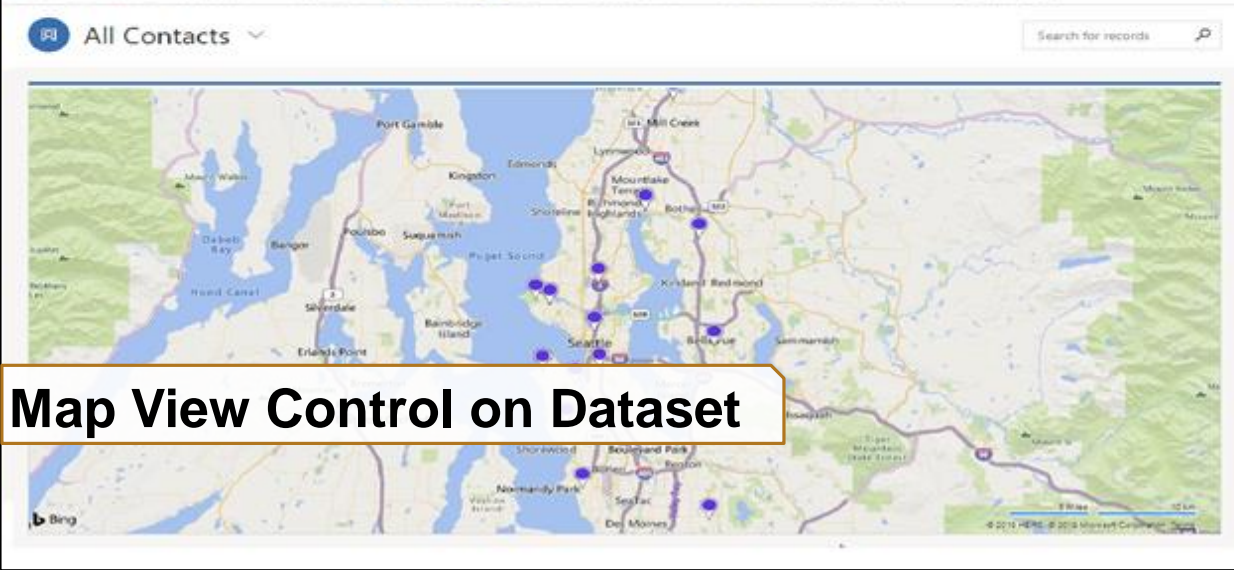
- Starbucks

- 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.

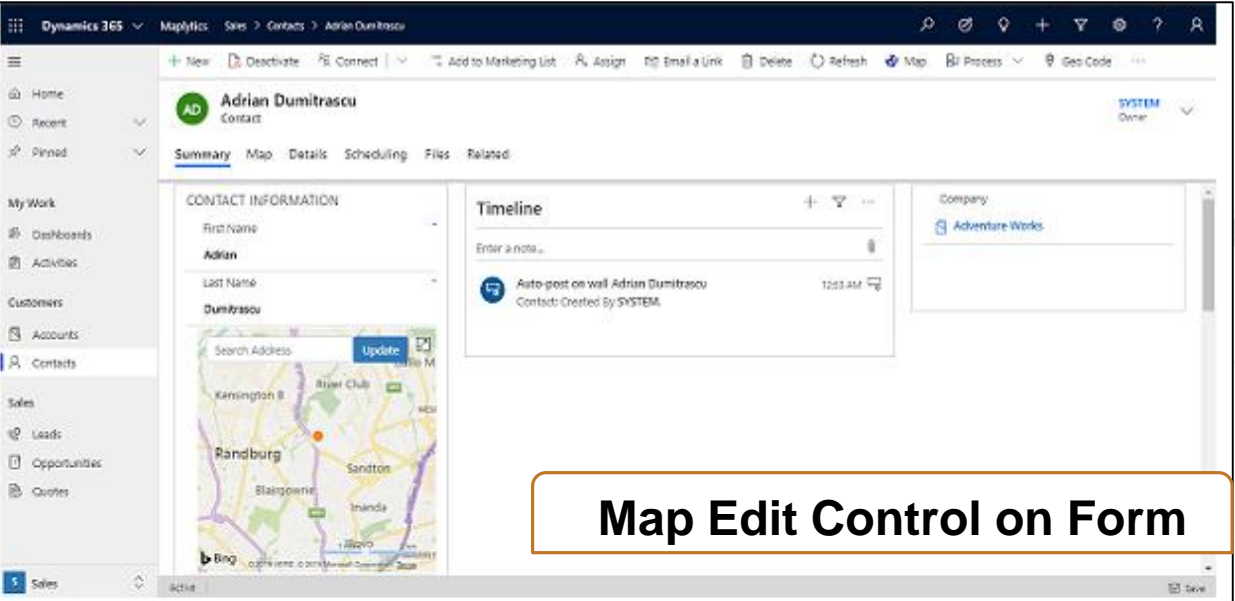
PCF Map Controls



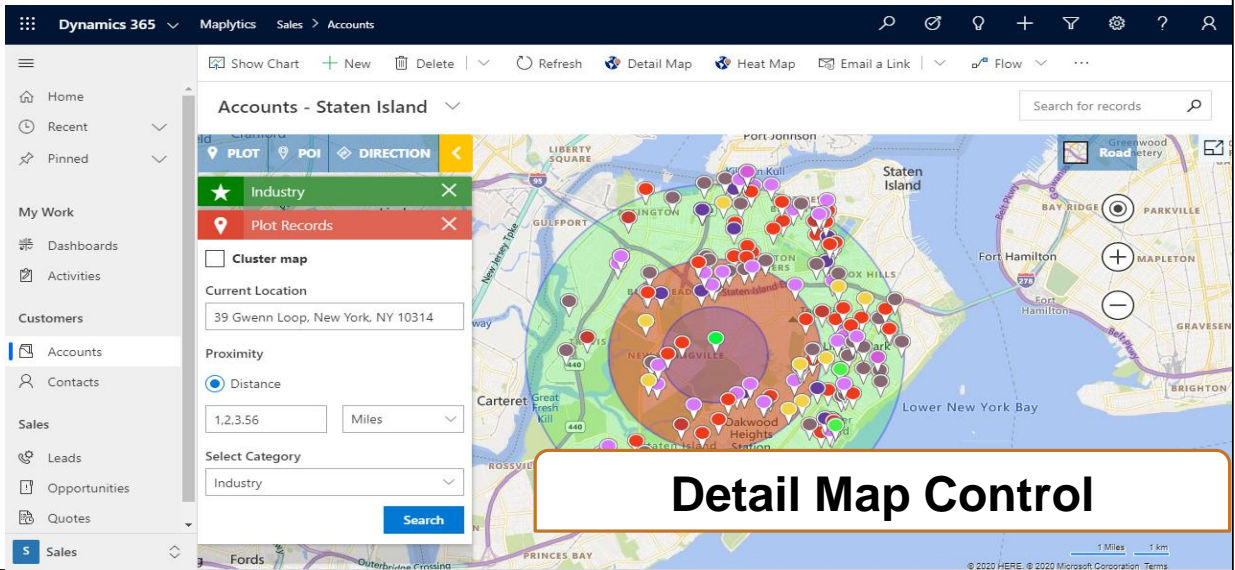
Map View Control on Form



Map View Control on Dataset



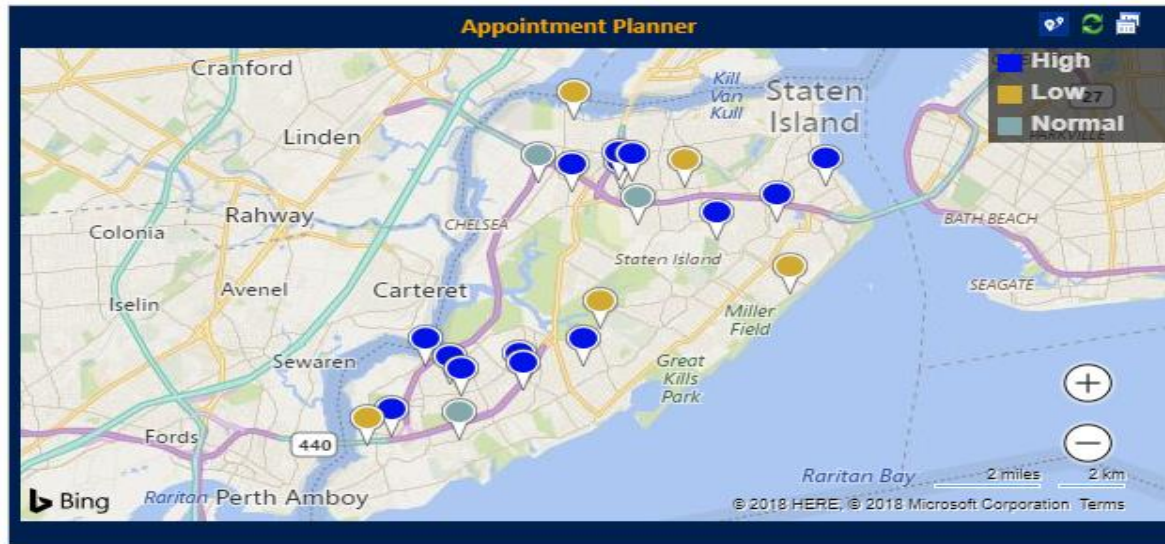
Map Edit Control on Form



Detail Map Control

ANALYTICAL DASHBOARD

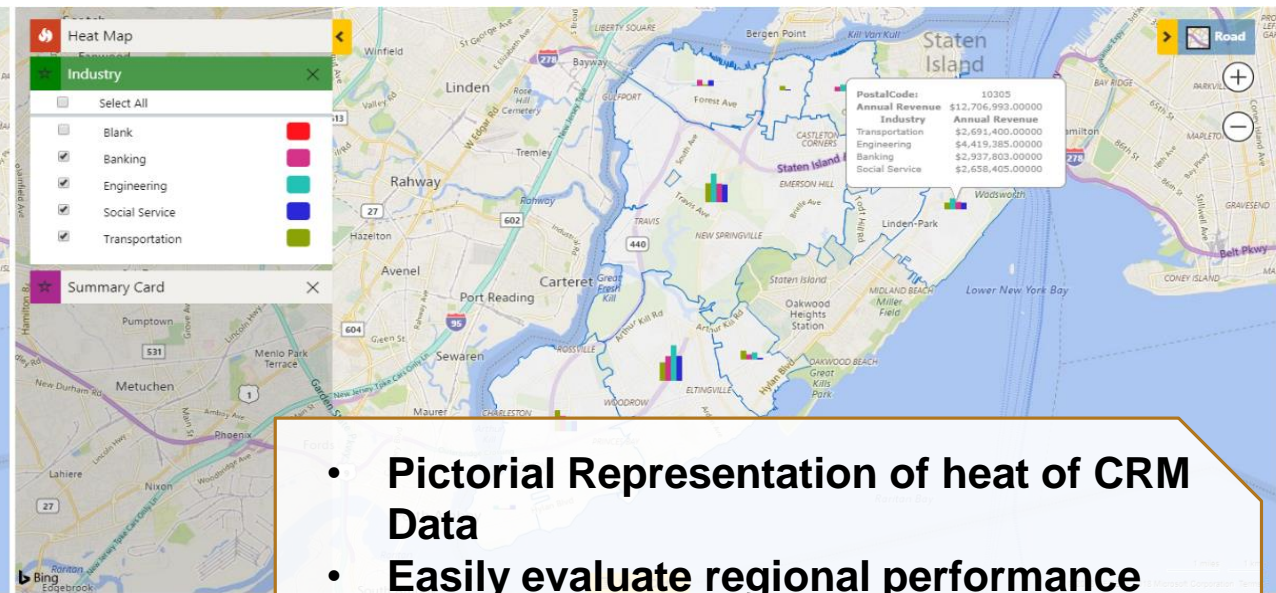
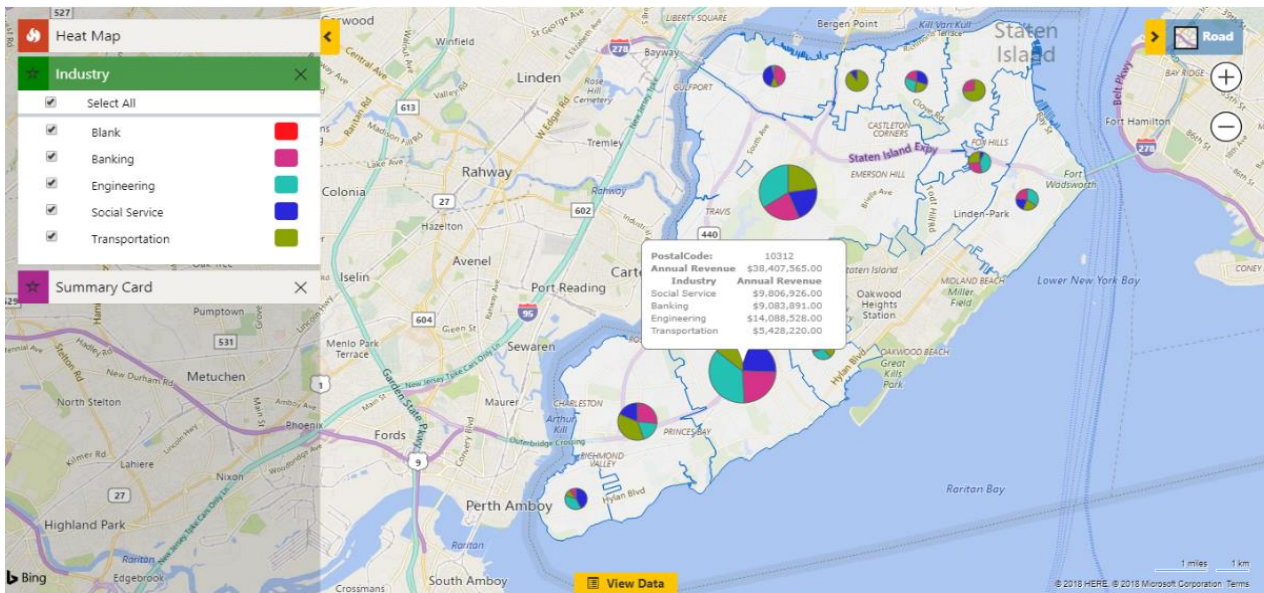
- Easy way to visualize & analyze data



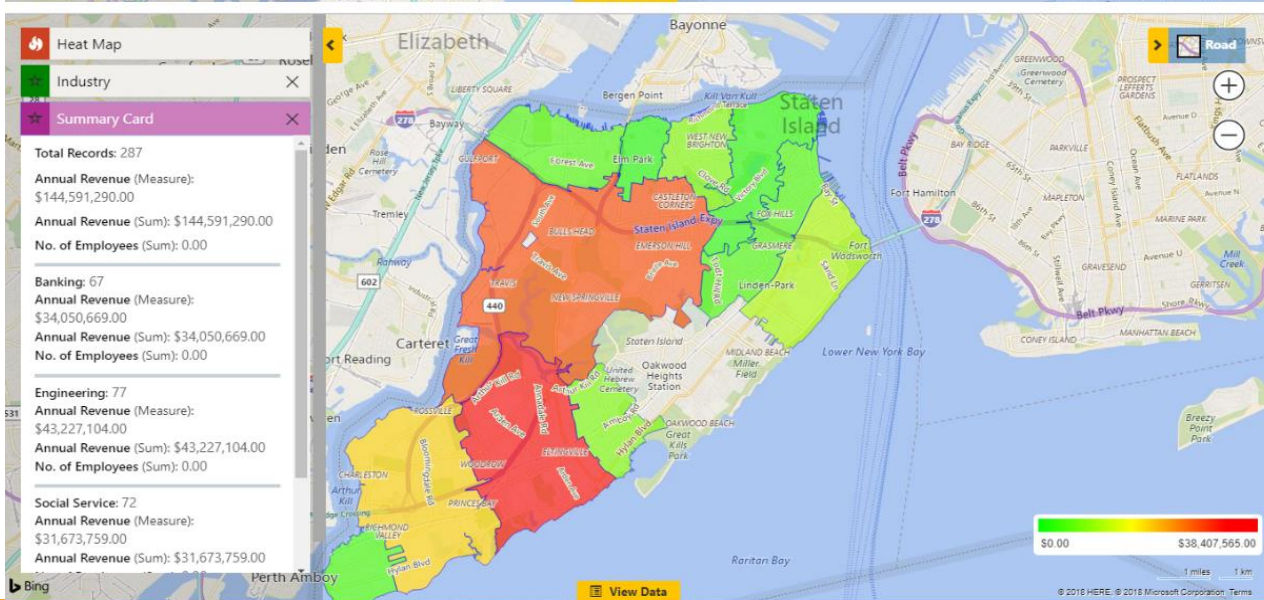
- Easily create & configure dashboard views



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

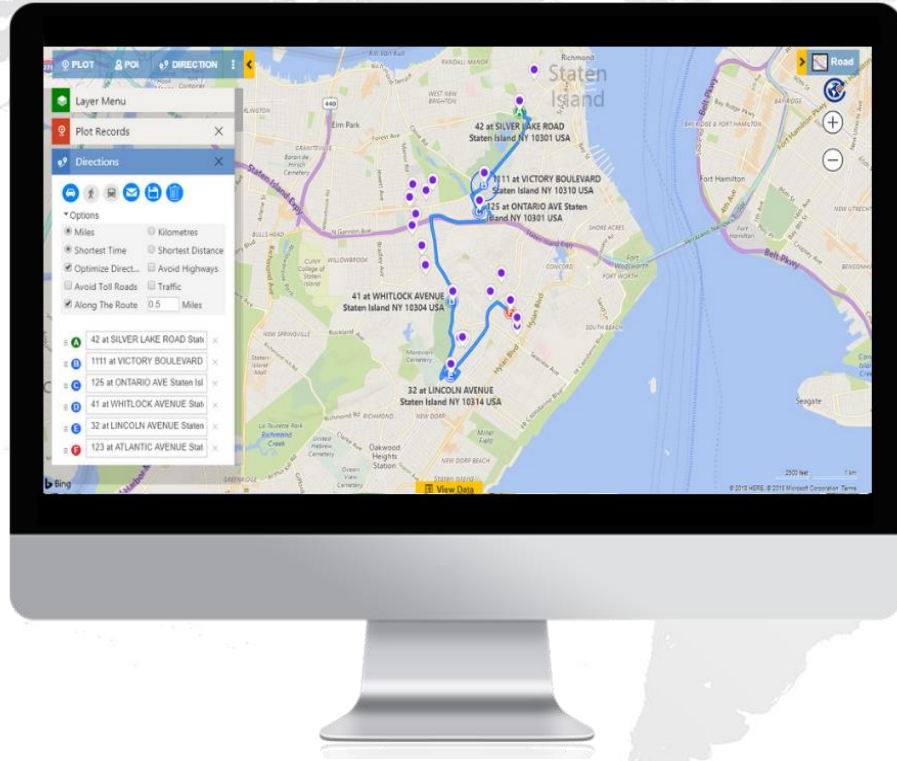


Common Use Cases

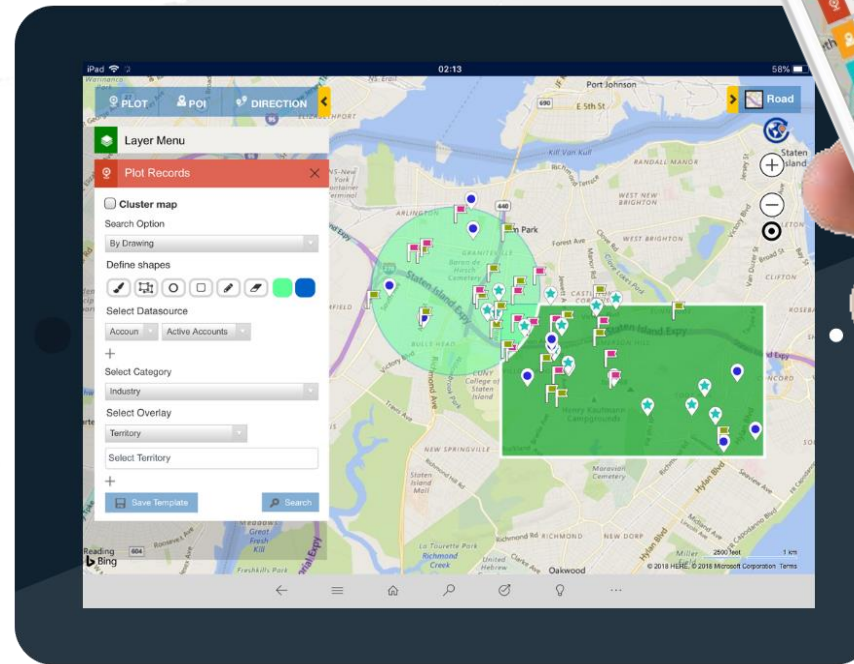
- Setting up/ realigning **Sales Territories** on basis of **geography** for your field professionals
- Reducing travelling expenses through optimized automated schedules
- One of my client has **cancelled his meeting**, search for near-by clients.
- Ideal **location** for my **next marketing event**?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

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



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