



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, Dataverse (PowerApps)



+



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
- Personalized Pushpin icons
- Visualize categorized data
- Custom Tooltip Actions
- Real Time Tracking
- 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
- Maplytics API
- Land Area Mapping
- Census Data visualization
- User Level Personalization
- Live Traffic
- Multi Search Layers
- 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

Maplytics - Detail Map

Layer Menu

Account - Industry

☐ Select All

☐ Blank

☒ Accounting

☒ Banking

☐ Brokers

☐ Business Services

Hide Data

Filter

Clear

All Accounts (2990)

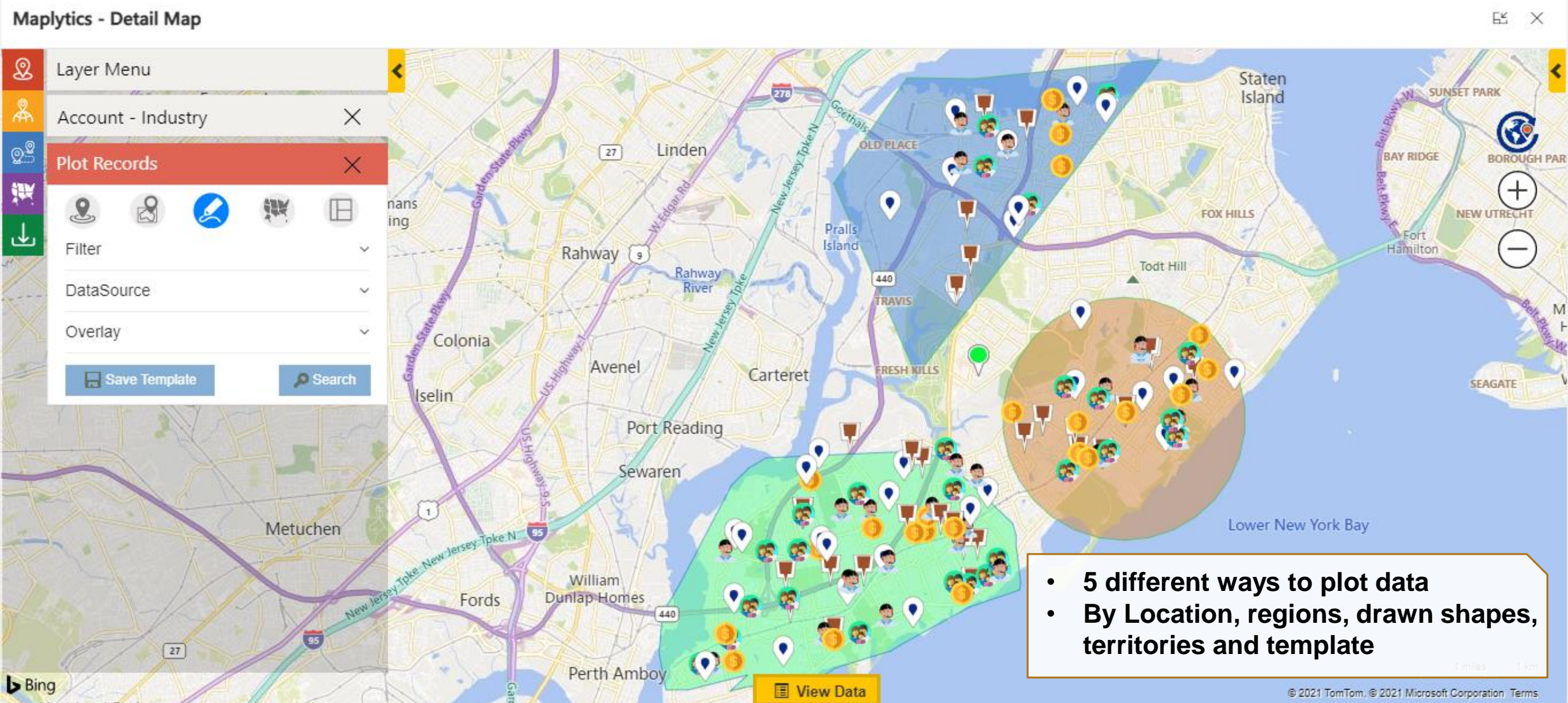
<input type="checkbox"/>	Account Name	Main Phone	Address 1: City	Email	Status	Industry	Owner
<input type="checkbox"/>	D. EDWARD WEINSTEIN &...	29380586300	Staten Island		Active	Insurance	Sam S
<input type="checkbox"/>	D. FRED TORRICO & SONS	16672174044	Staten Island		Active	Insurance	Sam S
<input type="checkbox"/>	D. HEYWOOD BLAUFEUX ...	5952681732	Staten Island		Active	Insurance	Sam S

1 2 3 4 5 ...

200 items per page

(498 Selected) 1 - 200 of 2990 items

MULTIPLE OPTIONS TO PLOT DATA



Land Area Mapping

Maplytics - Land Area Mapping

Plot Options

Shape File

Choose File

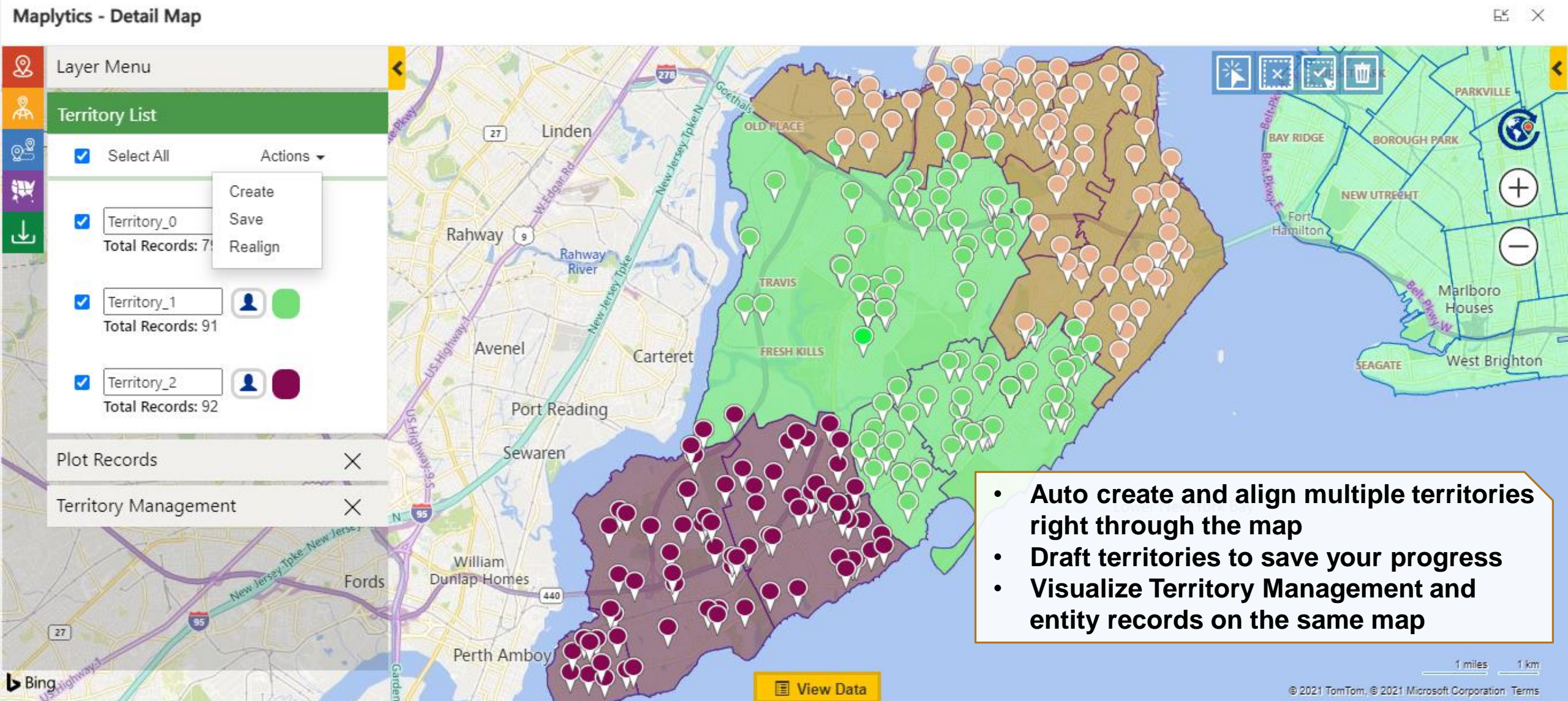
Supported file type: .shp, .kml and .geojson

Plot Region

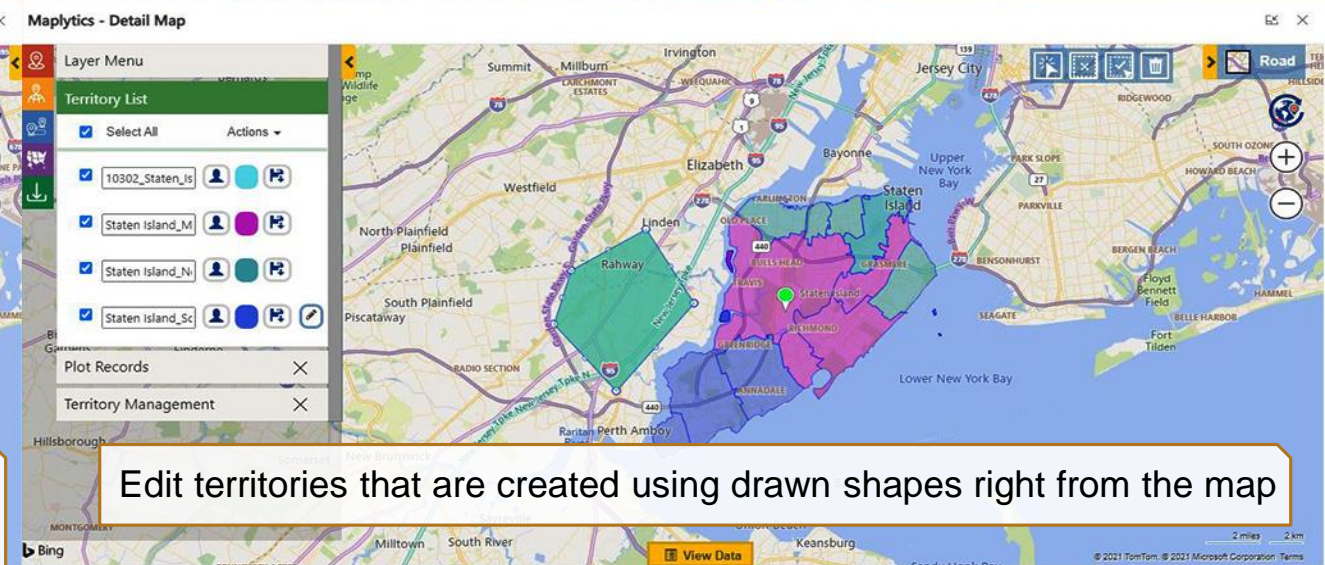
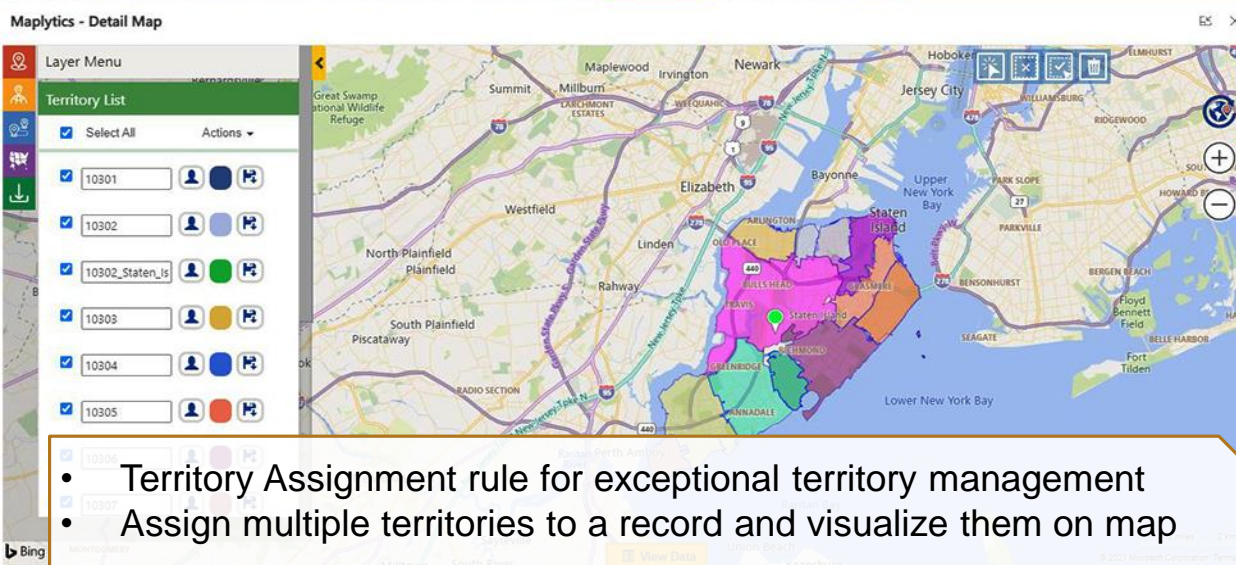
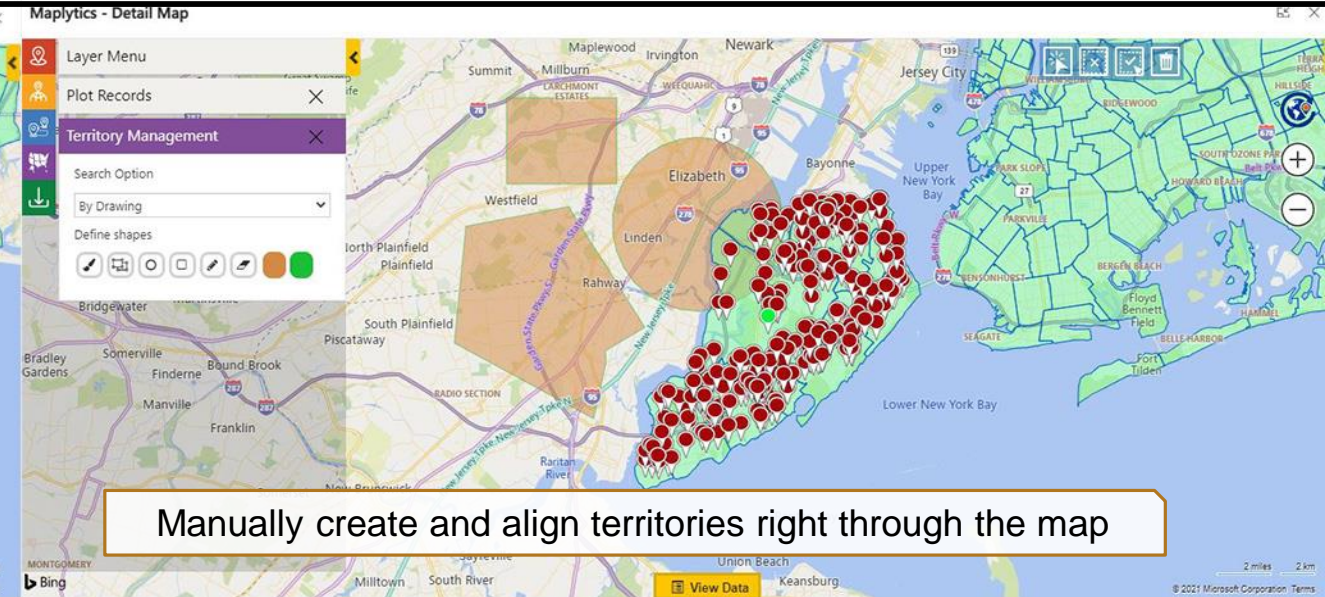
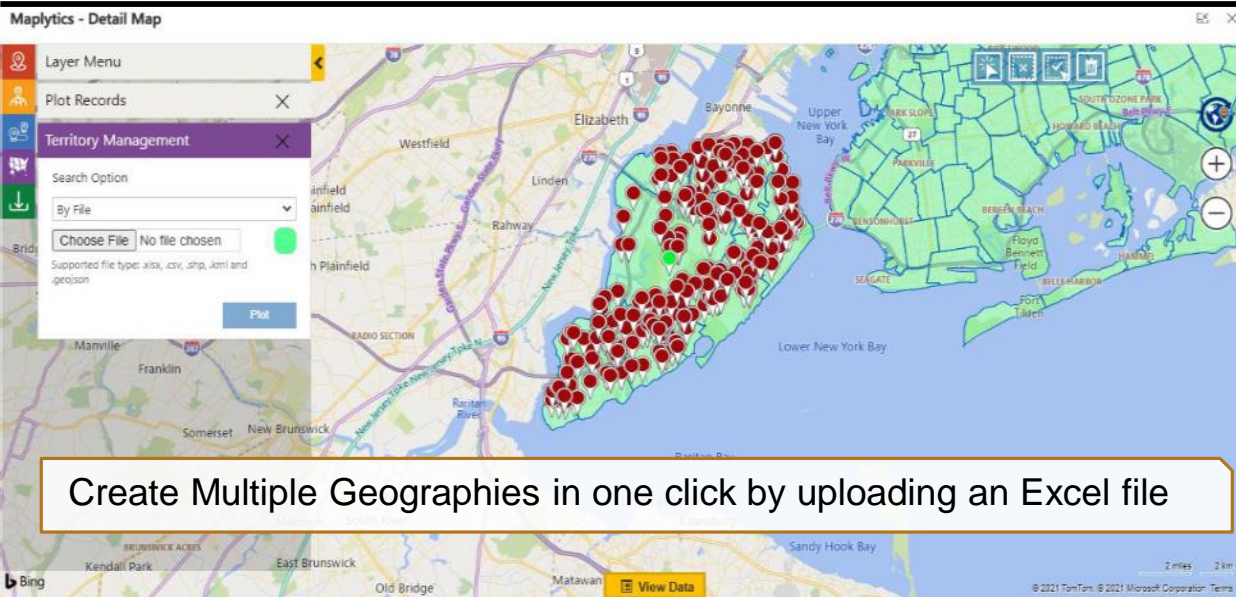
Assign Land

- Assign and visualize lands, real estates or farms on the map

AUTO CREATE AND DRAFT TERRITORIES



TERRITORY MANAGEMENT



PROXIMITY SEARCH

Maplytics - Detail Map

Save Data

- ☒ Marketing List
 - ☐ Add to existing marketing list
 - ☒ Create new marketing list
 -
- ☐ Personal View

Filter

Cluster Map

Current Location

9 Amy Ct, Staten Island, NY 103

Proximity

☒ Distance ☐ Time

3 Miles

☐ Show Travel Distance

All Accounts (443)

<input checked="" type="checkbox"/>	Account Name	Main-Phone	Address 1: City	Email	Status	Industry
<input checked="" type="checkbox"/>	C. DOMINIC CULLE...	21996547839	Staten Island		Active	
<input checked="" type="checkbox"/>	C. ERIC SAFYAN & S...	5093756826	Staten Island		Active	
<input checked="" type="checkbox"/>	C. DOMINIC CULLE...	21996547839	Staten Island		Active	Accounting

200 items per page (443 Selected) 1 - 200 of 443 items

- Quickly find nearby records with Proximity search by distance or time
- Save resultant data as a Marketing list or a Personal view
- Save the searched criteria as a template in Dynamics 365/CRM

CONCENTRIC PROXIMITY SEARCH

Layer Menu

Plot Records

X. FELIX PUSTYLNİK & SONS

DIRECTION SET AS CU... SET AS PO...

1942 at VICTORY BOULEVARD Staten Isl...

Line-of-Sight Distance: 1.76 Miles

Shortest Travel Distance: 3.18 Miles

Account Name: X. FELIX PUSTYLNİK & SONS

Main Phone: 3613865550

Industry: Transportation

Owner: Sam S

Map

X. FELIX PUSTYLNİK & SONS

Line-of-Sight Distance: 1.76 Miles

Shortest Travel Distance: 3.18 Miles

Industry: Transportation

Sales: \$290,000.00

Annual Revenue: \$290,000.00

Perform radius searches up to 3 radii

Filter the data based on Straight line distance, proximity zone or shortest travel distance

Accounts - Staten island (107)

Reset

Related Reco...

Mass Actions

Account N...	Main Phone	Address 1:...	Primary C...	Address 1:...	Email	Industry	Territory	Website	Annual Re...	Shortest T...	Line-of-Si...	Proximity ...
X. FELIX PUS...	3613865550	Staten Island		USA	joseph10369...	Transportation	Territory3	www.inogic1...	290000	3.18	1.76	3
X. FELIX TAM...	40835986676	Staten Island		USA	albert10642...	Transportation	Territory3	www.inogic1...	290000	3.58	2.24	3

1

200 items per page

(107 Selected) 1 - 107 of 107 items

QUICK CALL TO ACTIONS

Maplytics - Detail Map

Plot Records

JAHMAL SABAHA & SONS

→ DIRECTION → SET AS CU... → SET AS PO...

207-255 Hampstead Road SA

Account Name: JAHMAL SABAHA & SONS

Main Phone: 42 8222 1600

Industry: Transportation

Owner: Sam S

Take An Action

Icons: Folder, User, Group, Gear, Mail, Calendar, etc.

Action Buttons

- Open Record Form
- Change Owner
- Plot Related Record
- Run on-demand Workflows
- Create Activities
- Associate Records

Map Data:

- Western Australia
- Tasman Sea
- NEW ZEALAND
- Wellington

Table: All Accounts (35)

	Account Name	Main
<input checked="" type="checkbox"/>	DARIO PASQUARIELLO & ...	42 884
<input checked="" type="checkbox"/>	DAVID MAYERFELD & SONS	42 884
<input checked="" type="checkbox"/>	ELIZABETH DI SALVO & S...	42 820

Table: Account Details

Email	Status	Industry	Owner
	Active	Insurance	Sam S
	Active	Accounting	Sam S
	Active	Social Service	Sam S

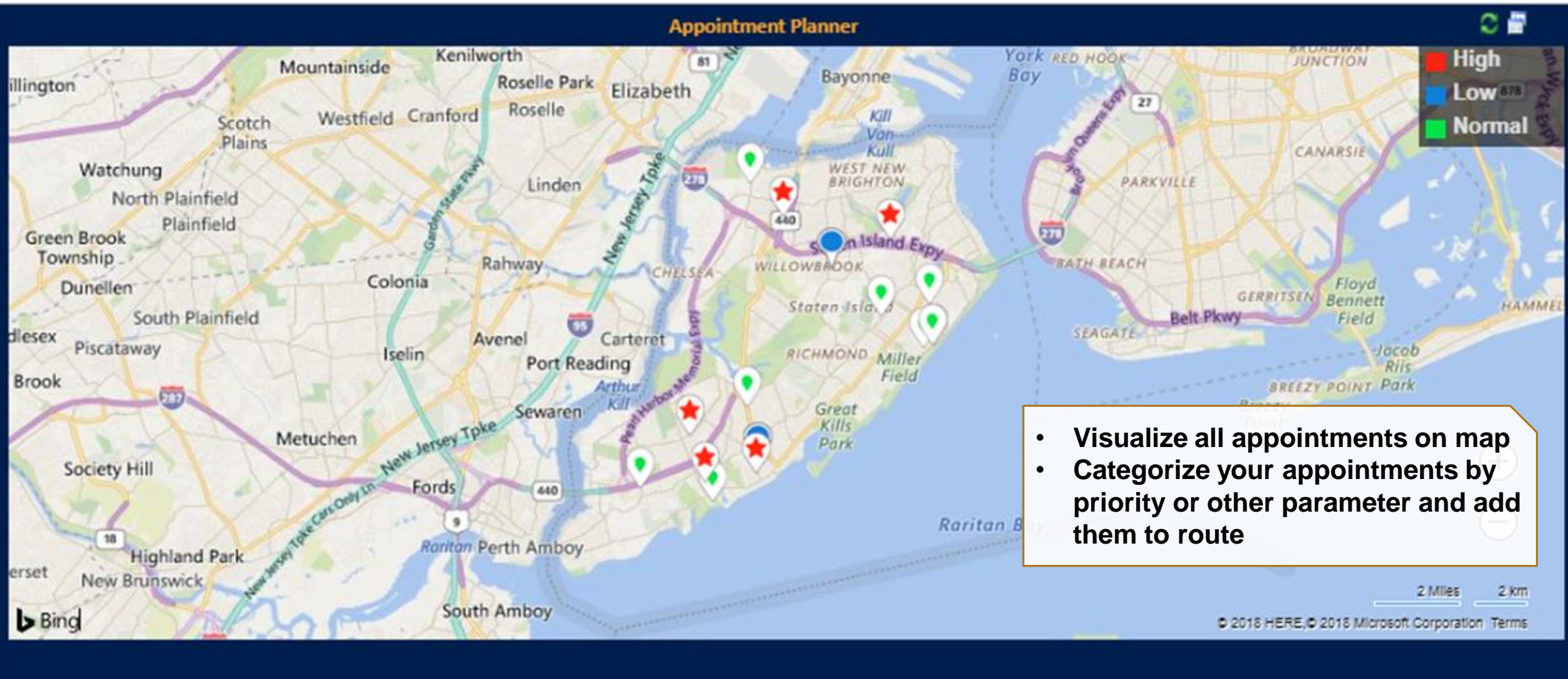
Mass Actions

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

(35 Selected) 1 - 35 of 35 items

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

APPOINTMENT PLANNER



ROUTE OPTIMIZATION & SHARING

Maplytics - Detail Map

Directions

Options

- ☒ Miles ☐ Kilometres
- ☐ Shortest Time ☒ Shortest Distance
- ☒ Optimize Directions ☒ Avoid Highways
- ☐ Avoid Toll Roads ☒ Traffic
- ☒ Along The Route 0.5 Miles

Destinations:

- A 10 Ellsworth Ave, New York, NY
- B E. CLYDE PORTER & SONS: 5!
- C K. DOMINICK DEPINTO & SON
- D N. RONEN SHARON & SONS: 2
- E 123 Harold St, Staten Island, NY

+ Add destination

⌚ Leave now **Go**

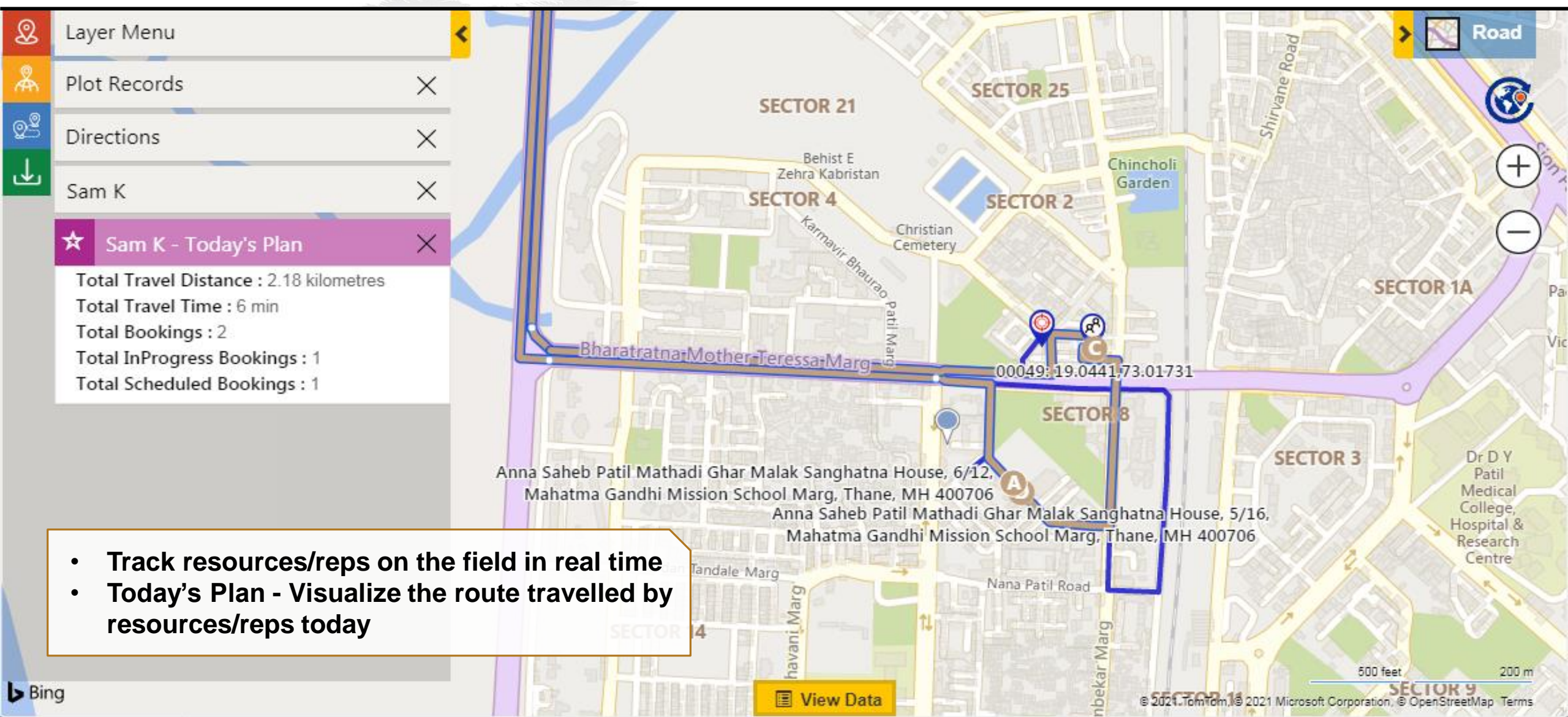
Map Features:

- Map of Staten Island, NY, showing a highlighted route (blue line) and data points (green circles labeled A, B, C, D, E).
- Map labels include: Linden, Rahway, Port Reading, Sewaren, William, Perth Amboy, Elm Park, WEST NEW BRIGHTON, BOROUGH PARK, NEW UTRECHT, South Beach Wetlands, Pralls Island, Bulls Head, Tot Hill, 123 Harold St, Staten Island, NY 10314, K. DOMINICK DEPINTO & SONS: 2795 at RICHMOND AVENUE Staten Island NY, 10 Ellsworth Ave, New York, NY 10312, Woods of Arden.
- Map controls: Zoom in (+), Zoom out (-), Full screen (X), Map data (E).
- Map data source: Bing.
- Map data copyright: © 2021 TomTom, © 2021 Microsoft Corporation Terms.

View Data

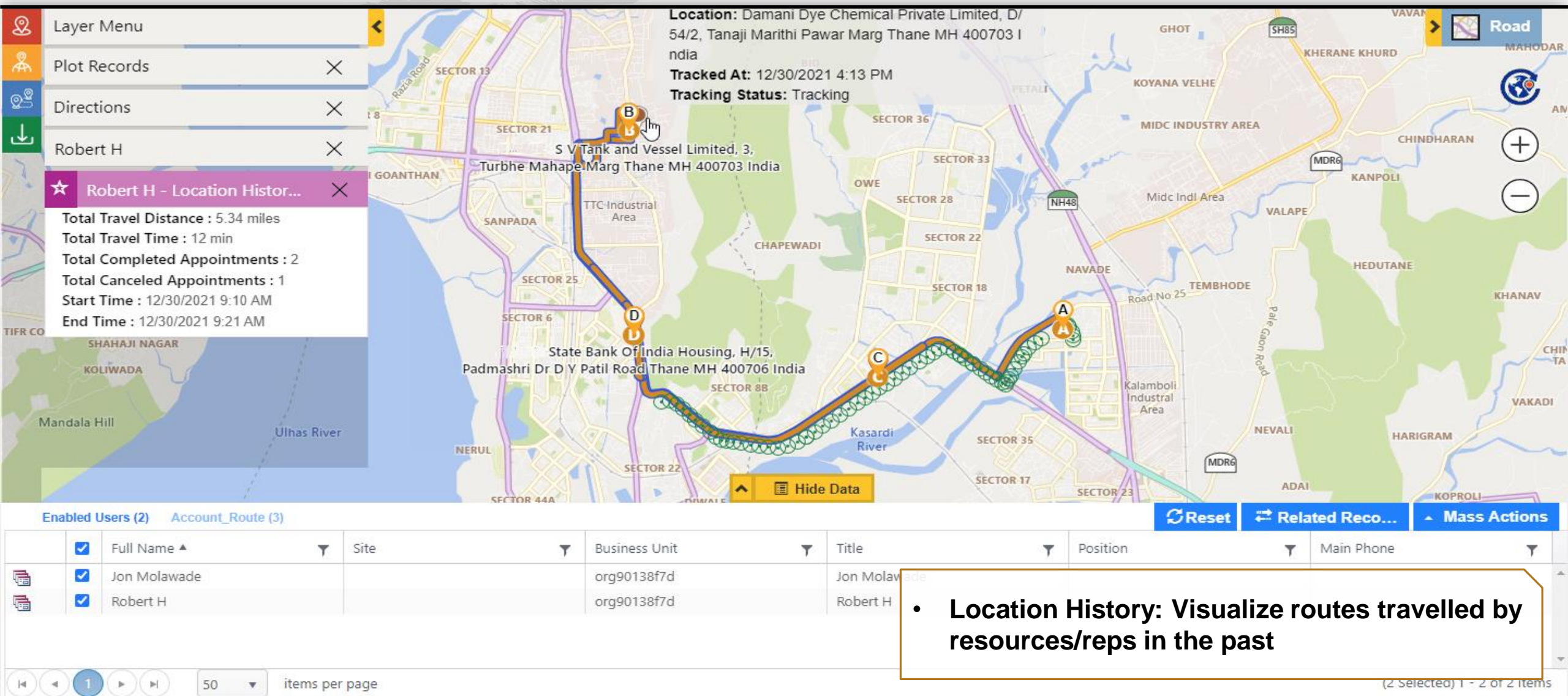
- Build an optimized Route
- Save, Print or Share these Routes via Email
- Quickly switch to Google Map/Waze app for turn-by-turn navigation
- Overlay data points on the route
- Search CRM records falling Along the route
- Copy and share navigation links
- Configurable route email details

Real Time Tracking

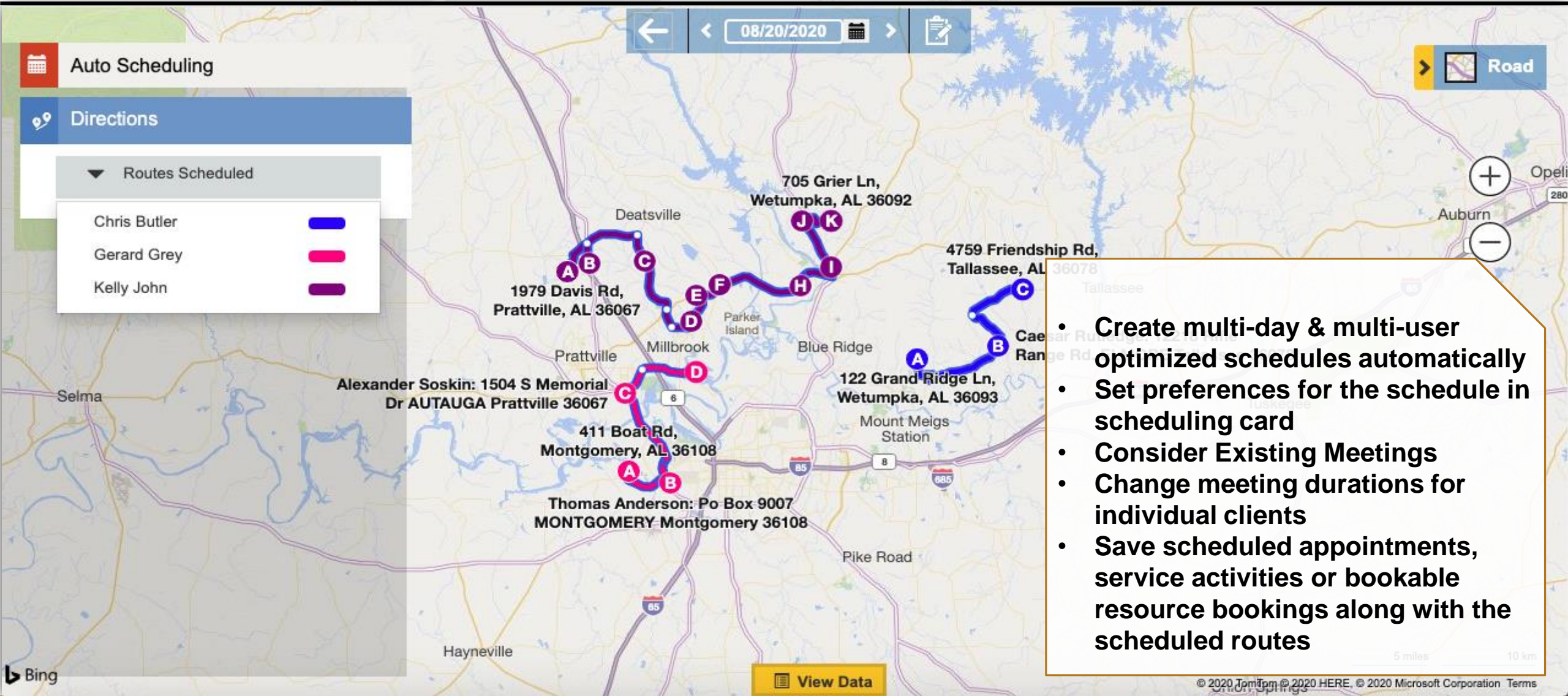


- Track resources/ reps on the field in real time
- Today's Plan - Visualize the route travelled by resources/ reps today

Real Time Tracking



AUTO SCHEDULING



CHECK-IN/CHECK-OUT ON FIELD

Maplytics - Detail Map

Layer Menu

Plot Records

N. GLEN IRWIN & SONS

→ DIRECTION → SET AS CU... → SET AS PO...

149 at ELKHART STREET Staten Island NY

Account Name: N. GLEN IRWIN & SONS
Main Phone: 19008977615
Industry: Consulting
Owner: William Smith

Take An Action

Check-Out

Add Notes Here...

Select Attachment

Choose File No file chosen

Supported file type: .xlsx, .txt, .xml, .png, .jpeg, .jpg, .svg, .docx, .pdf, and .ods

Check-Out Time *

Reason *

Select Reason

Create

View Data

- Register arrival and departure for meetings
- Keep a track of field team's daily activities and performance
- Define Geofencing for Check-In/Out by field reps
- Visualize Check-In/Check-out records and find invalid ones
- Create notes & add attachments while checking-in/out
- Create pending check-in/out records for exceptional cases

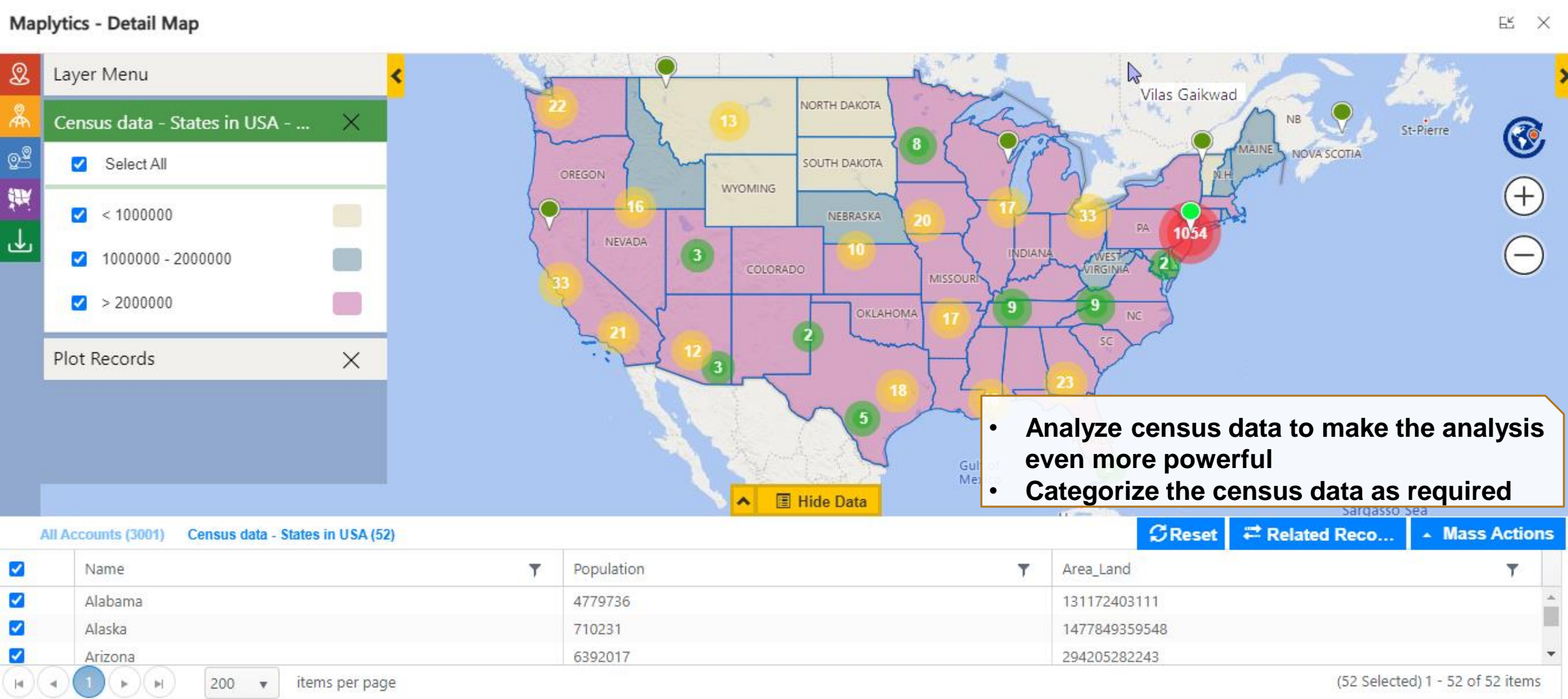
SHAPE OPERATIONS

Maplytics - Detail Map

The screenshot displays the Maplytics application interface. On the left, a sidebar contains several sections: 'Layer Menu' with a location pin icon, 'Plot Records' with a close button, 'Filter' with a toggle for 'Cluster Map' and 'Define shapes' tools, 'DataSource' with 'Select Datasource' and 'Select Category' dropdowns, and 'Overlay' with 'Save Template' and 'Search' buttons. The main map area shows a map of Staten Island with a green polygon and a red circle. A context menu is open over the shapes, listing the following options: 'Create New Record', 'Shape Operation' (with a right arrow), 'Directions' (with a right arrow), 'Add To Route', 'Set As Current Location', 'Set As POI Location', 'Save Settings' (with a right arrow), 'Undo', 'Reset', 'Difference', 'Intersection', 'Union', 'Union Aggregate', and 'Disjunctive Union'. The right sidebar features a globe icon, a zoom in (+) button, and a zoom out (-) button. The bottom of the screen shows a blue banner with the website 'www.inogic.com' on the left, 'www.maplytics.com' in the center, and 'Maplytics™ by Inogic' on the right. The bottom right corner of the map area includes a scale bar for 2500 feet and 1 km, and copyright information: '© 2021 TomTom, © 2021 Microsoft Corporation Terms'.

- Perform binary shape operations like Difference, Intersection, Union, Union Aggregate, and Disjunctive Union on drawn shapes to get desirable resultant shape

CENSUS DATA VISUALIZATION



SHAPE/EXCEL FILE LAYER INTEGRATION

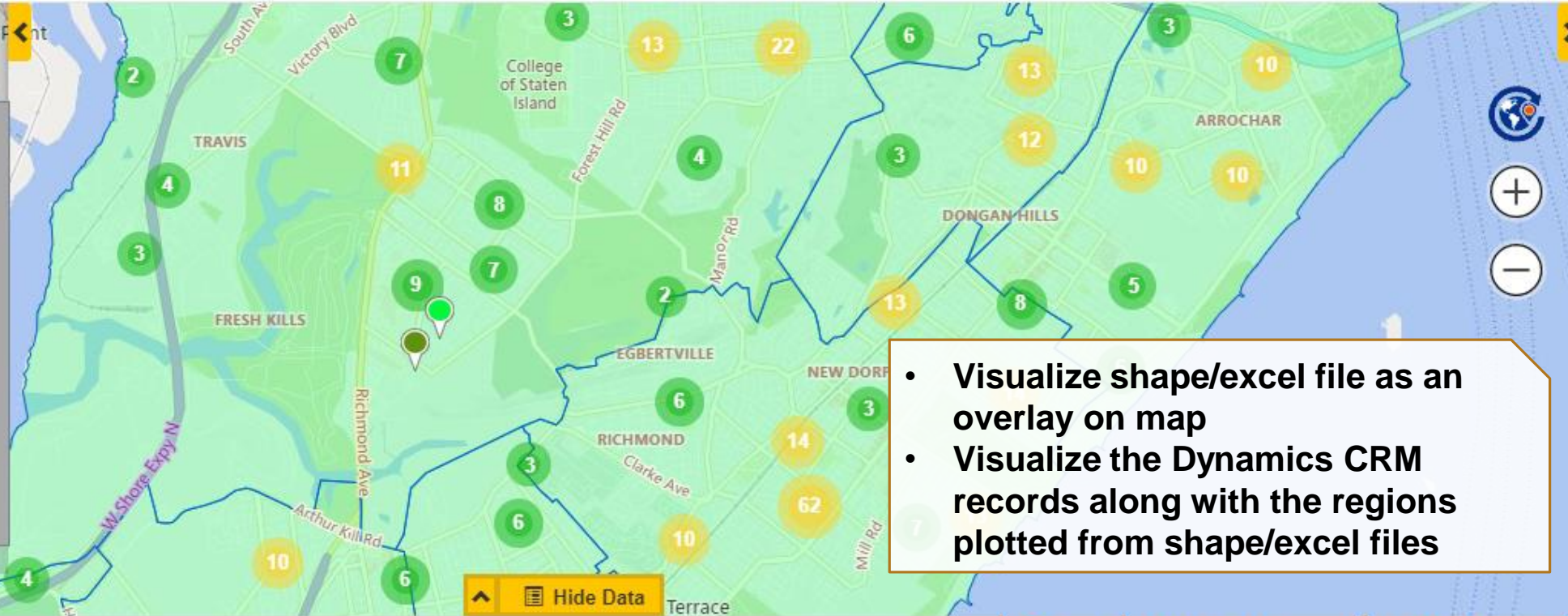
Maplytics - Detail Map



Staten Island

Area: 44.08 Square Kilometer
POPULATION: 85430.00000000
AREA: 473985727.13005400
STATE: NY
ZIPCODE: 10314
Total Records: 163

Account - (All Accounts): 163
Avg. Annual Revenue (Average):
\$2,058,797.76
Sales (Sum): \$20,185,807.00
Sum Annual Revenue (Sum):
\$92,645,899.00



- Visualize shape/excel file as an overlay on map
- Visualize the Dynamics CRM records along with the regions plotted from shape/excel files

new_york_shape file (263)

All Accounts (3001)

Reset

Related Reco...

Mass Actions

<input checked="" type="checkbox"/>	AREA	COUNTY	POPULATION	SHAPE_AREA	STATE	ZIPCODE
<input checked="" type="checkbox"/>	22699295.45941450	Queens	18681.00000000	0	NY	11436
<input checked="" type="checkbox"/>	41972104.07141980	Kings	83866.00000000	0	NY	11212
<input checked="" type="checkbox"/>	29631004.43793900	Kings	62426.00000000	0	NY	11213


1 2


200 items per page


(263 Selected) 1 - 200 of 263 items


NEARBY PLACES


Maplytics - Detail Map


 Layer Menu

 Plot Records X

 POI X

 Hotels X

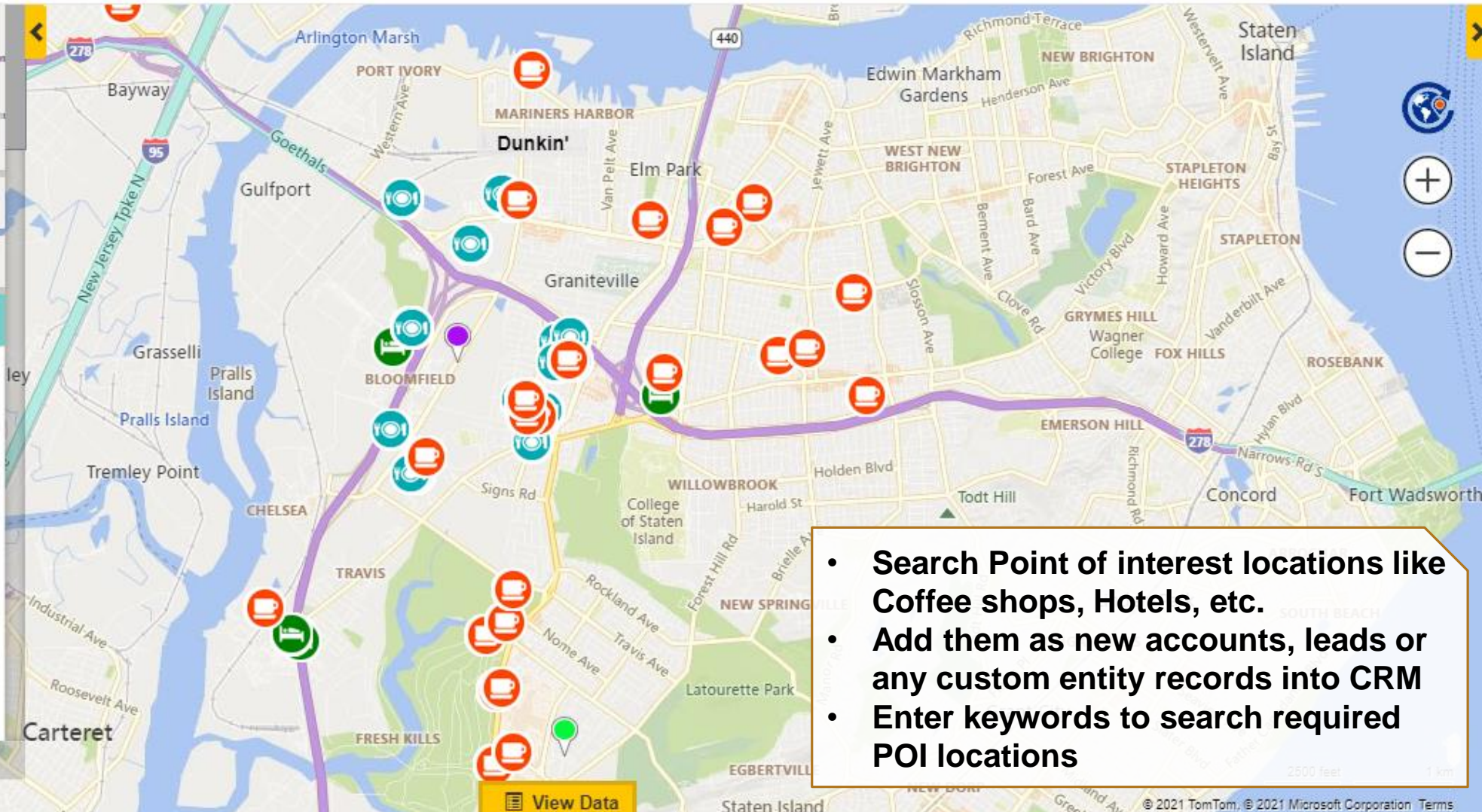
 Restaurants X

 Coffee X

Coffee Holding Company
3475 Victory Blvd, Staten Island, NY, 10314
(718) 832-0800
<http://coffeeholding.com/>

Dunkin'
2222 Forest Ave, Staten Island, NY, 10303
(718) 442-6630
https://www.dunkindonuts.com/?utm_source

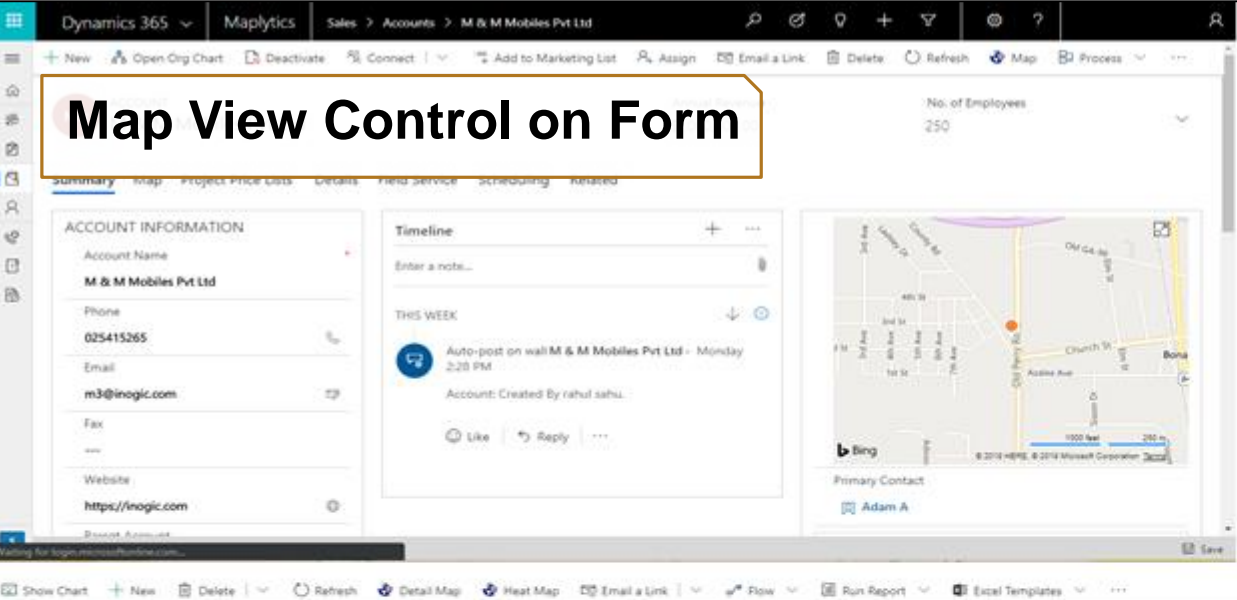
Unique Coffee Roasters
3075 Richmond Ter, Staten Island, NY, 10303
(718) 815-2044



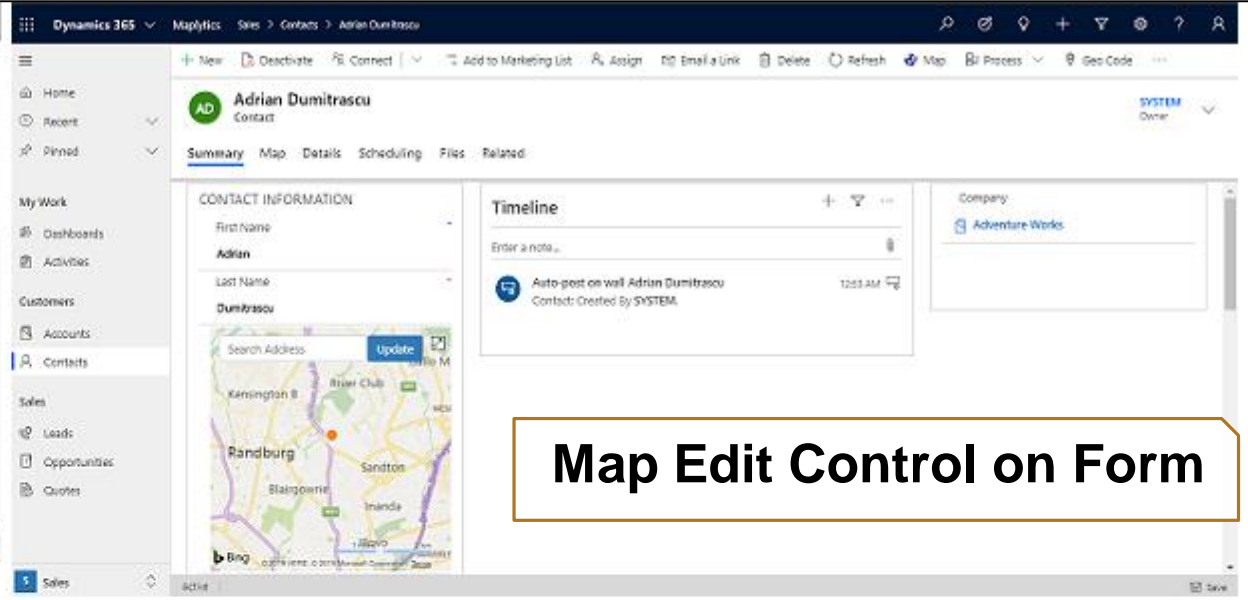
- Search Point of interest locations like Coffee shops, Hotels, etc.
- Add them as new accounts, leads or any custom entity records into CRM
- Enter keywords to search required POI locations

PCF Map Controls

Map View Control on Form



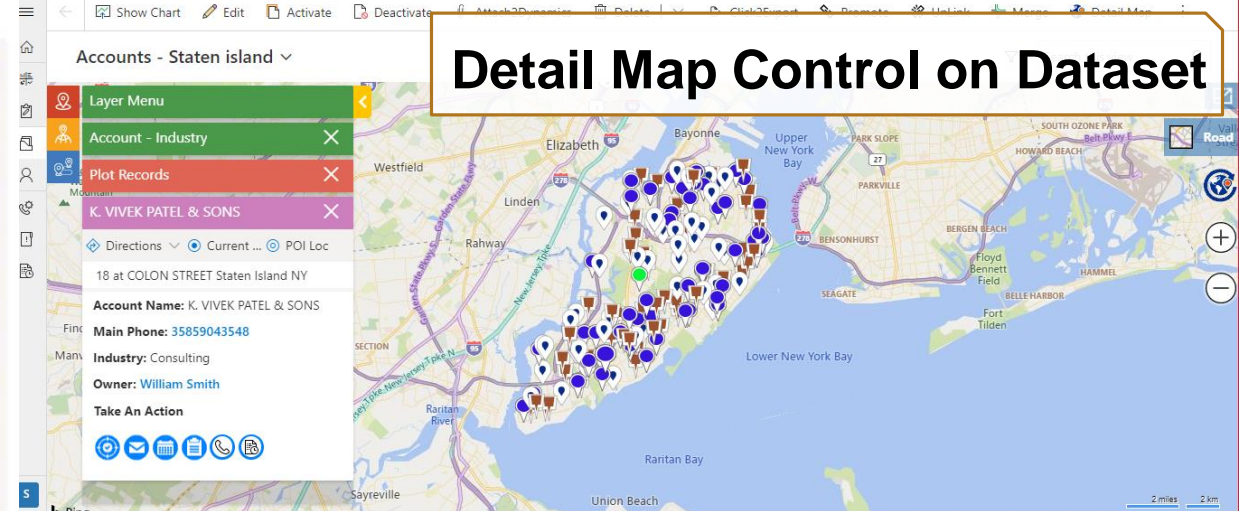
Map Edit Control on Form



Detail Map Control on Dataset



Map View Control on Dataset

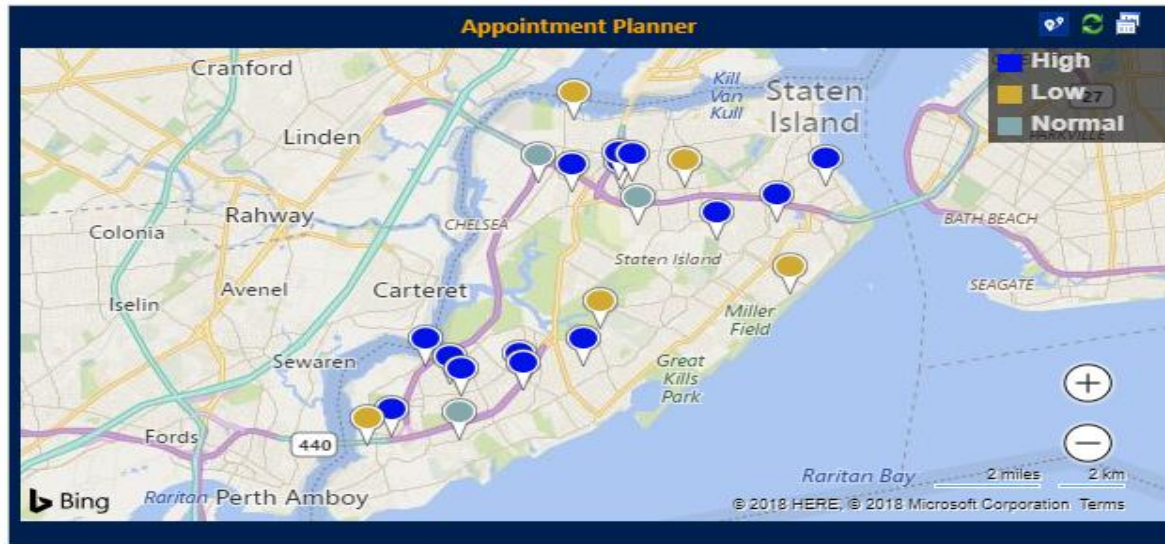


Multiple Search Layers in Detail Map Control

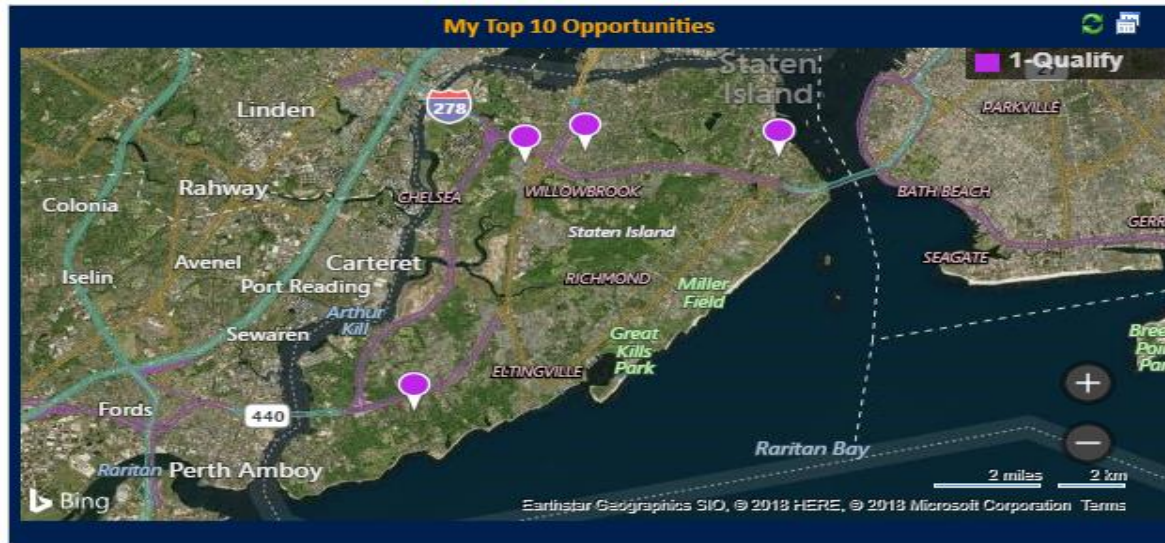
The screenshot displays the Maplytics application interface. On the left is a sidebar with navigation options: Home, Recent, Pinned, My Work (Dashboards, Activities), Customers (Accounts, Contacts), Sales (Leads, Opportunities, Quotes), and Sales. The main area features a map of the Southeastern United States, including parts of Alabama, Georgia, South Carolina, and Louisiana. The map is populated with numerous data points represented by black and pink pins. A green shaded region is visible on the map. Overlaid on the map is a 'Layer Menu' panel with two sections: 'Search 1' and 'Search 2'. Each section contains a toggle switch and two layer options: 'Region Layer' and 'My Active Accounts'. Both 'Search 1' and 'Search 2' are currently active. A red 'Plot Records' panel is also visible at the bottom of the layer menu. The top of the interface includes a header with 'Dynamics 365 | Maplytics' and a toolbar with various controls like 'Show Chart', 'New', 'Delete', 'Refresh', 'Detail Map', 'Heat Map', 'Email a Link', 'Flow', and 'Run Report'. A search bar at the top right says 'Search this view'. At the bottom right, a text box contains the text: 'Visualise results from Multiple search options on the same map'. The bottom of the image features a blue banner with the website 'www.inogic.com' on the left, 'www.maplytics.com' in the center, and 'Maplytics™ by Inogic' on the right.

ANALYTICAL DASHBOARD

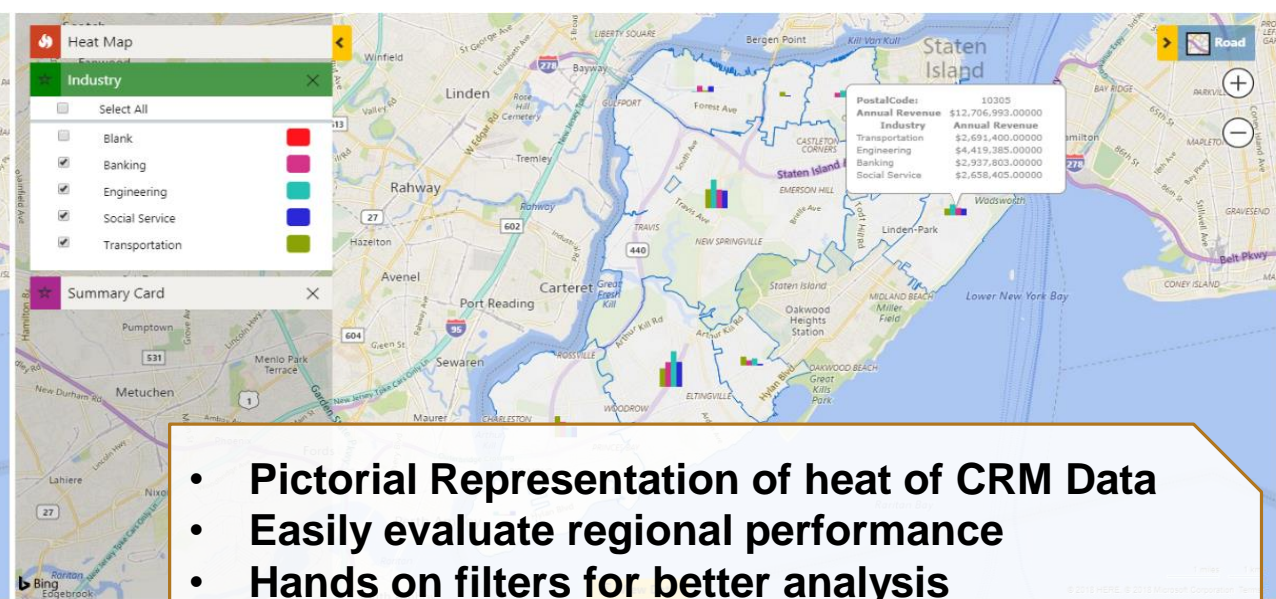
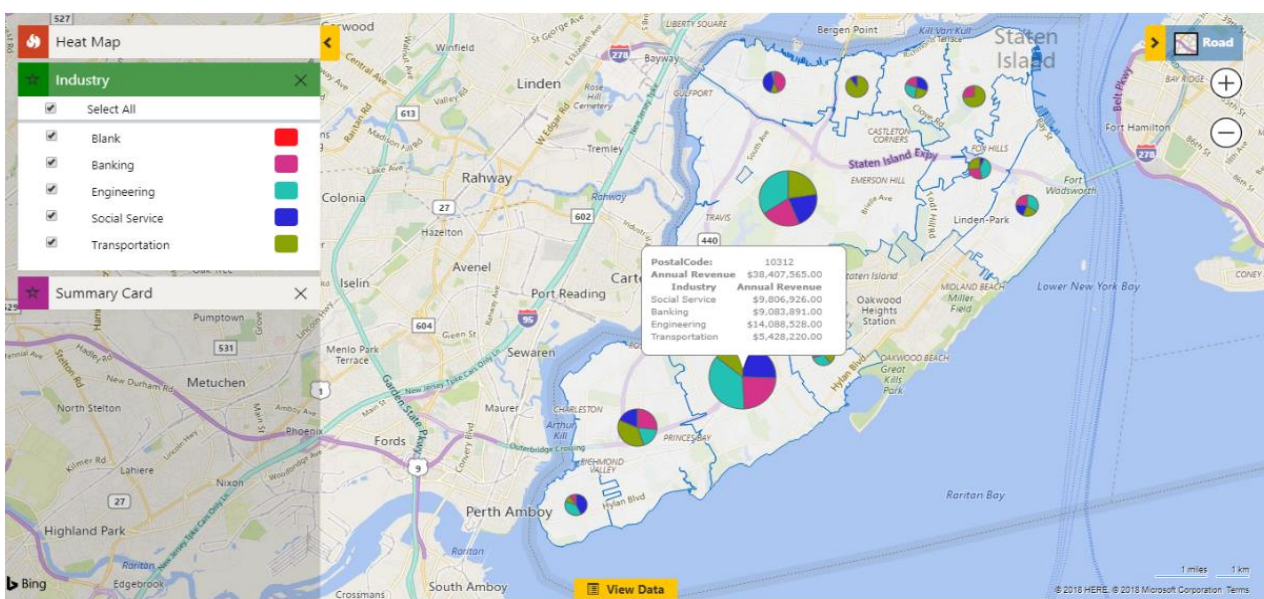
- Easy way to visualize & analyze data



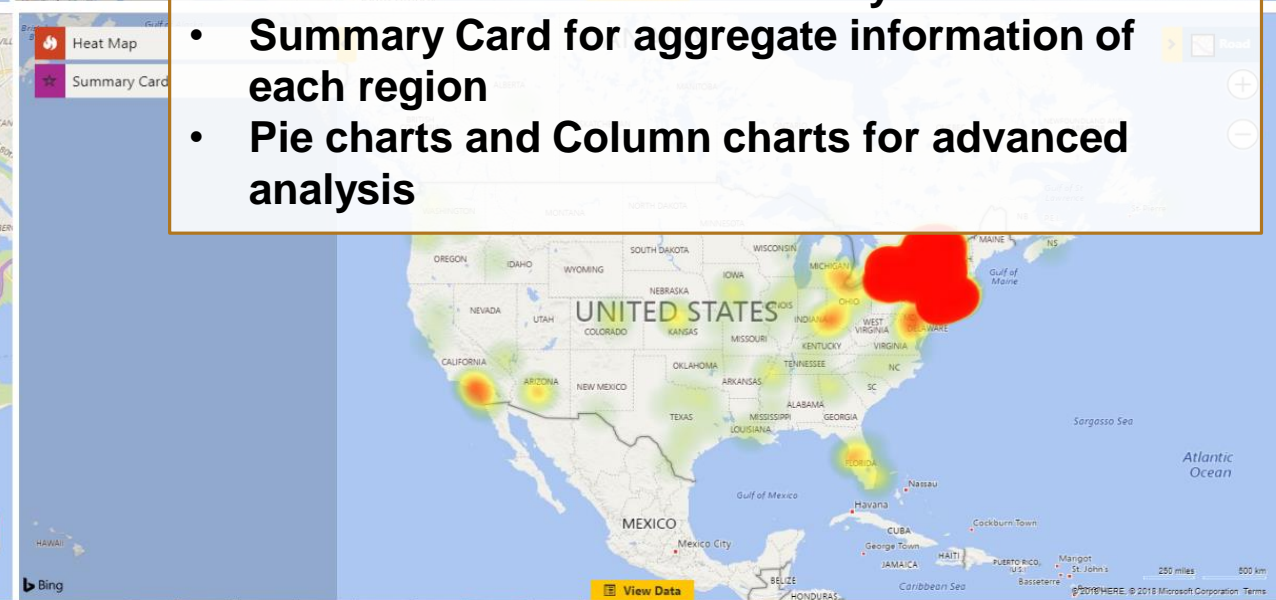
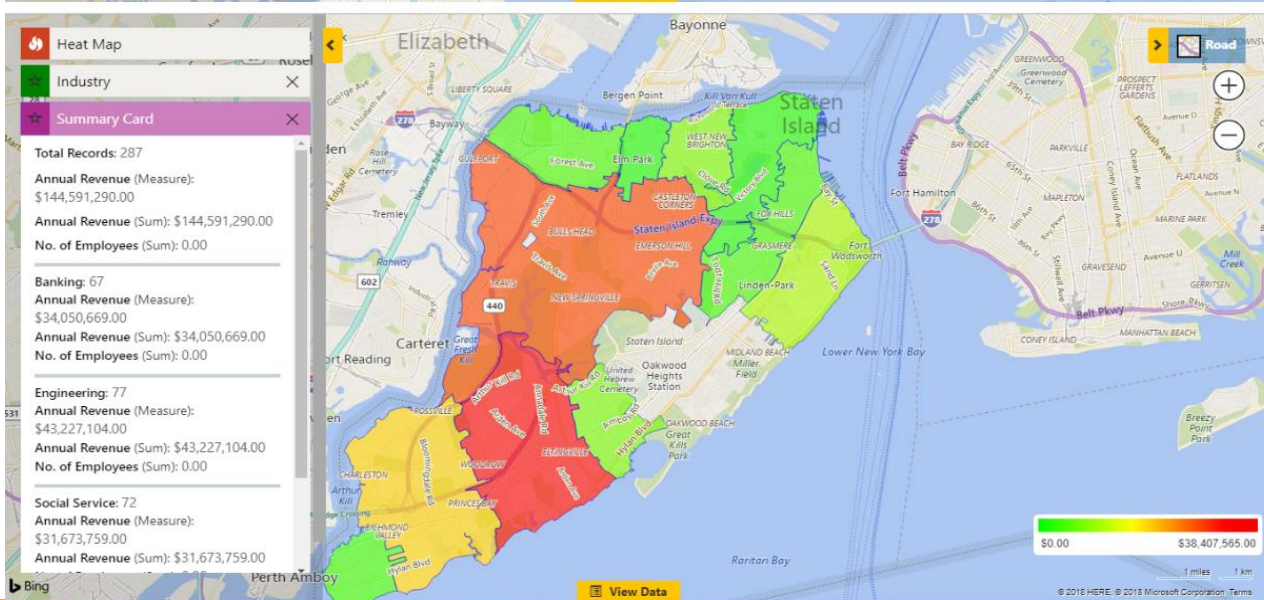
- Easily create & configure dashboard views



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 advanced analysis

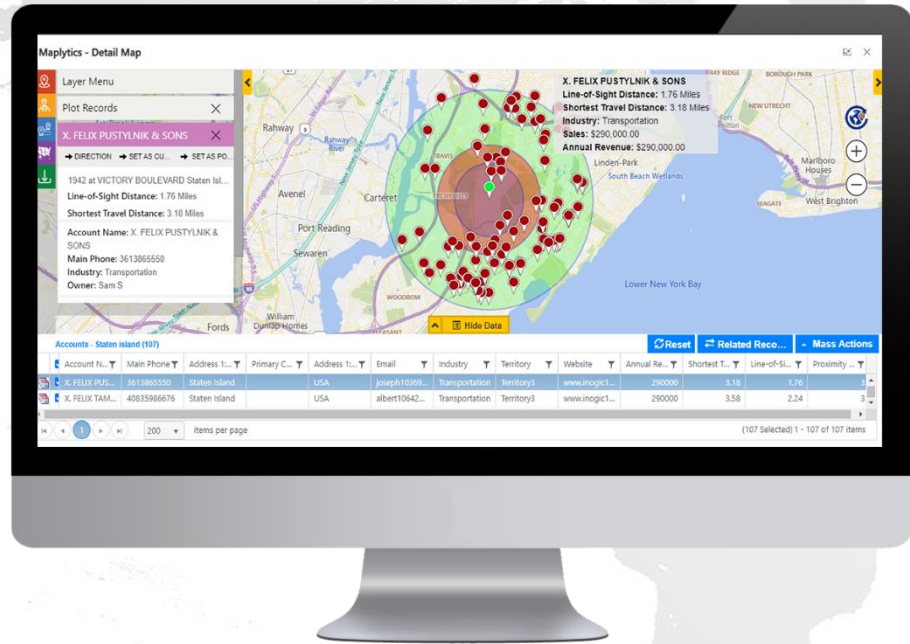


Common Use Cases

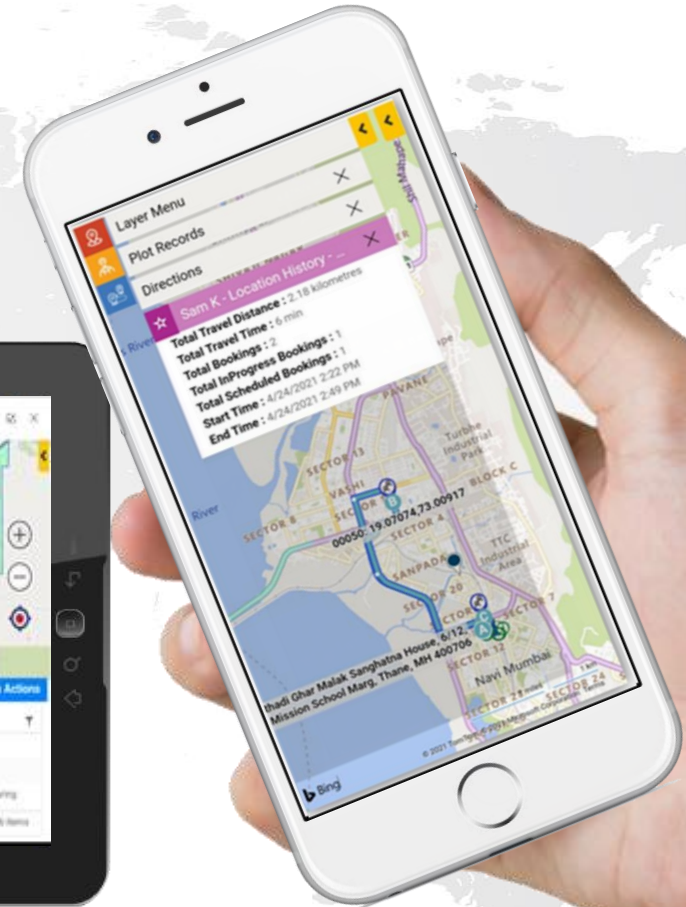
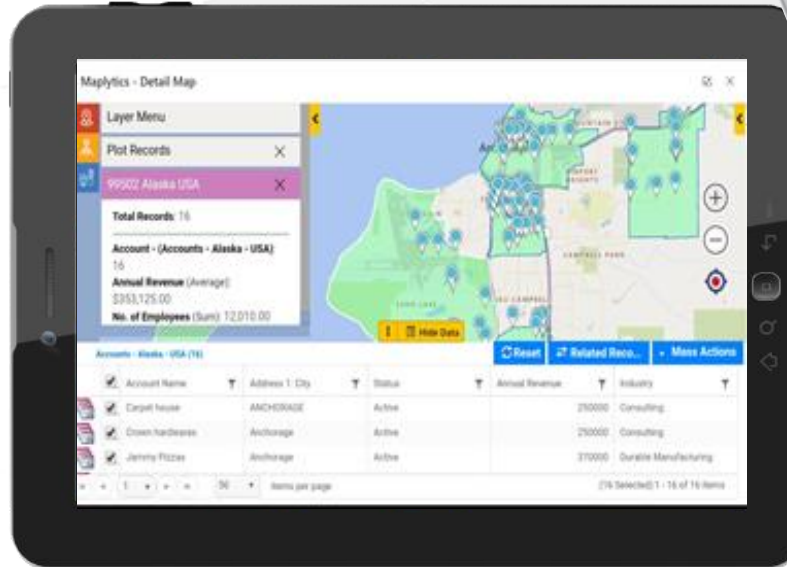
- Build or realign **Sales Territories** on basis of count of records for my field professionals
- Reducing travelling expenses through **optimized automated schedules**
- Track my technicians/sales reps **in real-time**
- One of my clients has **cancelled his meeting**, search for near-by clients or POI locations
- View geographic insights of data on CRM page with **PCF controls**
- Ideal **location** for my **next marketing event** ?
- Which **region** is performing well in terms of **sales** ?
- Analyse **shape/excel** files along with the records on the same map as an **Overlay**
- Provide **selective access** of geo-mapping to your users
- View my **lost leads** in last 6 months in analytical dashboards
- Where and how big are the **lands owned** by my clients
- What is the **demographics** of the population for a particular region ?

Device Compatibility

Desktop



Tablet



Mobile



THANK YOU

Email us on crm@inogic.com

Website: www.inogic.com | www.maplytics.com

Online Help file: <https://docs.maplytics.com/>



@maplytics



@inogic



@maplytics



@inogicindia



@inogicindia