



maplytics.

inogic

LOCATIONAL INTELLIGENCE

SIMPLIFIED!

Microsoft
Solutions Partner

Business Applications
Certified software
Maplytics



A simplified, multi-language geo-analytical solution for increased business productivity!

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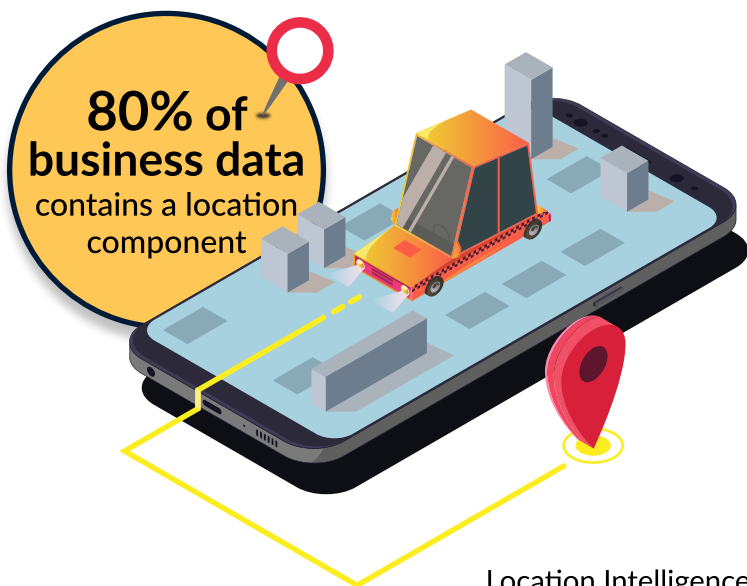


Maplytics is a powerful geo-analytical app for Microsoft Dynamics 365, supporting Dataverse and UCI. It empowers businesses by uncovering advanced geographical insights from CRM data. Maplytics recently became the first geolocation solution to earn the designation 'Solution Partner with Certified Software' on the Microsoft Business Application marketplace. It is globally acclaimed and seamlessly used by thousands of Sales and Service Reps using Dynamics 365, across devices and industries. Maplytics also enables Business Management to perform rapid analysis using Analytical Dashboards, Detailed Maps, and Heat Maps.

Maplytics enhances field professionals' efficiency and productivity with Optimized Routing, Territory Management, Radius Search, and Auto Scheduling. It also enables marketers to launch localized campaigns for better customer engagement. With an advanced UI for mobile and tablets, Maplytics revolutionizes the Dynamics 365 mapping experience through geospatial visualization, optimized routing, and **location analytics in 12 different languages** such as German, French, Spanish, Portuguese, Turkish, Hungarian, Dutch, Arabic, Polish, Italian and Russian along with English as the default language.

Technology Partner

Maplytics utilizes the power of Bing/Azure Maps to help businesses around the world plot, plan, and analyze CRM data on a rich and interactive map interface within Dynamics 365 CRM, Power Apps, and Canvas Apps.



80% of business data contains a location component

Why Location Intelligence?

Digital transformation has led to a surge in petabytes of data generated annually by enterprises. Data-driven organizations analyze big data to improve processes, sales, service, marketing, and customer engagement. However, BI tools often overlook one key factor: **Location!**

Location Intelligence connects different silos of business data and is the best way for companies to know where they stand in the present and strategize for the future. Location Intelligence empowers businesses to see the bigger picture and analyze the 'Locational' aspect of the business data.



30% of mobile searches are related to a location



8 in 10 marketers worldwide use location targeting

Location is an intrinsic component of business data and adding location intelligence to the data can help organizations to find out where their Leads, Opportunities, and Customers are on a map and assist them to improve relationships with existing and potential clients.



Map Visualizations

Maplytics extracts latitude and longitude from Dynamics 365 records, offering various ways to plot them on a map. Users can customize their map view with personalized pushpin icons and highlight specific pushpins as needed.

Users can plot Dynamics CRM data

By Location:

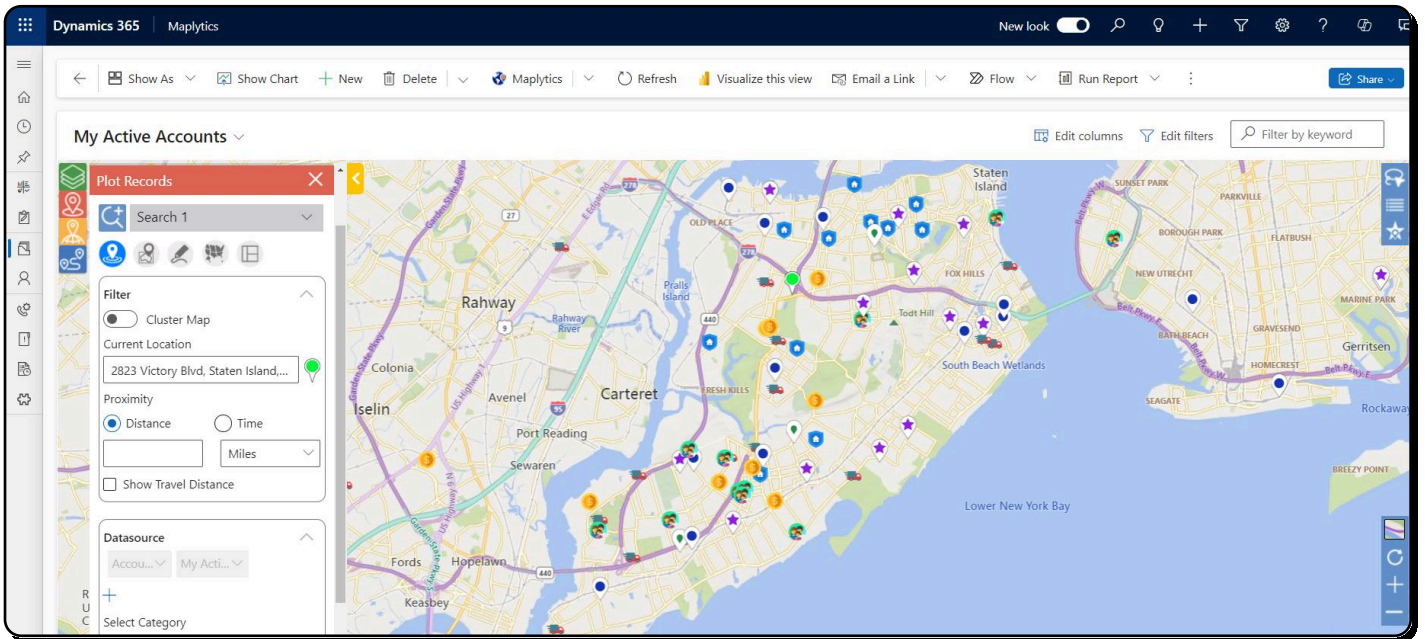
Quick radius and proximity search using distance or time to find nearby records.

By Region:

Look for records based on geographical areas like City, State, Country, County Postal Code, etc.

By Drawing:

Define the search area using the drawing tool. Supported shapes include freehand drawing region, Polygon, circle, etc.



By File:

Within 'By Drawing', the 'By File' option helps the user to filter data by uploading a .zip, .shp, .kml, or, .geojson file.

By Territory:

Users Visualize records in pre-defined sales territories.

By Template:

Save search templates and plot data using saved search criteria.

Plot External Data:

Users can also instantly upload and map external files like Excel spreadsheets without importing data into Dynamics 365 or using extra storage.



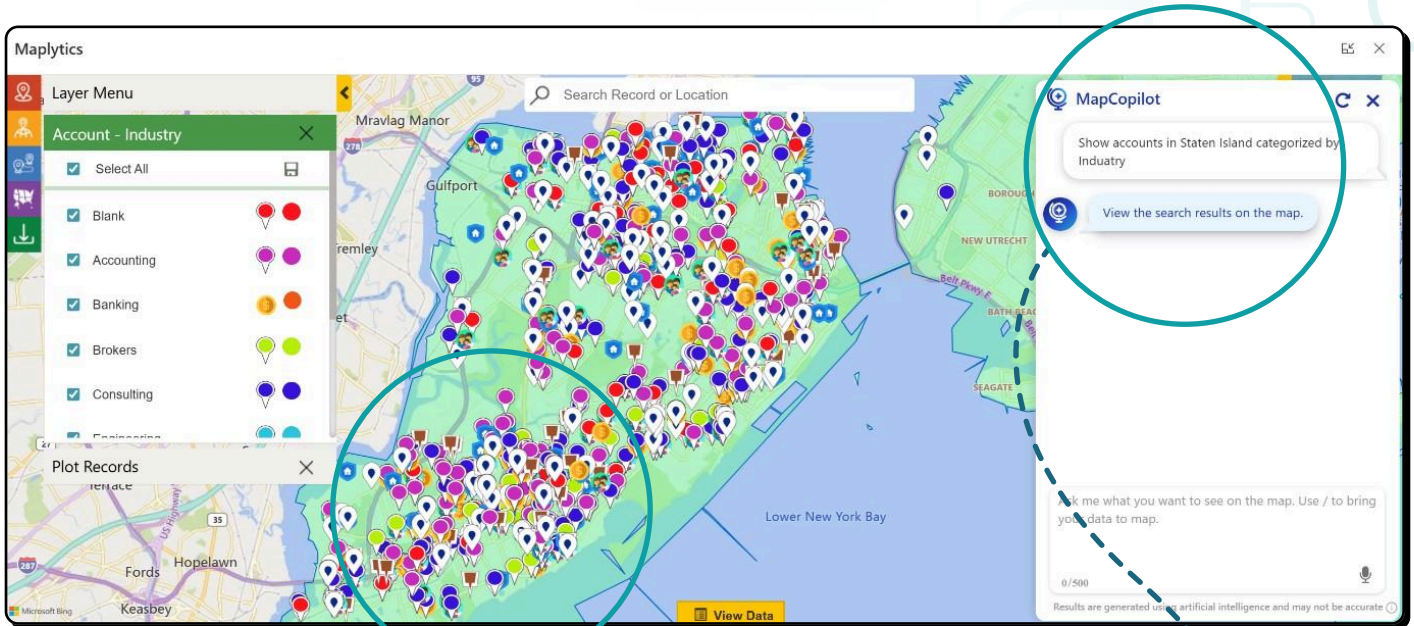


MapCopilot™

Joining the AI wave is **MapCopilot**, the AI-powered search assistant by Maplytics!

It is an intelligent in-app partner, guiding users through key features, helping them complete tasks more efficiently, and enhancing their interaction with maps inside Dynamics 365.

Just click on **MapCopilot** on the **Maplytics Detail Map** and get started. Efficiently perform proximity, region-based, POI searches, and optimized routing.



Results of the prompt categorized and plotted on the map.

Simple prompts given in human language!

It's now available in the latest solution. Download and import it from our website to start leveraging AI and streamlining your map-based queries.



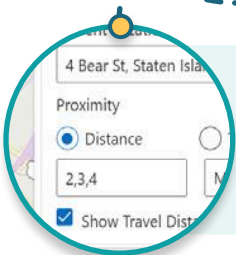
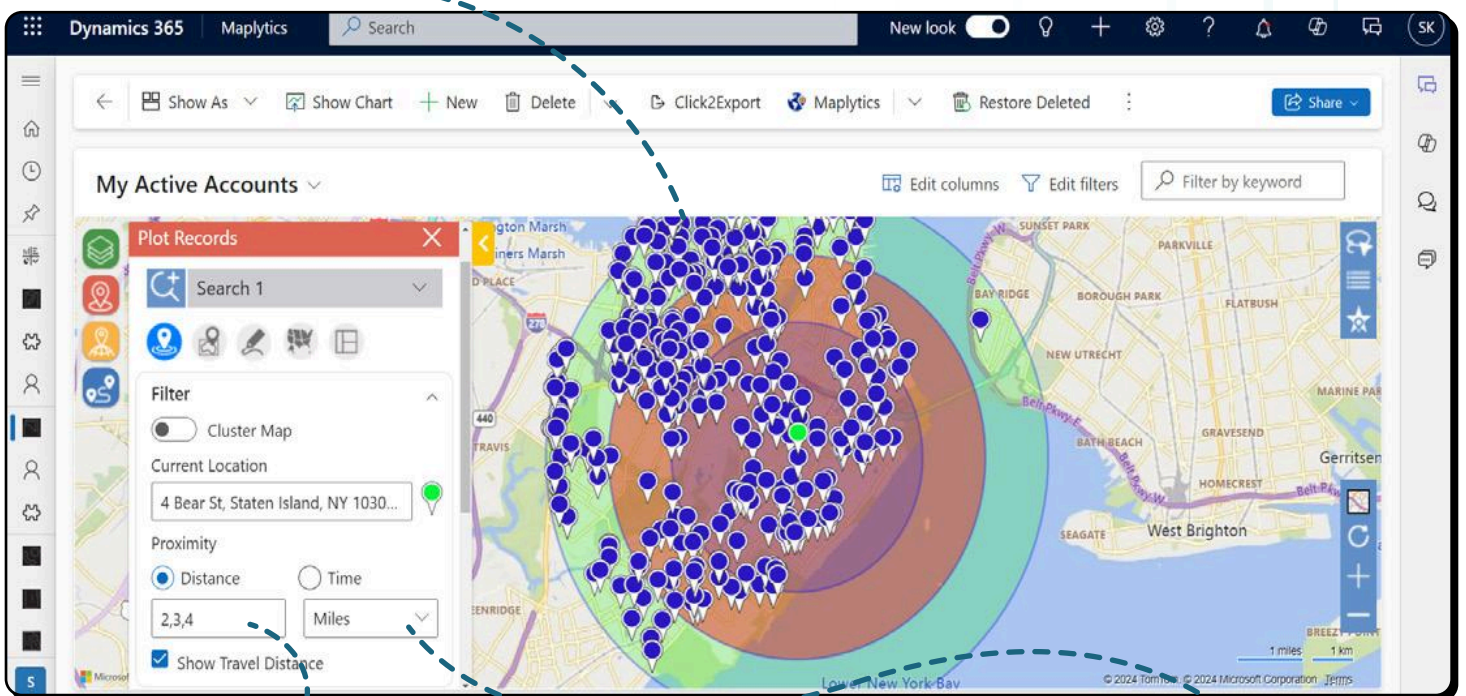


Radius/ Proximity Search

With Radius/ Proximity Search, Maplytics enables users to plot the records within a specific proximity in terms of distance or time.

Concentric Proximity Search

Users can specify up to 3 radii and plot records in concentric proximity zones. The records in each zone can be further filtered for quick actions.

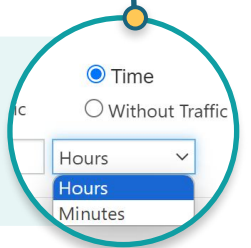


By Distance

Users can specify a 'current location' along with a radius they are willing to travel and plot all the records within it. They can check the straight-line distance and actual travel distance to each record.

By Time

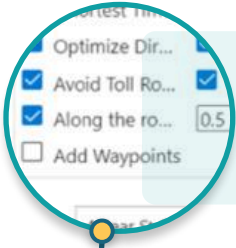
By specifying the time willing to travel in hours or minutes, with and without traffic, users can visualize every record's travel distance and time within the drive time zones





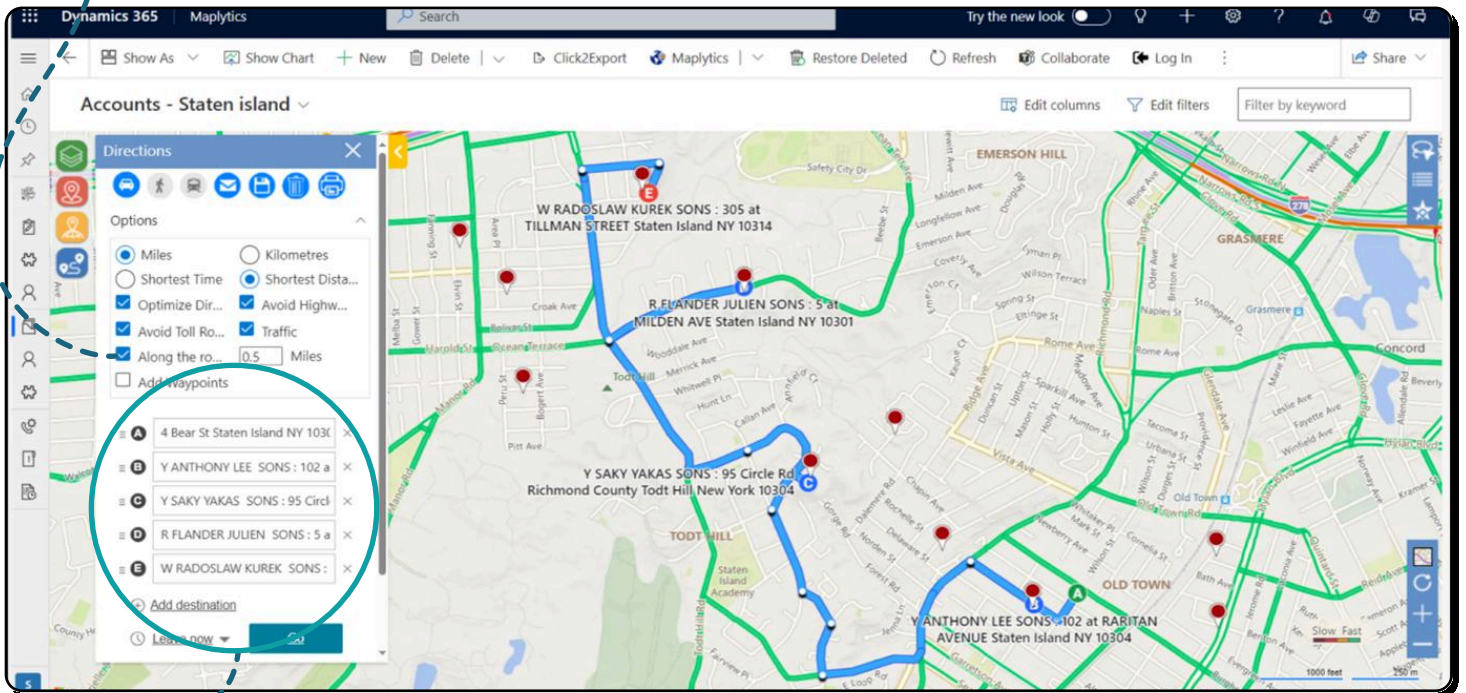
Route Optimization + Truck Routing

Route Optimization enables users to plot optimized routes that are shortest in travel time or distance within live traffic conditions. The data points can be added using the 'Add to Route' option.. Truck Routing allows users to follow routes defined for trucks with specifications like dimensions, loaded material, etc. defined.



Along the Route Search

Records lying Along the Route within a user-specified distance can also be added to the plotted route.



Redirect to Google Maps, Apple Maps, or Waze App

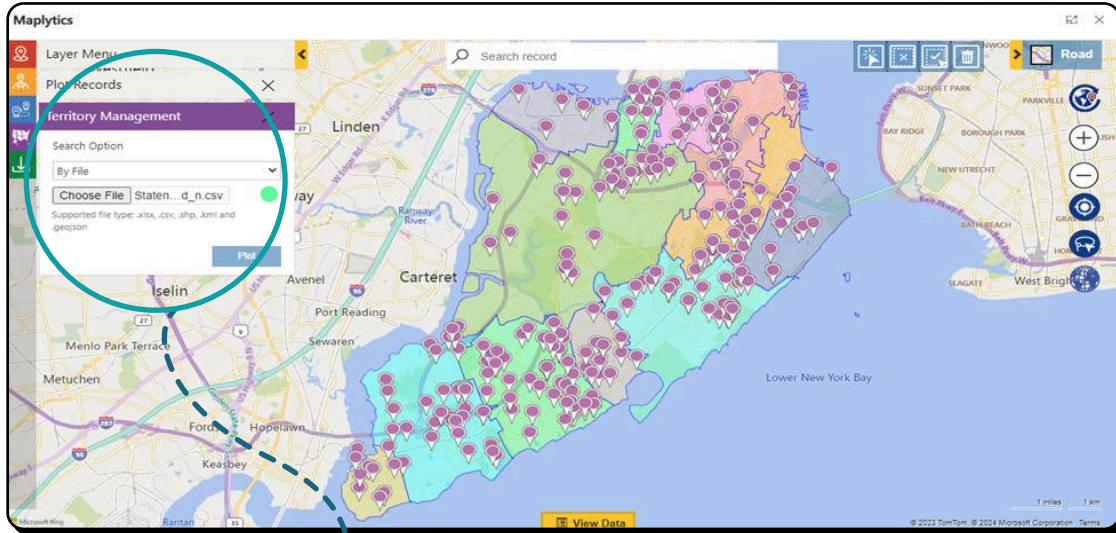
The routes can be saved and shared with turn-by-turn navigation directions, accessed on the Dynamics 365 App for mobile and tablets, and redirected to Google Maps, Apple Maps, or Waze app.





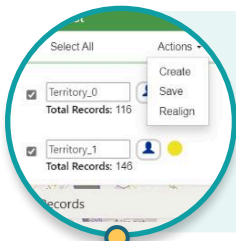
Territory Management

Territory Management has made managing and exploring sales territories flexible and easy within Microsoft Dynamics 365 enabling users to create & align territories on the map & improve territory effectiveness.



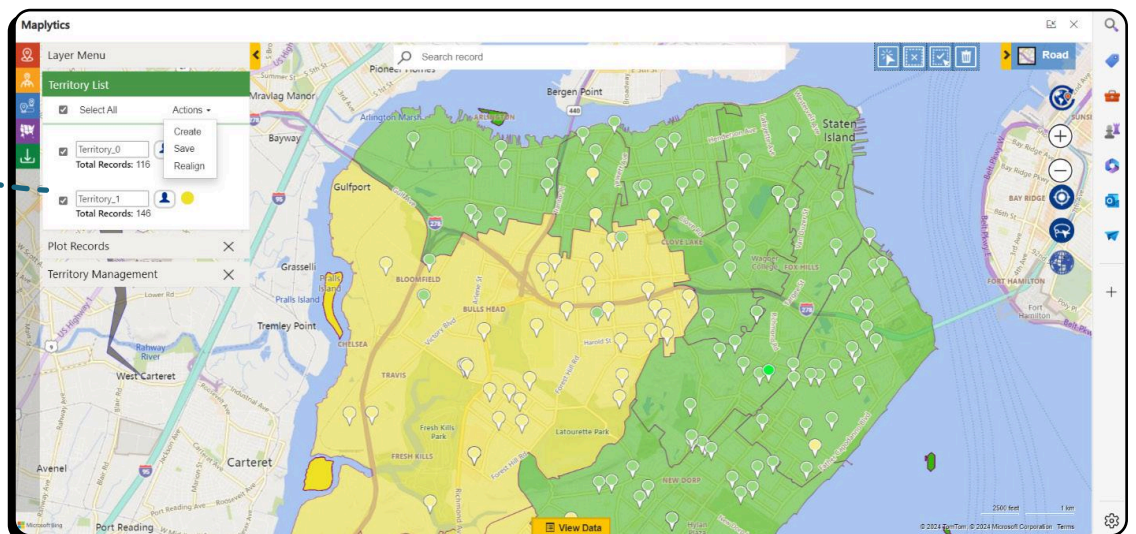
Auto Create Territories

Territories can be created on a map using Shapefiles, Excel files, ESRI's ArcGIS Feature Layers, Regions, or Drawing tools. Balanced territories can be auto-created by providing the number of desired territories and the plotted data will be automatically distributed.



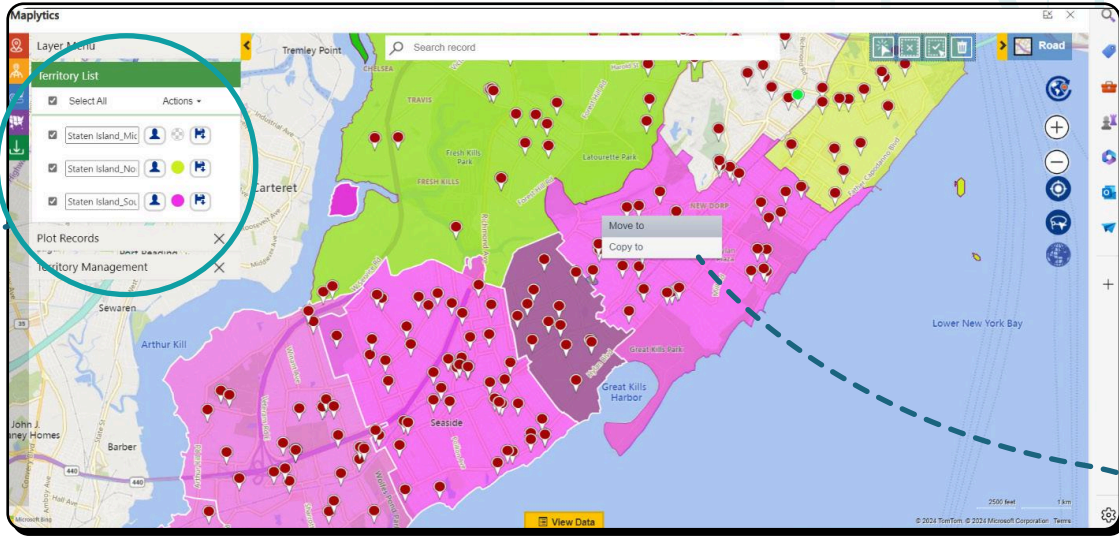
Draft Territories

Users can Draft territories and rework them until satisfied. Saving half-done territories as drafts before deployment saves users from the worry of losing important work. Integration with shape files allows users to overlay Dynamics data and metadata over the geographical boundaries defined by the shape file.





Territory Management

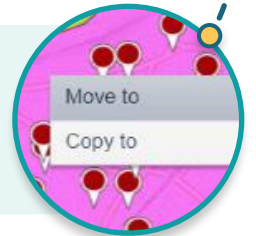


Multiple Territories

If a record lies in more than one territory or overlapping territories, multiple territories can be assigned to it. This leads to a deeper visualization of the locational behavior of a record with assignment to multiple teams. A Territory Manager or a member can also visualize associated child territories along with the parent territory for better analysis.

Align Territories

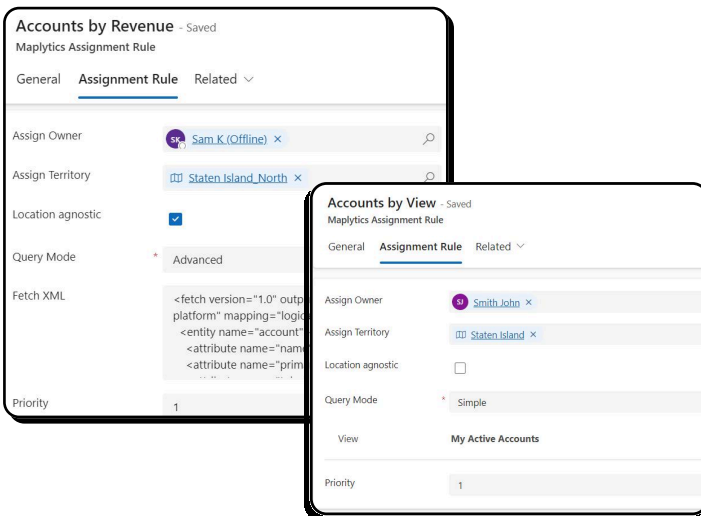
Existing territories can be realigned to get a proper distribution of the geographical area for each territory. The geographical regions can be moved/copied to other existing territories or new territories.



Territory Assignment Rule

With the territory assignment rule, admins can create simple or advanced rules with the required conditions for the territory assignment of records.

It is useful for organizations that classify records and assign respective territories to them.





Auto Scheduling

Auto Scheduling helps managers plan smart schedules automatically for any entity for days/weeks. The values for start date, start location, meeting duration, buffer time, etc. can be provided for **hassle-free scheduling** and the schedule can be along with optimized travel plans on the map. Activities can also be planned for all the **waypoints** in the schedules.

Auto Scheduling
Auto Scheduling Calendar
Sam K
9/29/2023 Day

Trip Summary : September 29th 2023
4 Meeting(s): 13 min (3.85 mi)

- A 256 Richard Ave, Staten Island, New York 10309, United States
08:00 AM → 08:08 AM (8 min (2.84 mi))
- B Y. KIMBERLY NEUHAUS & SONS: 383 at BRADFORD AVENUE Staten Island NY...
- C Y. KIMBERLY NEUHAUS & SONS: 383 at BRADFORD AVENUE Staten Island NY...
- D Y. KIMBERLY NEUHAUS & SONS: 383 at BRADFORD AVENUE Staten Island NY...

Maplytics - Detail Map
Auto Scheduling
Missy L
1/15/2023 - 1/21/2023 Week

Trip Summary : January 16th 2023
3 Meeting(s): 16 min (3.19 mi)

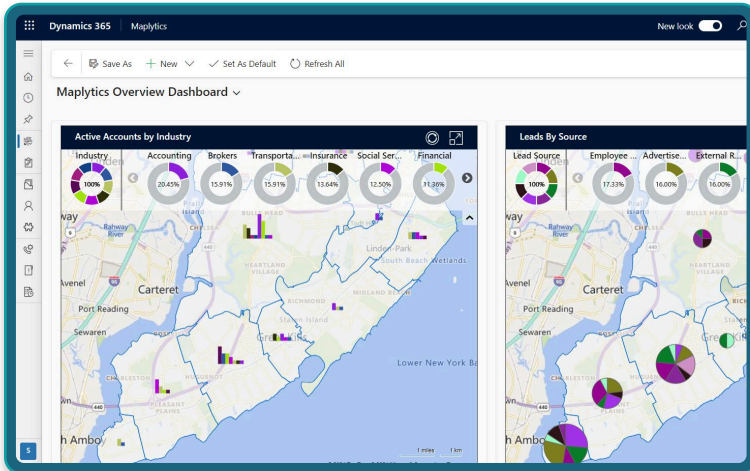
- A From 53 Penbrooke Ave, Staten Island, NY 10301, United States
To R. AMADOR PONS & SONS: 256 at MORRISON AVE Staten Island NY 10311...
7 min (1.38 mi)
- B From R. AMADOR PONS & SONS: 256 at MORRISON AVE Staten Island NY...
To S. CHARLES JOHNSON III & SONS: 35 at FAIRWAY LANE Staten Island NY...
5 min (0.99 mi)
- C From S. CHARLES JOHNSON III & SONS: 35 at FAIRWAY LANE Staten Island NY...
To N. STEPHEN DIGIUSEPPI & SONS: 29 at BROOKS POND PLACE Staten Island NY...
3 min (0.82 mi)

Auto Scheduling empowers stakeholders with pre-planned schedules, and **optimized travel routes**, and improves overall productivity.





More Features

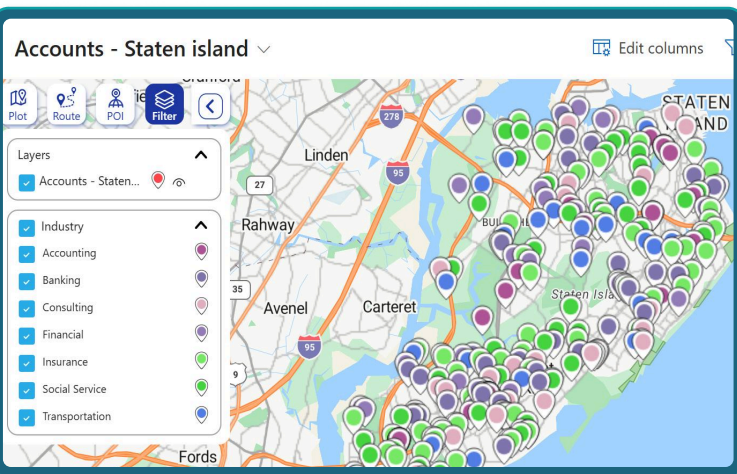
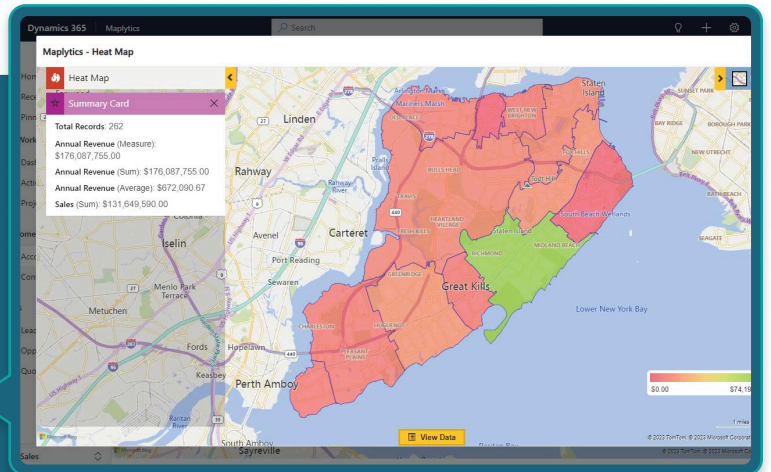


Analytical Dashboards

Dashboards provide an aerial view of Dynamics 365 data for quick visual summary and analysis. Maplytics ships with 6 pre-defined Analytical Dashboards for different modules (Sales, Service) and user roles. These can be customized or newly made as per requirement.

Heat Map Visualization

Maplytics offers in-depth geographical analysis with powerful Heat Map visualizations for an insightful summary of Dynamics 365 data that is easy to analyze. Users can select an entity, a view for analysis, the measuring method (e.g., Revenue) for the heat, a category (e.g., Industry), a region type (e.g., City) to show the heat map visualization for the selected data.



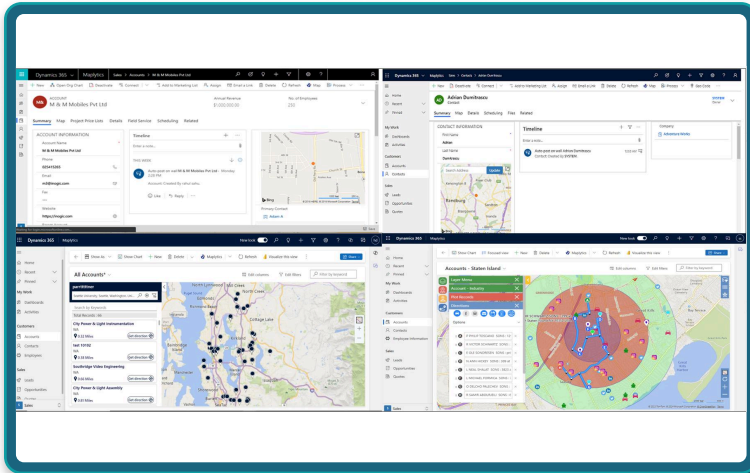
PCF Control with Azure Maps

The user can easily visualize the Dynamics 365 CRM record on the Azure map. It also allows users to search or filter the records within the map. Users can categorize the visualization of Dynamics 365 CRM records based on attributes.





More Features

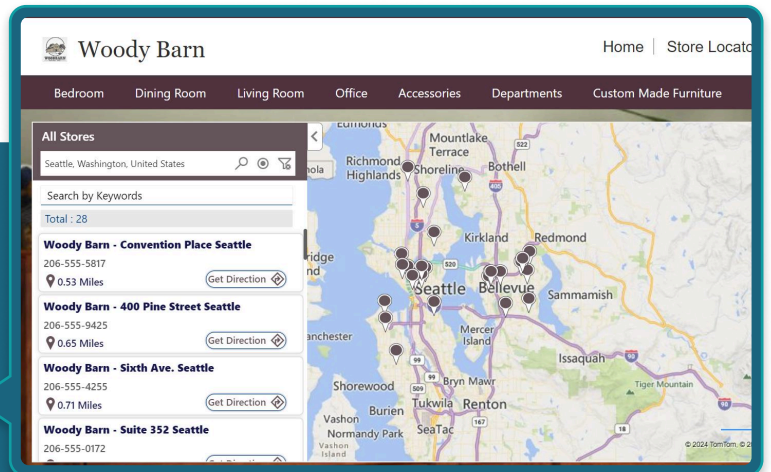


PCF Control with Bing Maps

A custom PowerApps Component Framework (PCF) Control can be added to the home grid or record form of an entity to visualize the respective data on the map within the Web, Phone, or Tablet. When added to a home grid user can visualize the records as per the CRM filters and further perform Proximity search, Route Optimization, etc. on categorized data.

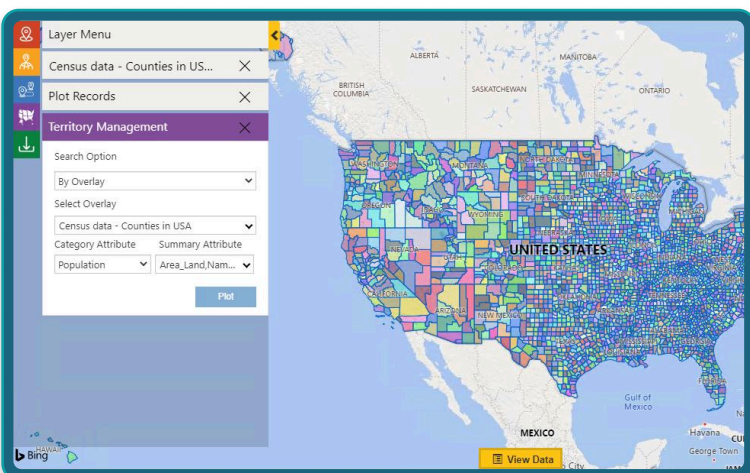
Power Pages

Maplytics seamlessly integrates with Power Pages, allowing users to visualize Dynamics 365 records directly on a map embedded within the website. This empowers authorized users and even guests on the website to interact with the map and leverage its data visualization capabilities.



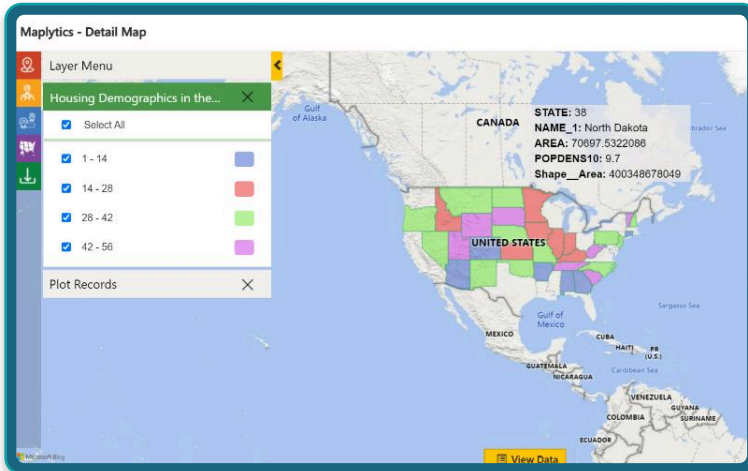
Overlay

Overlay helps the user to view the Dynamics CRM records along with shape/excel files, existing territories, and ArcGIS Online feature layers plotted on the map. Users can also view the 'layer menu' to select or deselect the layers to show/hide them. Using Overlay users can understand and analyze the data spread in required shape file regions and territories.





More Features

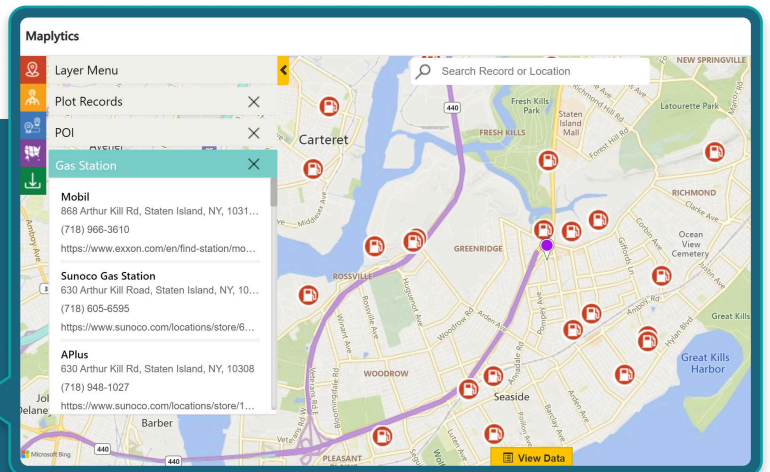


Census Data

Maplytics users can plot the demographic, social, and economic information of the population from Census Data geographically on a map. This helps in improved data analysis and launching targeted campaigns for Non-Profits, Medical Aids, Real Estate, Water Harvesting, and others.

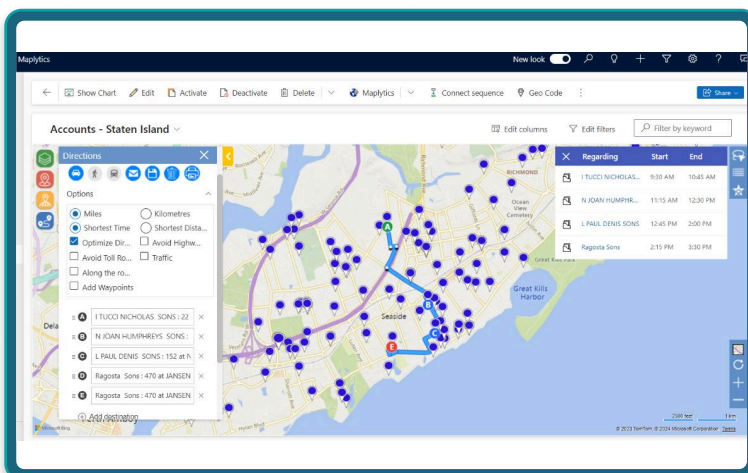
Point Of Interest Location

Users can search for any geo-mapped locations called points of interest (POI) like ATMs, restaurants, hotels, coffee shops, etc. near a specified location. This can also be plotted alongside the CRM data. Users can either right-click on the map to set the location as the POI location or can directly enter the required location in the POI card.



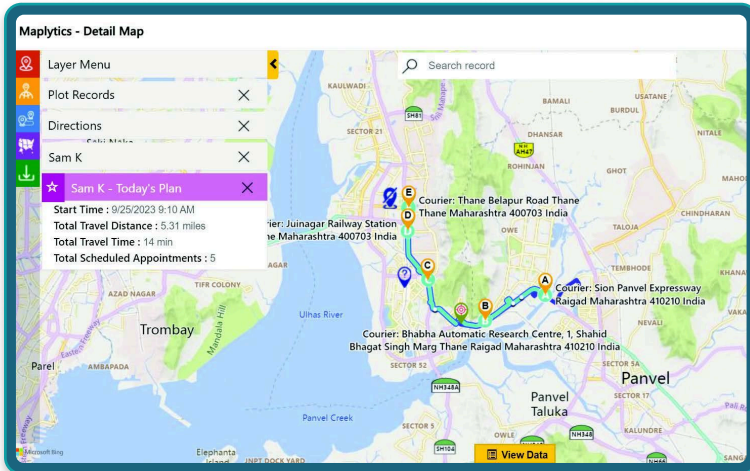
Smart Route

With smart routes, users can create appointments or any such activities simultaneously with the optimized routes. These appointments or activities can be created considering the travel time, activities time as well as some buffer time.





More Features



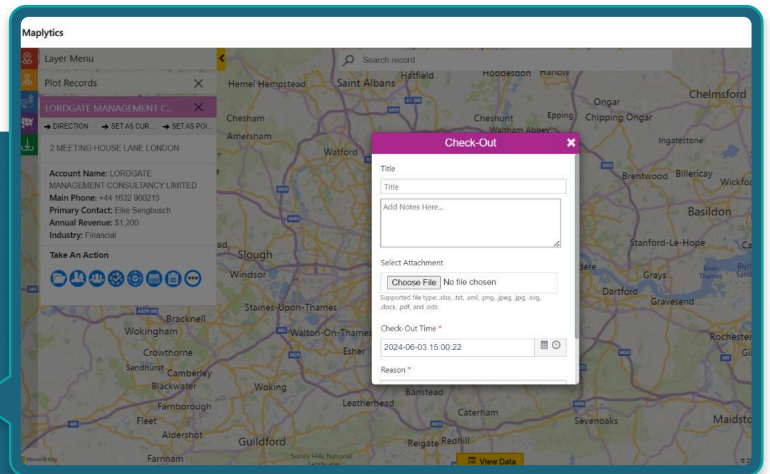
Real-Time Tracking

Managers can use Real Time Tracking in their respective local time zone to monitor the activities of the Sales Reps, Service Reps, and Resources. This feature is useful for tracking the live location of the Field Reps within all the modules of CRM within the Dynamics 365 App, Dynamics 365 Sales App, and Dynamics 365 Field Service App. It also provides the locational data of past traveled routes of the Field Reps

Check-In/Out

A user can check in/check out of a meeting from the meeting location itself within a Geofencing limit assigned by the manager.

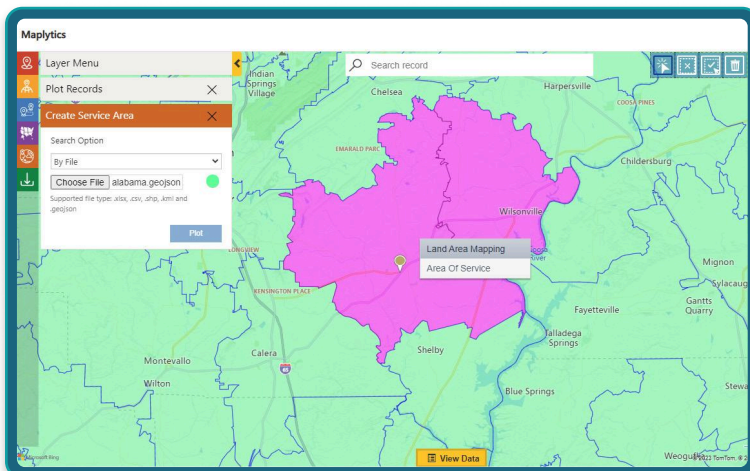
The geofencing needs to be enabled with a valid Geofence Radius before successful use.



Land Area Mapping

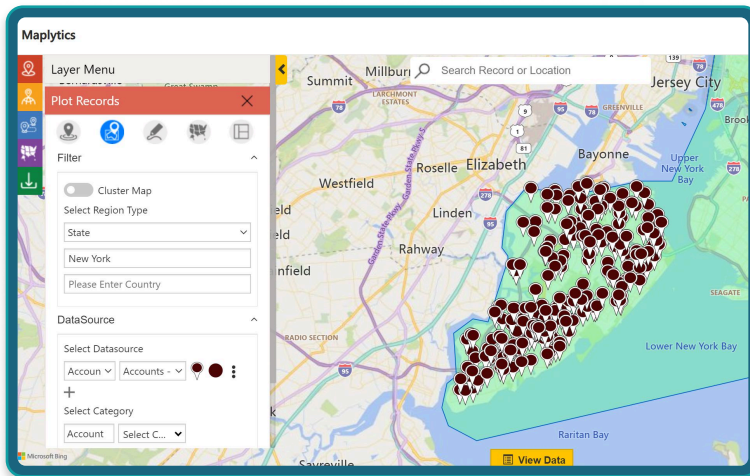
Land Area Mapping helps in visualizing agricultural and residential areas, commercial properties, etc. on the map with records in colored pushpins.

Users can also define land areas for respective entity records and visualize them on the map.





More Features



Maplytics API

Using the Maplytics API, a user can display CRM data based on a Proximity search or from a specific region, etc., on a portal or website. Maplytics API will be used to make API requests and provide responses based on user input, such as proximity value and region.

Canvas App

Maplytics is now fully compatible with model-driven apps, including Canvas Apps. Users can now seamlessly integrate Maplytics to visualize service locations and perform real-time geo-mapping right within your app.





More Features

- Geocode Data
- Data Clustering
- Show/Hide data layers
- Data sorting and Filters
- Save Search Templates
- Spider Cluster
- Quick Card Actions
- Plot Related/Child Records
- Shape Operations
- Save Results as Personal View
- Targeted Marketing Lists
- Multi - Address Plotting
- Live Traffic
- Lead Generation
- Mass Actions
- Change Owner
- Send Emails
- Execute Workflows
- Export to Excel
- Multi Search Layer
- Security Access Template
- Bring Own Pushpin Icons
- User Level Personalization
- Batch Processing Tool

Currently available in 12+ languages





What our customers say about Maplytics?



RENAISSANCE
BUILDING PRODUCTS

Inogic was extremely responsive, they did not rush me off the phone, set up Teams meetings, and shared screens to answer every question I had. I feel 100% comfortable with them.

Bob Cangemi

President, Renaissance Building Products



ACCOR HOTELS

This product is very powerful and performant. We are able to see your project, our portfolio worldwide Maplytics team is perfect, they always help us, they provide us a prompt response. I recommend this product

Amandine Laurent

Tribe Tech Lead - Owner Relationships



COSMO
CONSULT

As a consultant for Microsoft Dynamics 365, I can only recommend Maplytics as a great addition to our customers' CRM systems. With Maplytics, our customers have a graphical overview of all their accounts, contacts and leads and the ability to plan routes for visiting them directly in their CRM system. Highly recommend!

Dominik Dorschner

Project Manager



Beterna

Part of Telefónica Tech

Great addition to the field sales force. Maplytics is a great addition to mapping CRM data. In addition, it offers effective support when it comes to route planning for the field sales force.

Tatjana Klingebiel

Managing Director

ETHOS

VETERINARY HEALTH

Powerful Tool & Great Support. Inogic is very responsive to questions and feedback. Maplytics helps save time in plotting and routing.

Alejandra Mendoza

CRM & Data Analytics Associate

ReEmployAbility

Inogic did a great job with this app! This is an easy-to-use tool that my users love. Features like AutoSearch have added visibility and efficiency with zero extra effort for the users. Easy configuration and responsive support team. Highly recommend.

Abby Torres

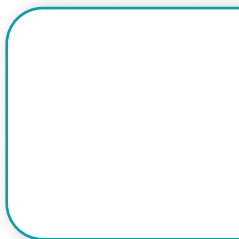
Director of IT





Our Partners

Maplytics™ partners with innovative and renowned Microsoft Partner organizations specializing in Dynamics 365 to provide local presence and expertise for fully integrated Maps visualization, Route Management, Territory Planning and Geo Analytical solution across hundreds of verticals.



20+ Years of Exclusive Dynamics CRM Operations
20+ Dynamics CRM-based Apps on Microsoft AppSource
Partners & Customers representation in 50+ Countries



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