

Mapping Community Growth & Smarter Sales Across Austria

How CITIES Uses Maplytics to Visualize Municipalities, Uncover Regional Potential, and Streamline Sales Travel Across Austria & Beyond



About CITIES

CITIES is an Austrian digital platform that connects local life: municipalities, businesses, associations, organizations, and citizens come together in one digital network. Accessible via app and web, CITIES brings together official municipal information, local news and events, services, businesses and associations in one place.

With more than 330,000 registered users, 15,000+ connected businesses and associations, and around 400 municipalities, CITIES is one of Austria's leading digital community platforms and is also expanding into Germany and Switzerland.

Maplytics gives CITIES the geographic clarity to see where we're strong, where we can grow, and how to get there efficiently!

-Team CITIES

Industry: SaaS – : Digital Community Platform, Local Government SaaS, Community Engagement

Specialties: Connecting local life digitally, community services, regional network scale



Business Challenges



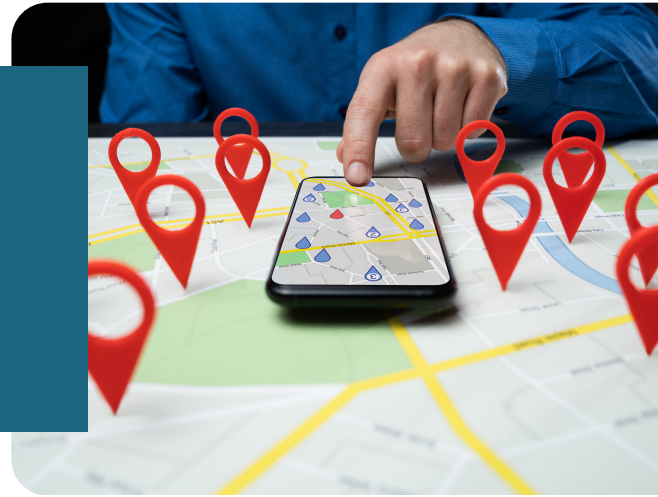
CITIES aims to digitally connect local life across municipalities and entire regions. As the CITIES network continued to grow, so did the need for an efficient way to maintain a clear geographic overview of municipalities, prospects, businesses, and appointments.



Geographic information has always played an important role in sales planning. Before the introduction of **Maplytics**, much of this information was compiled and visualized manually using different maps and CRM data. With a growing number of municipalities and business customers, CITIES wanted to make this process more digital, interactive, and efficient.

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Create a clear geographic overview: Bring existing CITIES municipalities, prospects, and business accounts together in one interactive view instead of maintaining separate maps.



Identify regional clusters and potential: Better recognize areas with a strong existing CITIES presence and use these insights to prioritize further growth opportunities.



Improve route planning: Plan and coordinate visits to municipalities and businesses more efficiently by grouping appointments geographically and optimizing travel routes.

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Why Maplytics?

Maplytics brought location intelligence directly into CITIES' existing Microsoft Dynamics 365 environment. Instead of working with separate maps and manually combining geographic information, relevant CRM data could now be displayed and explored in one interactive map. For CITIES, the main benefit was a clearer and more efficient way to support existing sales and expansion activities with geographic data.

-  **Interactive Geographic Overview:** Maplytics visualizes municipalities, prospects, and business accounts directly from Dynamics 365. Different statuses can be displayed on the map, giving the sales team a quick overview of where CITIES is already strongly represented and where further potential exists.
-  **Regional Clusters and Prioritization:** The geographic view makes existing **CITIES** clusters much easier to recognize. If several municipalities in a region are already part of CITIES, the surrounding area can be assessed more effectively, and additional prospects can be prioritized accordingly. This helps the sales team make more informed decisions about which regions and prospects to focus on next.
-  **Route Optimization for Sales Travel:** Maplytics also supports the planning of appointments with both municipalities and businesses. Multiple visits can be combined into efficient routes based on their geographic location, making field sales planning easier and reducing unnecessary travel.

Conclusion

By integrating Maplytics with Microsoft Dynamics 365, CITIES has made sales planning more efficient. The team can keep a clearer overview of existing municipalities, prospects, and business accounts, identify regional potential more easily, prioritize sales activities, and plan appointments and routes more effectively.

Get Started with Maplytics in just
10 Minutes!

[Click here](#) to get 15 days fully functional trial for free! Or Try From Microsoft AppSource

 www.maplytics.com  www.inogic.com

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