

Cooper Equipment Rentals

utilized Data Visualization, Route Optimization, & Proximity Search to power smarter field operations across Canada



About Cooper Equipment Rentals

Cooper Equipment Rentals is Canada's leading construction equipment rental company, offering a comprehensive fleet of compact, aerial, heavy, climate-controlled, pump and power, and trench-safety equipment to contractors from coast to coast. With 80 branch locations across Canada and a commitment to getting the right equipment to every jobsite on time, Cooper serves a wide network of active rental customers, construction site operators, and prospects across Canada's most geographically demanding projects.

Industry: Equipment Rental, Construction & Industrial

Specialties: Aerial Lifts, Heavy Equipment, Climate Control, Pump & Power, Trench Safety, Compaction, Excavators, Generators, and General Tool rental across Canada

"Maplytics supports Cooper's smarter business decisions by empowering location intelligence with visualization, optimization, and search"

-Team Cooper Equipment Rentals



Business Challenges

As Cooper's branch network and customer base grew across Canada, the sales and operations teams faced a set of challenges that all pointed to the same underlying gap - no geographic visibility into their own CRM data.



No map-based view of customers, rental sites, or construction sites: Thousands of accounts and opportunities were stored in Dynamics 365 without geographic context



Manual route planning: Reps checked addresses and drive times manually each day, increasing the time required to plan multiple site visits.



No way to recover time when plans changed: When meetings were cancelled or site visits ended early, reps had no easy way to find a nearby customer or prospect, so the freed-up time was often lost.



Strategic planning without geographic intelligence: Growth, coverage, and expansion decisions relied on instinct and human intelligence without a geographic view.

Cooper Equipment Rentals Map Smarter Field Operations Across Canada



Why Maplytics?

Maplytics, the first certified geo-analytical application on Microsoft Marketplace, brought location intelligence natively inside Cooper's existing Dynamics 365 environment, without a separate platform, additional integration, or any change to the underlying CRM data. The same account records, rental sites, prospects, and opportunities the team already managed became visible on a live, interactive map inside Dynamics 365.

CRM Data Visualization and Categorization for a 360° Field View:

Maplytics' Map CRM Data feature plotted every account, prospect, and active construction site on an interactive map with colour-coded, custom pushpins. For the first time, field representatives opened their CRM and saw a living geographic picture of their territory rather than a flat list, enabling faster, data-driven decisions for both sales and operations.

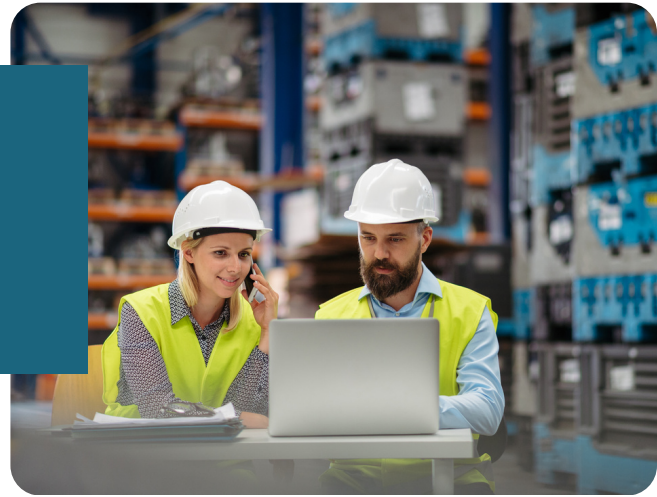
Proximity Search to Unlock Every Nearby Opportunity:

The Proximity and Radius Search allowed any representative to set their current location or a specific jobsite as a search origin and instantly identify nearby customers, prospects, active construction sites, and equipment delivery locations within a defined distance or travel time. A rep finishing a visit with a contractor could immediately see which other opportunities were within proximity, converting unused time into a productive meeting, and increasing their customer visits per day.

Route Optimization and Along the Route for Maximum Daily Productivity:

Route Optimization functionality sequenced planned stops into the most efficient route, factoring in shorter travel time and distance in a few clicks. The Along the Route feature showed additional sites and prospects near the planned route, allowing reps to add productive stops without meaningfully extending their travel. The outcome was more client visits per day, lower fuel costs, and significantly reduced unnecessary driving time in the field.

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Save Route to Eliminate Repetitive Planning:

For representatives visiting the same geographic clusters or recurring customer groups every week, the Save Route feature allows for planned routes to be saved for a future date and reused without rebuilding them from scratch.



Save Template for Consistent, Instant Map Views:

Teams performing the same recurring searches such as active rentals in a specific region, construction site prospects near a branch, or high-value opportunities within a territory could save those filter configurations as saved templates. Instead of recreating search criteria each time, a saved template displays the relevant data on the map immediately, improving consistency across the team and removing pre-search setup.



Heat Map Visualization for Strategic Decisions:

The Heat Maps helped Cooper visualize customer density and opportunity concentration. This enabled the team to identify high-demand areas, uncover service gaps, and make smarter, data-driven decisions for branch expansion and resource planning.

Conclusion

By integrating **Maplytics** with Microsoft Dynamics 365, Cooper's team gained real-time location intelligence. They could visualize customers and construction sites on a map, find nearby opportunities, optimize daily routes, save frequently used routes and templates, and use heat maps to support smarter business decisions.