

Heidelberg Materials utilizes Maplytics for data visualization, analytics, planning, and more



Plotting and visualization of customer data on the map with colored pushpins, activities such as Appointment Creation, Task Assignment, etc., Quick analysis of the data using the Heat Maps, and more are done by Heidelberg Materials using Maplytics.

“Maplytics provides location insights for Dynamics 365 data and empowers our users on their day to day activities. Great customer service, we are always pleased with the level of support we receive from Maplytics Team.”

- Ivaylo Miroleskov

Company Overview

About Heidelberg Materials

In more than 50 countries across the world, Heidelberg Materials stands for competence and quality.

Their products are used for the construction of houses, infrastructure, and commercial and industrial facilities, thus meeting the demands of a growing world population for housing, mobility, and economic development.

Heidelberg Materials have been contributing to progress for 150 years. With more than 51,000 employees at almost 3,000 sites in over 50 countries, they're one of the world's largest integrated manufacturers of building materials and solutions with leading market positions in cement, aggregates, and ready-mixed concrete. Their products and services are used in the construction of houses, infrastructure, commercial and industrial facilities.

At the center of their actions lies the responsibility for the environment. Heidelberg Materials are front runner on the road to carbon neutrality and circular economy in the building materials industry. They're working on intelligent and sustainable building materials as well as solutions for the future and enabling new opportunities for their customers through digitalization.



Industry: Wholesale Building Materials

Specialties: Cement, Aggregates, Ready-Mixed Concrete, Asphalt, Digital Solutions and Sustainable Building Materials

Business Challenge

- Heidelberg Materials wanted to be able to visualize within MS Dynamics 365 their customers and respective shipping locations;
- Heidelberg Materials wanted to be able to plot companies and plant locations with colour-coded pushpins;
- Being able to view the locations of the appointments;
- Apart from this, Heidelberg Materials was interested in being able to perform proximity search, and heatmap analysis;
- They also wanted to have the usability of the application across mobile devices, activity assignments on selected records, translation to global languages, etc.

Why Maplytics

With Maplytics, Heidelberg Materials utilizes the following features:

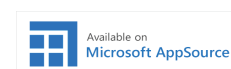
- Plotting and visualization of customer data on the map with colored pushpins;
- Above mentioned locations can also be viewed based on regions, postal codes, states, etc.
- Activities such as Appointment Creation, Task Assignment, etc. can all be done on the records directly from the map;
- Appointments can be planned in advance and can be visualized on the calendar along with color-coded schedules and optimized travel routes;
- The app helps the Sales Representatives and their Managers in plotting records within the proximity of a current or selected GPS Location;
- The application is utilized in 10+ global languages across desktops, laptops, mobiles, tablets, Windows, iOS and Android;
- Quick analysis of the data can be done visually using the Heat Maps.

Conclusion

- The proactive and timely support responses have established trust between Heidelberg Materials and Inogic.
- Heidelberg Materials improved their on-field productivity and gave a technology-powered boost to their efficiency.

Get Started with Maplytics in just
10 Minutes!

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



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Help Manual