



Maplytics™ White Paper



MAPLYTICS™ - White Paper

Aim:

Maplytics is a Geo-Mapping tool aimed to help visualizing Dynamics CRM data on map for analysis.

Target Audience:

Sales Managers - Help visualize the sales and customer data through color-coded pushpins and heat maps by means of Dashboards.

Sales Staff – Assist them to identify the customer location and plan their itinerary across various customer appointments.

Marketing Team - Target customers based on their proximity to a particular location.

Available for:

Versions: Dynamics CRM 2013 & above, Dynamics 365.

Deployment Models: On-Premise, Online and Partner Hosted.

Languages: English, Spanish, German, French, Portuguese, and Turkish.


Features:

- ✓ Geo Code Address field data
- ✓ Plot any entity record on the map
- ✓ Plot Related(Child) records for drill-down analysis
- ✓ Territory Management
- ✓ Multi-language Support
- ✓ Radius Search across multiple entities
- ✓ Search nearby POI location like restaurants, hotels, airports, etc.
- ✓ Build Marketing list from Map
- ✓ Color Coding Pushpins based on categories
- ✓ Routing using multiple waypoints

- ✓ Heat map for data analysis
- ✓ Geo Analytical dashboard with real time data
- ✓ Save Proximity Search parameters as Template
- ✓ Configurable Entity maps and Dashboards to support any Dynamics CRM entity

Ease of Access:

Map button has been added to ribbon of all entities.

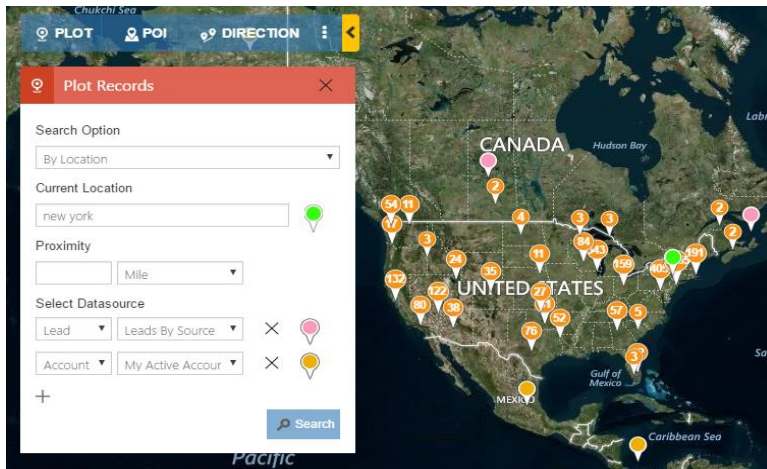


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Plotting Multiple Records across Multiple Entities:

Plot multiple records of desired entities specifying current location and proximity. Also, plot related records for drill-down analysis. Or, plot nearby POI like restaurants, airports, etc.



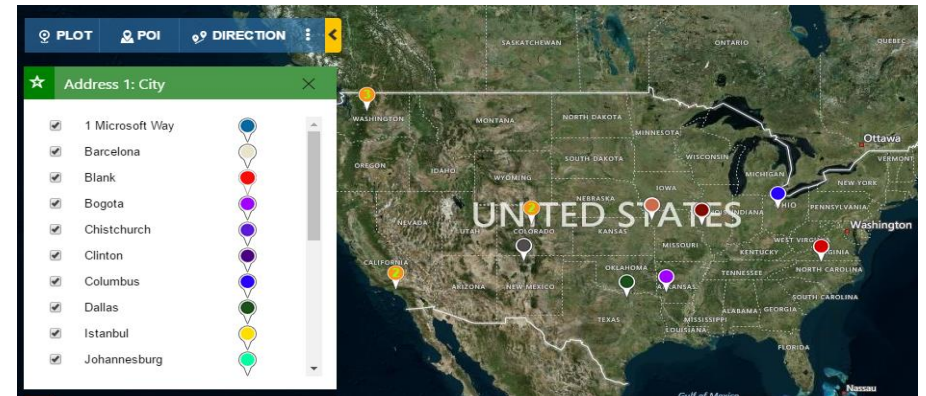
Territory Management:

Structure Dynamics CRM data and users the same way you structure your sales territories.



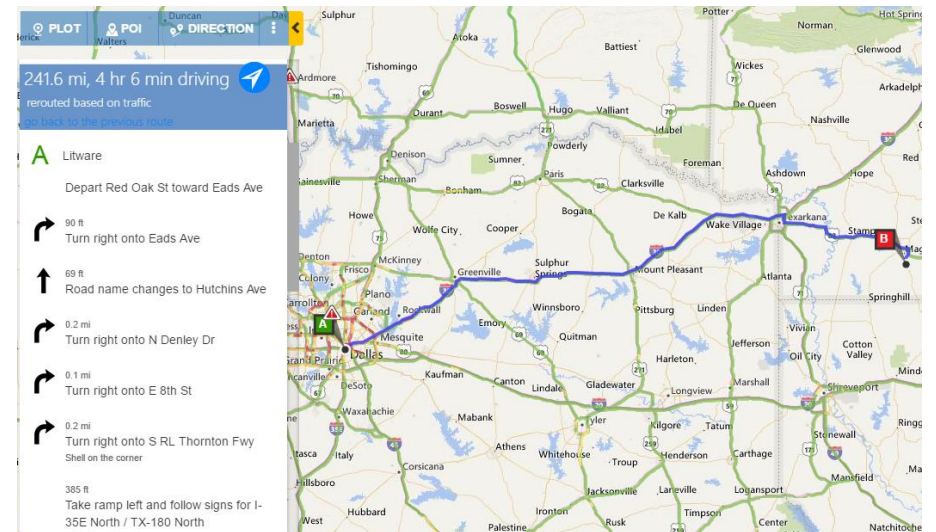
Color coding of Pushpins:

Color-coding of pushpin based on categorizations.



Detailed Directions to the location

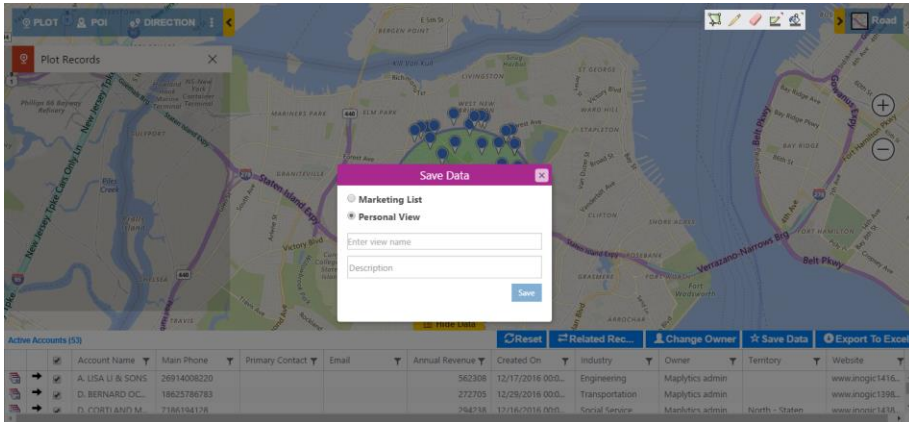
Get the route details between multiple waypoints with the ability to search for the optimum route between various waypoints provided.



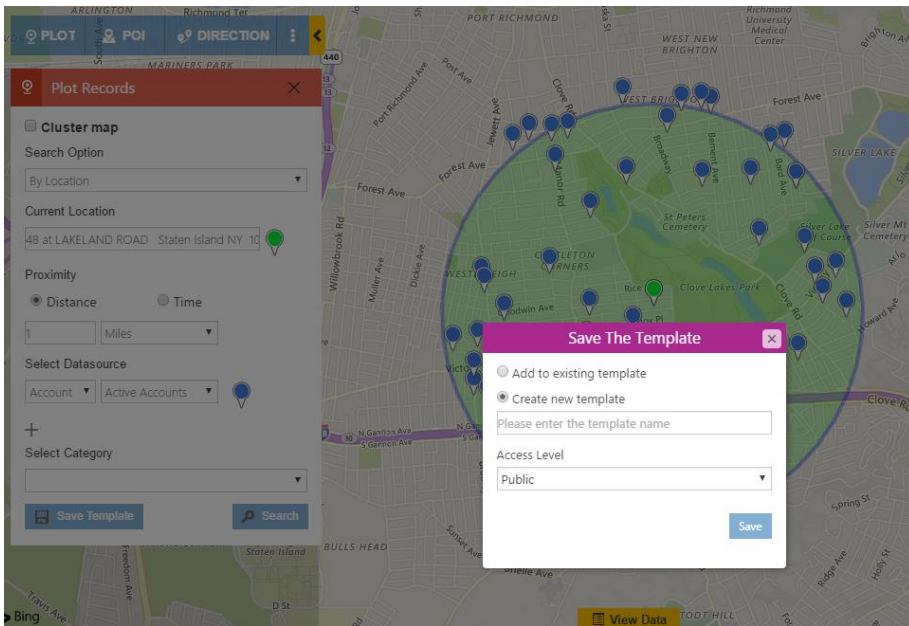
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Listing of the Search Results:

Ability to save the search results as static personal view or marketing list:

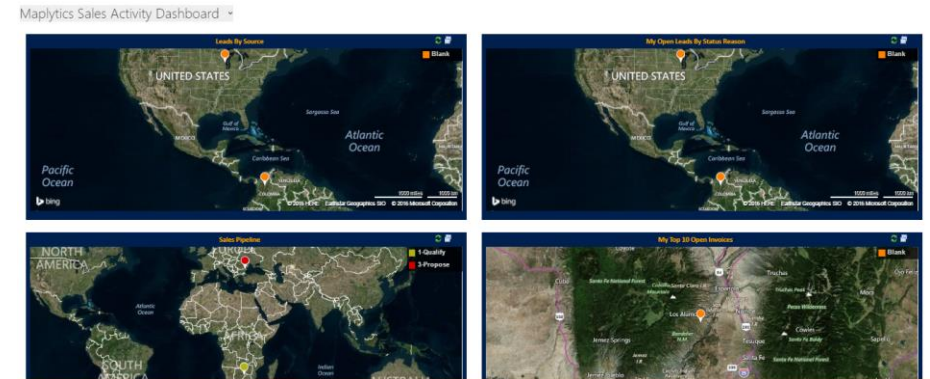


Users can also save search criteria as a template:



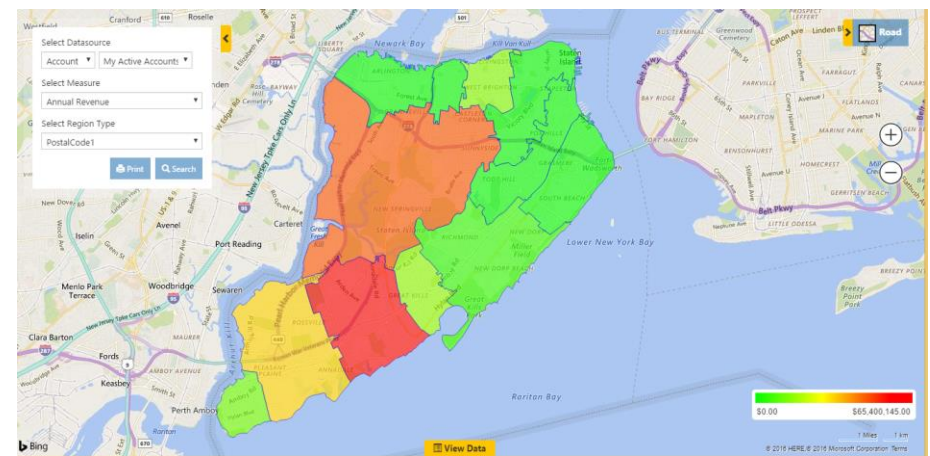
Dashboard Support:

You can now include Maplytics component as a Dashboard web resource. Dashboard queries are configurable.



Heat Map Visualizations:

Visualize your customer and sales data as Heat Maps to get a better understanding of your customer/sales distribution across geography.



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