

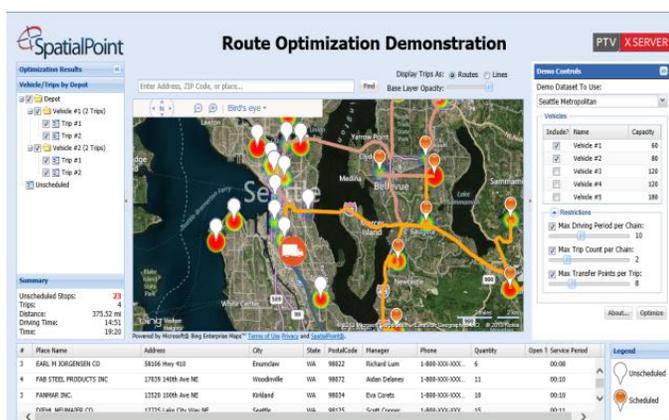
Mobile Asset Management for Bing Maps

Bing Maps integrated in a mobile asset management solution helps organisations make smarter day-to-day decisions to boost efficiency, effectiveness and reduce costs, as well as protect high value assets and ensure safety compliance. Bing Maps, as the visualisation layer in an asset management solution, delivers graphic and intuitive access to the data required to manage business-critical assets effectively. Every company that has a fleet of vehicles or mobile workforce can benefit from better utilisation of assets to increase productivity, customer satisfaction and profitability.

CRM and field management solutions that integrate Bing Maps asset management provide greater insight into the data businesses need to plan, optimise and monitor behaviours and mission critical assets. Overlaying asset locations, routes and business-based stats can drive better performance such as timely response to service requests, get the right resource to every job, decrease fuel expenditures through better route planning and facilitate regulatory compliance efforts. Layering additional data like real-time weather, traffic and road conditions result in fewer disruptions, and faster, more responsive resource deployment.

Plan Ahead

Bing Maps helps organisations plan better utilisation of assets to increase productivity, customer satisfaction and profitability. Utilising Bing Maps, businesses are able to plan how best to position available resources, most effective routes and compliance with transport laws.



Traffic and weather situations that might delay deliveries can be predicted with more accuracy by overlaying additional data points from road sensors, traffic cameras, road signs and construction

signs. Decision makers can finesse real time adjustments to ensure more on-time deliveries, increasing customer satisfaction and ensuring that SLAs are met. By planning ahead for these and other contingencies, Bing Maps helps businesses make more efficient, better informed business decisions.

Six ways Bing Maps help customers make better business decisions across their organisation:

Marketing Performance

Inform field and marketing decisions with apps that analyse spend by location, compare store locations with competitors or identify underserved markets.

Business Opportunity and Risk Analysis

Provide in-depth information on demographics, infrastructure and other relevant data to inform capital investment decisions.

Supply Chain Management

Create transparent production and distribution lines from suppliers to customers, and help companies anticipate factors that may affect delivery schedules.

Mobile Asset Management

Monitor the development of critical needs and track the availability of assets from multiple sources.

Service Performance

Map customers, resources and service requests to make effective operational decisions that enhance quality, improve efficiency and lower costs.

Customer and Constituent Portals and Applications

Engage your audience and bring locations to life with interactive maps in Windows 10 apps.

Optimise Operational Effectiveness

Streamline and improve operations with location specific information pinpointing assets, customers, field resources and service requests. Decision makers can view assets and resources in real time in relation to customer requests and changes in delivery schedules.

Empower Employees Bing Maps enables visibility into workforce and asset locations so the right resources can be deployed to every job, resulting in more efficient and responsive operations.

Ensure Safety Overlay roadside data to convey the best and safest travel routes for your resources and assets and enhance your ability to protect assets during emergencies.

Enhance Customer Satisfaction Insights into customer requests and resource locations can improve timely response to service requests and customers.

Monitor Assets

Bing Maps provides visibility into driver behaviour, geo-fences, asset location and SLA performance statistics to protect high value assets, ensure safety compliance and increase customer satisfaction.

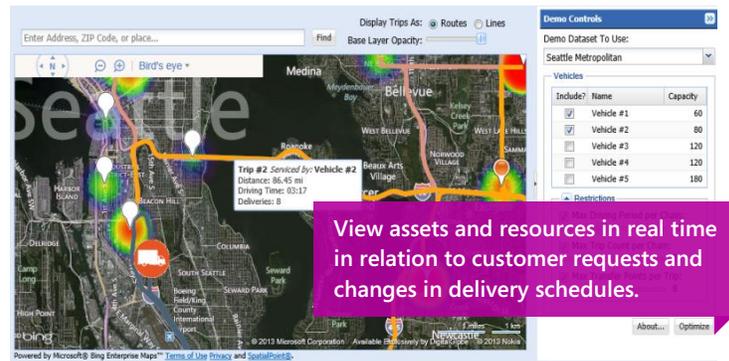
Businesses are able to track assets, perform calculations, generate alerts, display objects on a map or as input into a business workflow application to better determine the last known position of employees and high value assets.

By effectively monitoring an asset's operating condition, effective preventive maintenance strategies can be implemented. Additionally, decision makers can plan maintenance around capacity changes such as seasonal rushes.

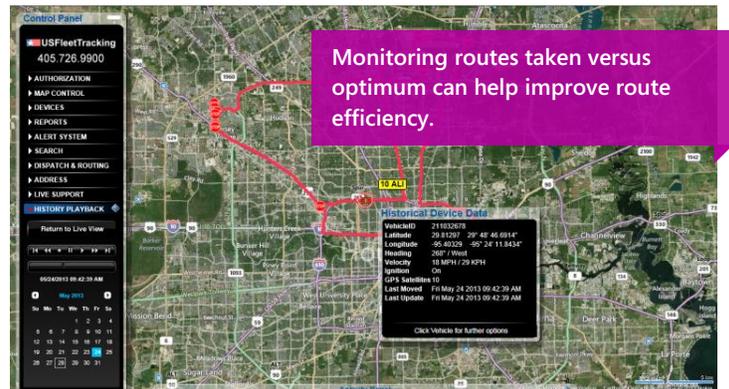
Monitoring reports and alerts on speed, servicing, routes taken versus optimum, can help create awareness to improve driver behaviour and route efficiency.

Solutions from Microsoft

Bing Maps provides seamless integration with Microsoft software including Windows 10, SharePoint, SQL Server, Dynamics, and Office, as well as external data feeds and third-party software. Bing Maps is a flexible platform with tools designed for rapid application development and low upfront investment. Customers who deploy Bing Maps have the ability to work with a robust ecosystem of partners around the world who are ready to help strategise, build and implement solutions.



View assets and resources in real time in relation to customer requests and changes in delivery schedules.



Monitoring routes taken versus optimum can help improve route efficiency.

Learn More

Explore the following resources to learn more about Bing Maps:

- **Bing Maps Website:** www.microsoft.com/maps
- **Licensing Advice:** www.microsoft.com/maps/Licensing/licensing.aspx
- **Bing Maps Blogs:** <http://blogs.bing.com/maps/>
- **Bing Maps Twitter:** <https://twitter.com/bingmaps>
- **Bing Maps Case Studies:** <https://customers.microsoft.com/Pages/advancedsearch.aspx?mrmcproducts=Bing%20Maps>

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