

# CRM and Bing Maps Location Services

Why should you integrate your CRM with Bing Maps for Enterprise? Statistics show that 80% of business data has a geospatial component, and Bing Maps for Enterprise makes it easy for organisations to visualise, understand and interpret their CRM data in context of its location, to help you make smarter business decisions.

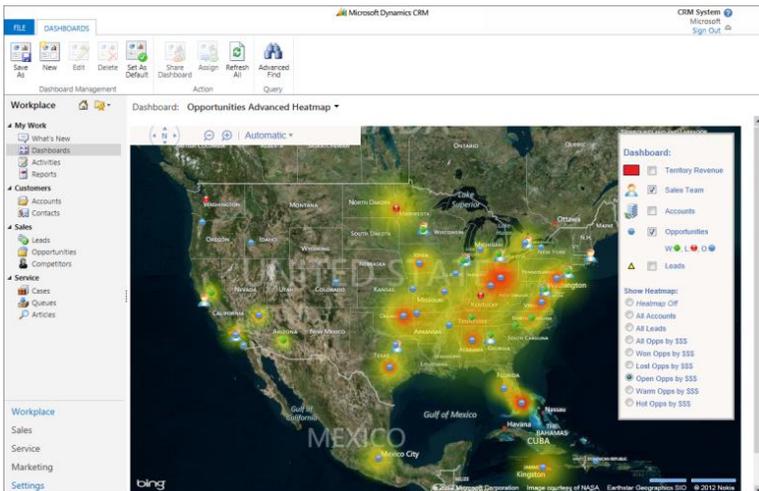
Customer relationship management, enterprise resource management, supply chain management, fleet and asset management are all business functions which benefit from visualising data in relationship to location. Bing Maps integrated with CRM line-of-business applications enables organisations to view business-critical data in the context of time and place.

Deeper insight empowers better decisions.

## Improve Planning Capability

Layering CRM data on Bing Maps enables organisations to map their sales accounts, leads and opportunities to customer demographics, market conditions and competitive intelligence. Visualising the data in a location context provides decision makers the insight required to set goals in relation to market potential and align their resources to take advantage of opportunities.

Having the capability to visually analyse business activity enables enterprises to monitor performance and identify opportunities that may remain hidden in rows and columns without geographic context. Thematic mapping makes it easier for organisations to target fertile regions, capitalise on geographic trends and make smart planning decisions. Targeted mapping views can show enterprises where their business is thriving, where opportunities are present, and where new strategies may be needed.



## 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 all within an app built on the Windows platform.

### 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 Performance

Bing Maps enables enterprises to instantly map their customers, field resources and service requests to provide more efficient response rates, reduce down-time and lower operations expenses.

Enterprises are able to integrate multiple data sources such as CRM data, as well as third party data such as demographics to track and manage organisational resources for improved service levels and overall business performance.

The visual representation of data helps organisations make smart operational decisions that enhance quality, optimise efficiency and lower costs.

## Monitor Results

Organisations face an ever-expanding volume of data to consider when making decisions. This data is often complex, stored in tabular or textual formats, where geographic context can easily be overlooked. When data is overlaid on a map, organisations can chart their sales results and other KPIs by location. Using thematic maps, enterprises are able to visualise their CRM data such as customers, leads and demographics for better geo-targeting. The integrated data enables organisations to capture service requests, obtain map-driven feedback, identify underperformance and compare performance to potential.

Enterprises can monitor and forecast customer needs and behaviours by visualising customer attributes and purchasing patterns by location. This information enables better anticipation of inventory needs, resource allocation and potential sales revenues. Bing Maps overlaid with CRM data can help organisations build stronger customer connections today and make better-informed strategic decisions for the future.

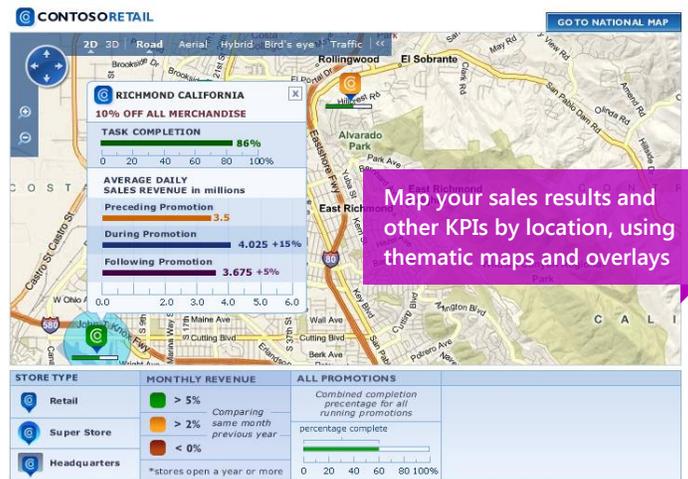
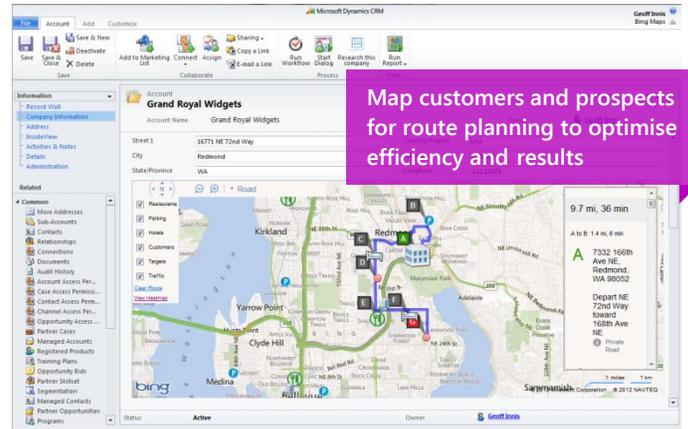
## Solutions from Microsoft

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.

## Learn More

Explore the following resources to learn more about Bing Maps:

- **Bing Maps Website:** [www.microsoft.com/maps](http://www.microsoft.com/maps)
- **Licensing Advice:** [www.microsoft.com/maps/Licensing/licensing.aspx](http://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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