Bing maps

Bing Maps for the Enterprise

Statistics show that 80% of business data has a geospatial component. Bing Maps helps organisations view complex business data and line of business applications on a map, revealing patterns and relationships in the data, resulting in more insightful business intelligence. Businesses using Bing Maps can more effectively plan and allocate resources, optimise customer service, enhance business processes and monitor performance. Bing Maps integrates with your familiar Microsoft tools, empowering employees to make smart decisions that increase efficiency, productivity and quality, while reducing cost and risk.

Business Intelligence (BI) often refers to complex business applications, tools, and technologies focused at understanding business metrics and performance. Bing Maps integrated as a data visualisation dashboard for Excel, SharePoint and Dynamics software allows organisations to visualise multiple layers of business data on a map, such as sales, current customers and competitors. The ability to view data in this context reveals patterns and relationships, allowing businesses to better understand their opportunities and informs key business decisions at all organisational levels. Bing Maps is the ideal platform to visualise, explore and analyse business data to better plan, optimise and monitor business processes and performance.

Assess Opportunity, Risk and Resource Optimisation

Business data comes from many different sources. BI aggregates this data, often represented in charts, rows and pivot tables, to uncover trends and insights. This business data becomes even more powerful when multiple sets of data are overlaid on a map enabling intuitive, visual analysis to better understand relationships in the data and the trends influencing it.

Visualising data in a location context helps businesses assess risks that may impact success as well as identify opportunities to ensure goals are in line with market potential, and then align resources to take advantage of the best opportunities.

For example, a bank would benefit from overlaying geospatial data with demographic statistics and customer attributes to forecast specific needs and behaviours. The bank might then draw deeper insight into investment trends or loan application rates, and adjust outreach to particular demographics based not just on past behaviours, but on geographic location.

Likewise, a company can use location-based data to identify potential risks. For example, an insurance company can overlay their current customer data with historic weather data such as hurricanes, to gain greater insight into location-based risk factors and their impact. The more effective the underwriting decisions to manage cost and risk, the better off they, and their customers will be.

Bing Maps is a flexible platform with tools designed for rapid application development and low upfront investment. Bing Maps can be integrated with SQL Server, SQL Azure, SharePoint, Dynamics, and Office as well as external data feeds to deploy solutions that are easy to manage, delivering critical BI data throughout the enterprise.

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 web portals and Windows 10 apps.

Microsoft

Optimise Business Process and Customer Service

Get Deeper Insights Bing Maps as the BI dashboard is an integral part of the BI solution and informs better business decisions. Decision makers can make spatial BI available in Line of Business (LOB) applications where geography is critical.

Maximise Opportunities Business data such as customers, revenue and competitors layered with demographics allows organisations to identify and maximise their best opportunities. Visualising multiple data sources in a map makes sense of the rows of data, providing better understanding of complex data.

Improve Business Processes Bing Maps provides a common view of data, corporate assets and resources, integrating data from SharePoint, SQL and Dynamics that optimise day-to-day business processes and customer service. With Bing Maps, businesses can get an integrated, single view of key data that maps sales, revenue, market share and investment by location.

Assess opportunity areas by mapping data such as current locations with customer demographics

Empower Workers As a BI dashboard, Bing Maps gives employees instant access to CRM data, production data from manufacturing or fleet and asset tracking data. Accessing information in a geographic context integrated with familiar tools maximises productivity and empowers workers to make smart decisions based on proximity or location that increase efficiency and quality, while reducing cost and risk.

Monitor Results

Bing Maps allow users to analyse performance against projected potential. With real time location-based data, alerting stakeholders to opportunities and problems becomes an easy-to-achieve best practice. Enterprises gain new perspectives on the same data, in real time.

With Bing Maps, organisations can chart their sales results and other KPIs by location. This information enables better anticipation of inventory needs, resource allocation and potential sales revenues. Organisations can leverage map styles such as heat maps to get a visual snapshot of relative performance to plan by location or to isolate areas to focus on to achieve current goals, and provide valuable input for the next planning cycle.

Map your sales results and other KPIs by location, using thematic maps and overlays

Bing Maps gives organisations the ability to view and assess complex performance data at a glance, understand how they are tracking to their goals and easily spot anomalies and exceptions to identify areas that need attention.
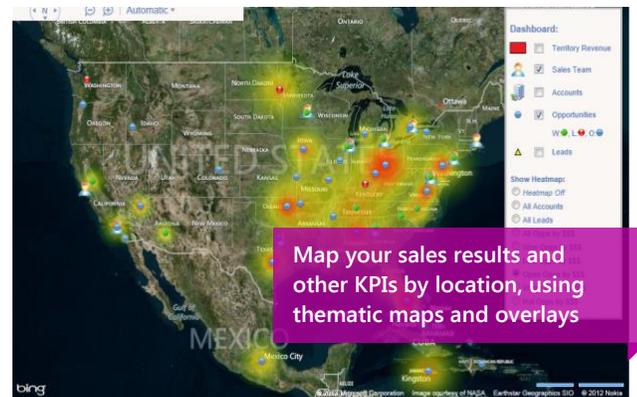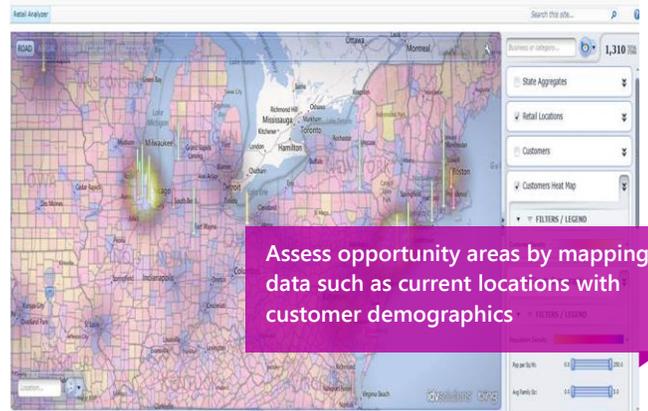
Solutions from Microsoft

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
- **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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XLSOFT エクセルソフト株式会社
〒108-0073 東京都港区三田 3-9-9 森伝ビル 6F
TEL: 03-5440-7875 FAX: 03-5440-7876
お問い合わせ先：**www.xlsoft.com**

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