

Visualize Your Enterprise



Answering the five essential questions
that drive business growth.



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Introduction

Location-based personal productivity software has changed the way people prioritize activities and conduct day-to-day life. There's an app for everything. Now you can track the location of your fitness activities, secure your dinner reservations near the movie you've just bought tickets for, and reserve a parking spot nearby. Consumers rely on real-time driving directions that avoid traffic congestion. These apps, and many more like them, have one goal: help a person get more done, more efficiently.

New enterprise technologies that also drive sales and service productivity are catching up to the innovation we've seen in the consumer world. Enterprises need a better way to optimize field sales and service resources, focusing them only on the most important customers and revenue goals. Innovative enterprise leaders are considering a new factor when building a field strategy--location.

Understanding the location of customers and prospects or revenue generating assets, and the field teams that service them, is changing enterprise field operations.

This trend is called Location of Things (LoT), and it's making it possible to visualize the enterprise in entirely new ways.

Enterprise leaders are using LoT technology to answer the key questions involved in effective field sales and service operations. By optimizing and refining field operations against these five questions, enterprises are able to better reach business objectives and rapidly drive revenue growth.

A global survey of 2300 Harvard Business Review subscribers found that 95% of respondents feel that face to face meetings are key to successful long term relationships, and 89% agree that face to face meetings are essential for "sealing the deal."

A related study found that for sales people who achieve 100% of quota or higher, most have close relationships with clients and feel responsible for ensuring client success.

Harvard Business Review, December 2016

Fundamental Field Sales and Service Questions:

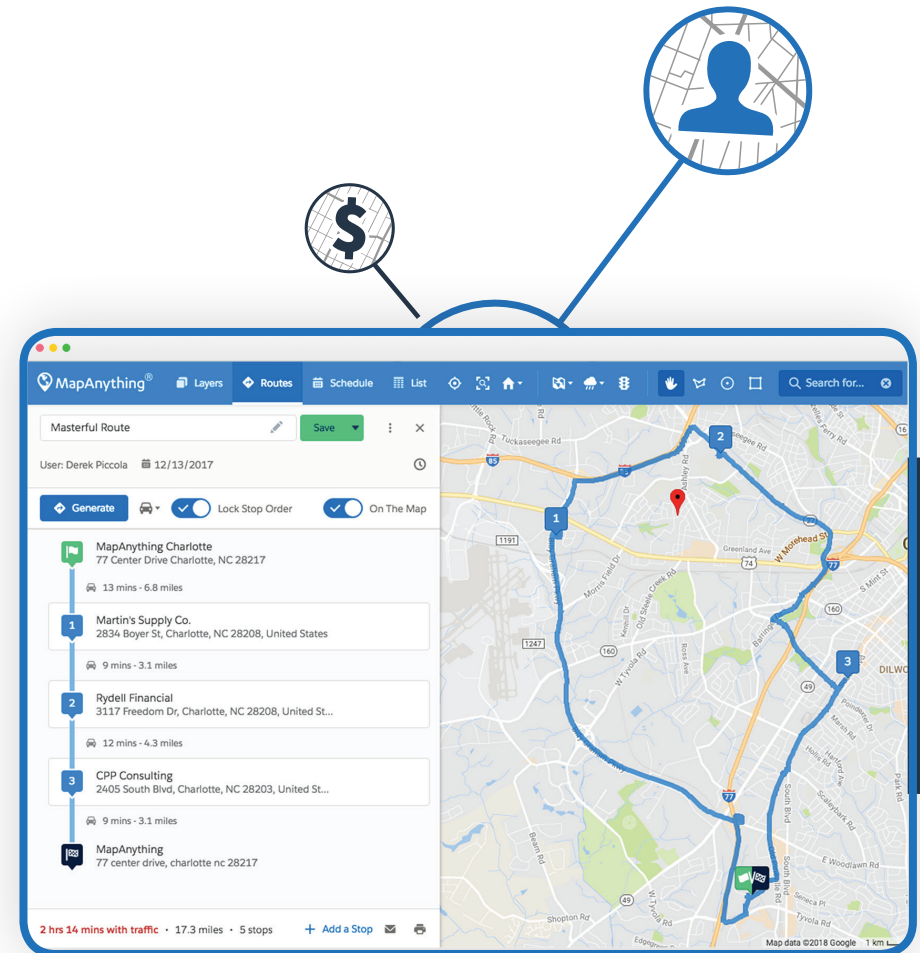
1. How many field reps do I need?
2. Where do they need to be?
3. What is the best way to manage my day?
4. Which customers have my reps actually seen?
5. What is the result of each customer visit?

Location of Things (LoT) Defined

Location of Things technology is designed to help enterprise leaders visualize field assets, customers, and prospects so that field sales and service teams can reach them efficiently. More than simple geo-location or route optimization software, LoT technology combines geo-location services with Salesforce so reps can prioritize customer visits, optimize travel between meetings, and easily update CRM with essential information. Enterprises are leveraging LoT technology to empower field sales and service professionals to spend more time selling face-to-face and less time in traffic, inefficient routing, or meeting with customers that don't contribute to the bottom line.

When LoT technology is integrated with Salesforce, field professionals schedule the right meetings at the right time to drive the most revenue. - These sophisticated route planning capabilities consider traffic, weather, and other factors to reduce travel between meetings. LoT solutions track activities and results, ultimately taking the guesswork out of field sales planning. There are six essential capabilities to look for in LoT solutions:

1. Field sales and service activity should be prioritized by customer need and revenue potential.
2. Field sales and service priorities should be optimized for maximum customer contact to increase productivity.
3. The system should provide insight for more accurate territory control and visibility.
4. The system should suggest prioritized customer visits for greater customer loyalty and maximum profit.
5. The system should offer simplified compliance through integration with existing business systems.
6. Integration within Salesforce enables accuracy and productivity within the sales workflow.



1 How many field reps do I need?

Finding Revenue: A Face-to-Face Activity

Hiring more reps who can do more meetings is not necessarily the best strategy for increasing revenue. Prioritizing contact with the most valuable customers or prospects at the right cadence is better. Location of Things technology drives sales productivity and revenue by creating optimal schedules and routes. The best routing software uses rich decision support technology to optimize schedules and routes with multiple factors such as fixed meeting times, average traffic patterns, multi-day schedules as well as shortest distance. It is integrated with an organization's Salesforce instance and becomes a natural part of the field activity workflow. Location of Things platforms, such as MapAnything, use pipeline data to prioritize face-to-face visits based on the value of target customer accounts. Tier-one target accounts are prioritized over tier-two or tier-three, so sales calls that are most likely to produce revenue are prioritized.

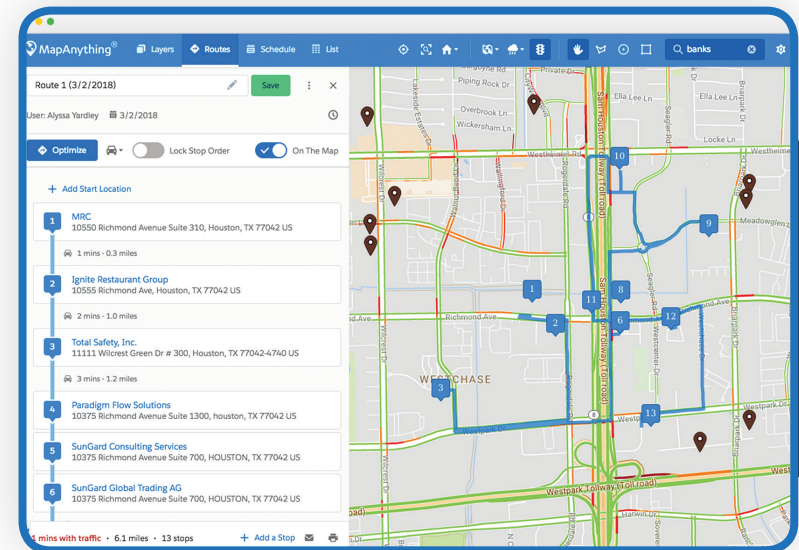
Research shows that strong relationships are built more quickly through face-to-face interactions. For field sales and service professionals, face-to-face visits are key to reaching a desired outcome within meaningful timeframes (say, before the end of the quarter). Additionally, most sales people agree that face-to-face meetings help to “seal the deal” because negotiations are easier and it is possible to avoid the uncertainty and delay that can occur when trying to close a deal via a phone call.

With LoT technology, field sales and service teams are able to:

- Conduct more quality meetings per day.
- Optimize rep assignments and territory plans for maximum revenue.
- Identify new leads in targeted geographic areas.
- Discover and monetize new profitable accounts.

“The opposite of more is not less.
The opposite of more is better.”

Seth Godin, Feb 2017



Most executives believe that face-to-face meetings are more than essential; and certain benefits of face-to-face meetings, tangible and intangible, cannot be replaced by technology. Research shows that virtually all business executives (95%) feel that face-to-face meetings are essential to building long-term business relationships.

Harvard Business Review, April 2016

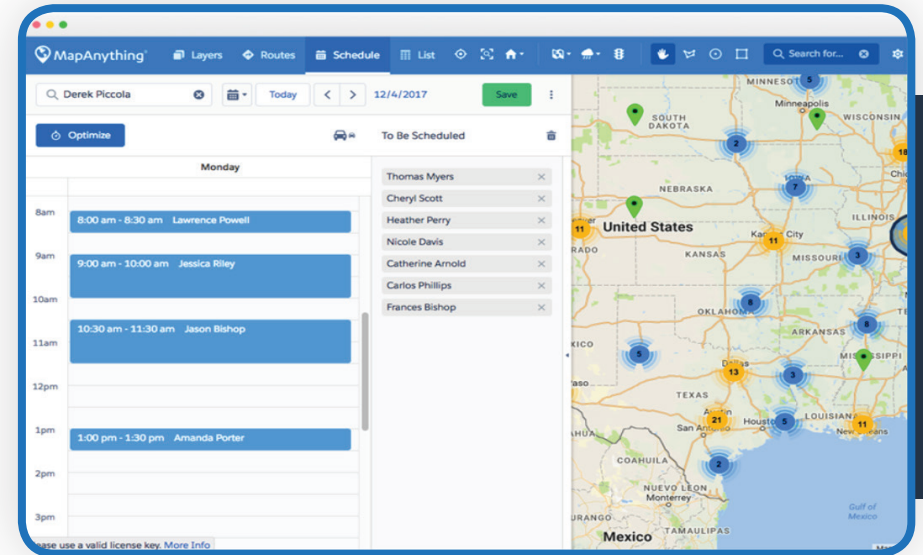
2 Where do my reps need to be?

Wasted hours chasing the wrong customers? Nobody's got time for that.

"Time is money." This is the motto of the most successful field sales and service executives. Making each hour as productive as possible is essential. Yet, it is one of the biggest challenges field reps face. Time is often wasted traveling to meetings, selling to prospects that are unlikely to close, or chasing deals that are unprofitable. Spending time with customers that represent the greatest value, and who are most-likely-to-close naturally drives productivity.

Location of Things technology helps field sales and service executives meet with more high-value customers while reducing wasted time. It drives productivity in several essential ways:

- Define more productive territories via location and proximity to customers.
- Prioritize customer visits via real-time Salesforce data so sales teams spend more time with the most valuable customers.
- Automate Salesforce entries to reduce time and increase CRM adoption.
- Automatically find more leads near existing customers to expand the value of each territory.
- Save T&E and mileage costs with route planning that factors in traffic, weather, distance, and meeting priority.
- Automate workflows to track assets.
- Get new sales or field services reps up to speed with faster onboarding.



After implementing MapAnything, Valvoline has:

- Seen a **60% improvement** in sales effectiveness
- Experienced a **20% increase** in daily calls from 10 to 12
- Maintained a **98% license adoption rate**

Defining Territories by Revenue Potential

Location of Things technology gives sales leaders a new lens to define sales territories: revenue potential. Rather than defining territories by geographic landscape, population, or metro, LoT tells sales leaders exactly where their customers and prospects are located. Sales resources can then be easily allocated based on relevant customer and prospect opportunities.

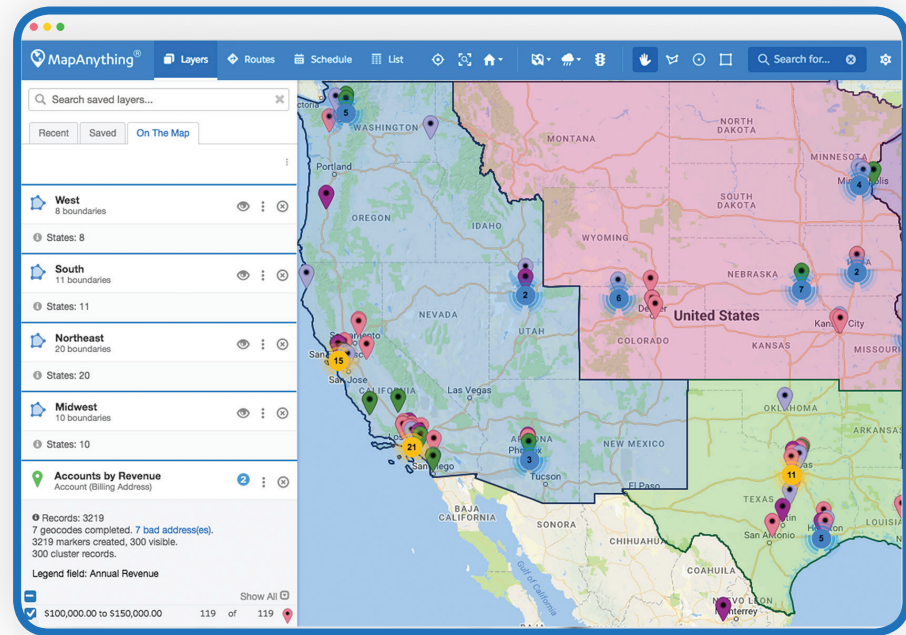
Integration with Salesforce makes it easy to monitor the quantity of meetings that are held with the highest value customers and prospects. Sales and field service leaders are able to be more accountable for team activities with more accurate data. And, most importantly, companies can focus their expensive field resources in locations that represent the highest likelihood of success.

- Monitor quality and quantity of meetings
- Give reps and managers accountability
- Allocate sales and field service resources in the most efficient, productive locations

Axia, a fiberoptic internet provider, implemented MapAnything and saw:

- A **92% license adoption** rate
- Increased daily sales target on doors knocked **from 30 to 50**
- Highest daily sales record **increase by 16%**

AXIA



3 What is the best way to manage my day?

Highly-optimized Routing Saves Thousands in Field Sales and Service Costs

Salesforce and telematics data can be integrated within LoT platforms such as MapAnything. This integrated customer and field information is made more useful when displayed on a map-based interface within an LoT mobile app. The ability to visualize the location of customers and prospects is a breakthrough for sales and service leaders. It also makes the job of selling easier for field reps. Fleet managers are able to allocate and track field vehicles efficiently, saving money and improving the bottom line.

LoT Benefits:

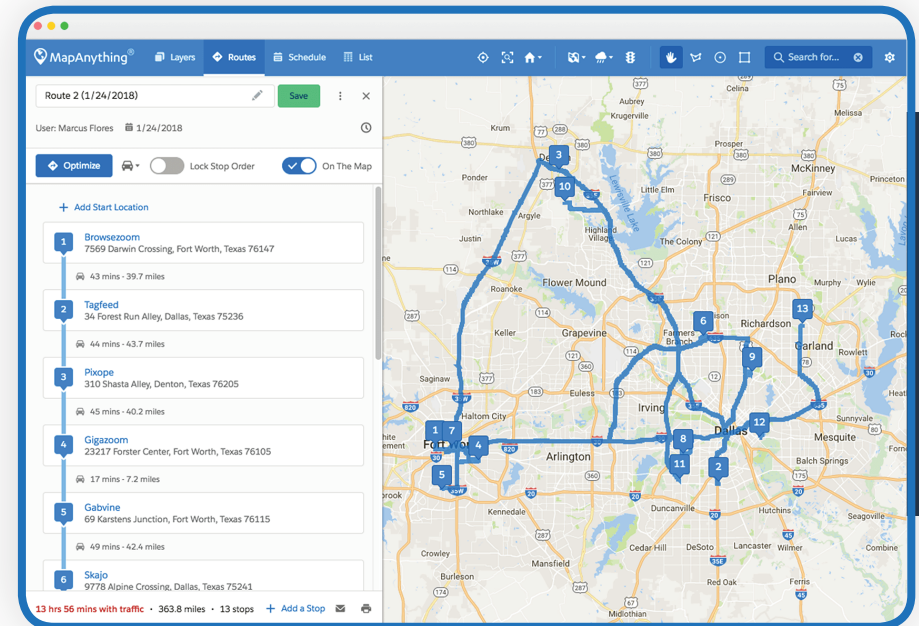
- See more customers in a shorter time: Prioritize by customer need and driving efficiency. Field teams that use route-planning software see an average of 13% increase in stops per vehicle per day.¹
- Time Control: Build a customer-optimized plan with geo-productive route planning and scheduling. Traffic congestion costs drivers \$27 billion annually in lost time and fuel, and overall traffic congestion is expected to cost around \$192 billion nationwide by 2020.²
- Weather Wise: Consider weather in route planning. The NHTSA reports that every year, companies lose around 32.6 billion hours due to weather-related congestion, and the cost of weather-related delays ranges from \$2.2 billion to \$3.5 billion annually.^{3,4}
- Late appointments: No customer has time for that. A poll of over 500 B2B customers shows that 55% of customers would stop using a company's products after two or three late deliveries.⁴

¹ FleetBeat Report, 2014

² U.S. Federal Highway Administration

^{3,4} U.S. Federal Highway Administration

⁴ VoxWare, 2016



4 Which customers have my reps actually seen?

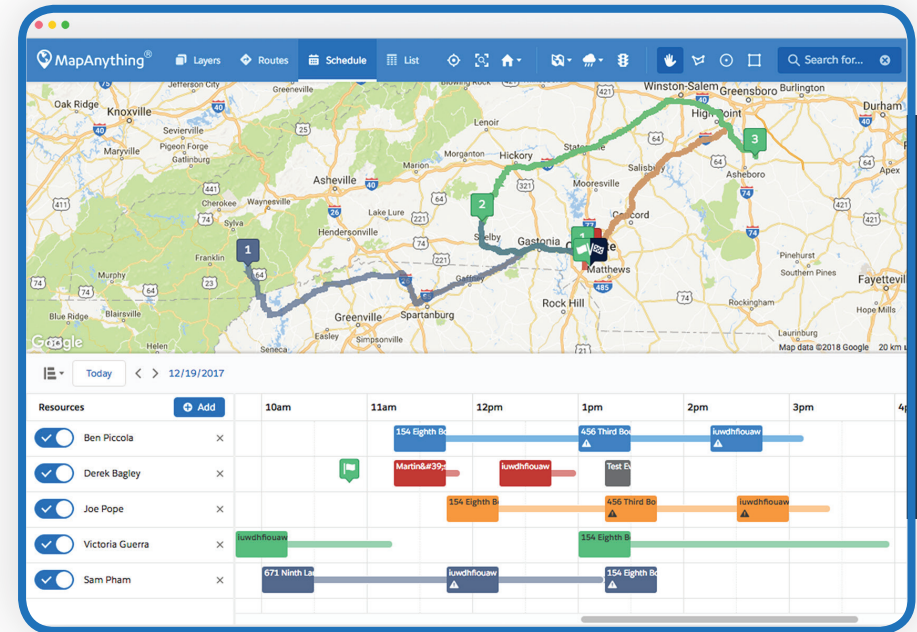
Integration with Salesforce Provides Essential Reports and Information

Enterprise sales and service leaders have to plan where to put field resources and then quantify the results of these resources. Location of Things capabilities within MapAnything give new insights into actual field activities, customer visits and results. The ability to view the location of accounts and prospects, and tie revenue and sales activity to these accounts, makes it easier to visualize revenue opportunities and track the activities of field resources.

Enterprise Customer Loyalty is Built Face-to-Face

Field activities not only drive revenue, they drive customer loyalty and potential future sales. Companies that are able to build strong, trusted relationships with customers are more likely to grow revenue and enjoy higher lifetime value from each account. Analyst research shows that 91% of unhappy customers who are non-complainers simply leave⁵. And, it is 6-7x more expensive for companies to attract new customers than to keep existing ones.

⁵ [Esteban Kokskey](#), CEO of thinkJar, a customer strategy consultancy



“Customer experience is the last source of sustainable differentiation and the new competitive battleground.”
Tiffani Bova, Gartner Vice President and Distinguished Analyst



With that said, regular face-to-face visits with a company's most valuable customers is an essential business practice. Location of Things capabilities within MapAnything allow sales and field service executives to prioritize customer visits using real-time Salesforce data. In addition, through optimal route planning and simplified CRM updates through the mobile app, customer relationships can be more easily managed. Specifically, LoT helps field service and sales reps build greater customer satisfaction and loyalty through:

- Making field sales and service visits more timely and reliable.
- Ensuring the right cadence of face-to-face interactions with customers.
- Allowing field reps to visit more customers and to see the most valuable customers regularly.
- Giving reps deeper visibility into customer data and status so each visit is highly productive.

FORTUNE 100 FINANCIAL SERVICES FIRM - Surveyed 100 Users

- **96%** said MapAnything was relevant or very relevant to their job
- **78%** said they saved at least 3 hours of planning per week
- **70%** said they gained at least 3 more qualified meetings per week

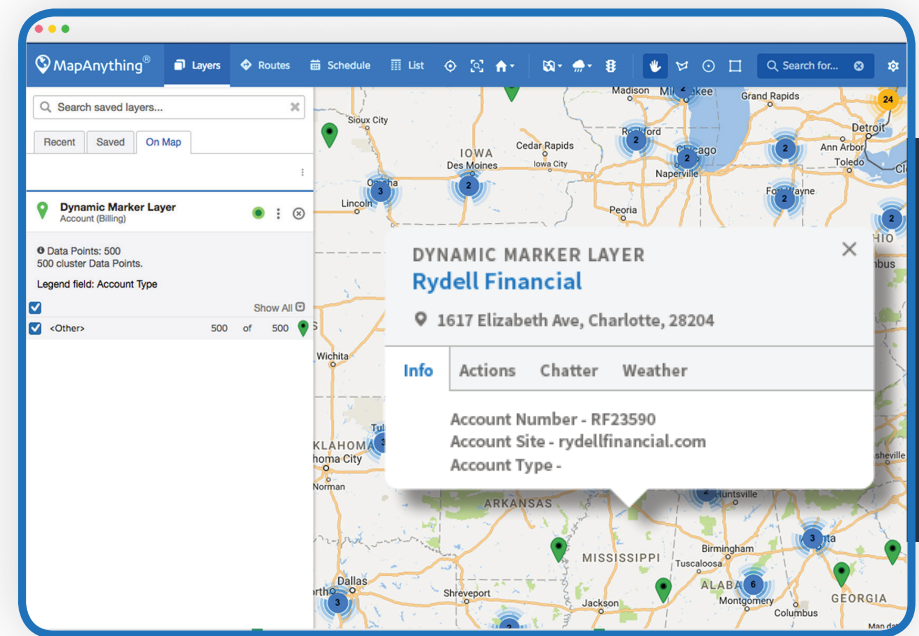
5 What results have we achieved with our field sales and service activities?

Understanding the Link between LoT and Revenue

Revenue grows as enterprises automate the sales process, improve territory mapping, and focus field sales and service activities on the most valuable accounts and opportunities. Location of Things technology makes visualizing the logical flow of these activities simple and efficient.

Enterprises are able to visualize the location of new leads using external data sources, Salesforce data, and territory mapping. Records are automatically updated as field reps visit customers and close deals. Salesforce can be updated simply through MapAnything's mobile interface. As a result, Salesforce reports are populated with detailed, accurate data about customer visits and results.

On average, MapAnything customers are able to see one additional appointment each day due to optimized routing and scheduling. The result is an average of 5 more meetings a week, 20 more each month. Customers who are visited more often have greater loyalty to companies and brands, and are more likely to buy. More visits to prospects increases the number of customers that can be cultivated each month. More visits, more deals, and greater customer loyalty can be tied to LoT.



After implementing MapAnything, BlueLine has:

- Maintained a **99% license adoption rate**
- Increased number of customers touched **from 600 to 900 within a year**
- Increased daily call volume **from 10 to 15**



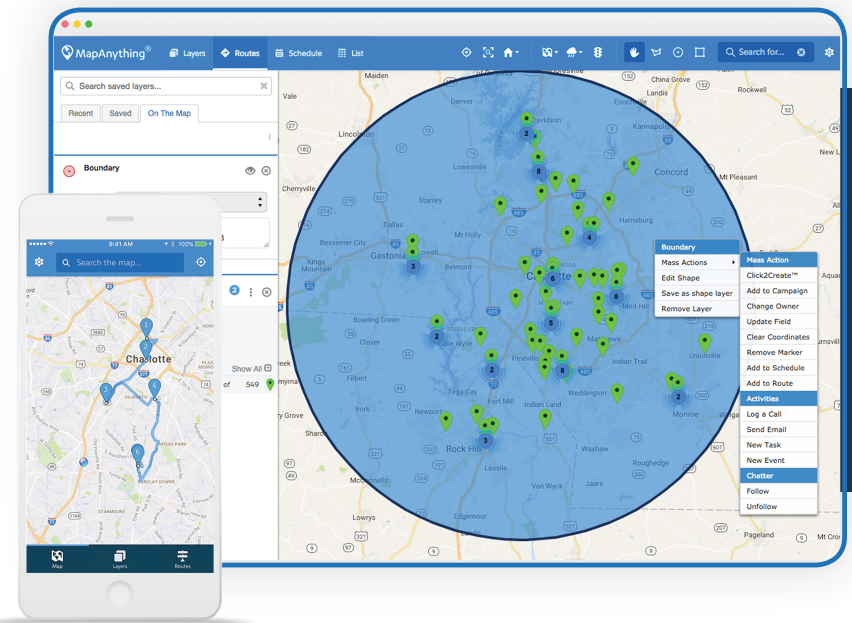
Location of Things: An important part of CRM

Highly-optimized Routing Saves Thousands in Field Sales and Service Costs

One of the most critical factors for LoT technology to be successful is deep integration with CRM. Location of Things solutions that are built within the CRM platform tend to be more streamlined and easier to adopt for most field organizations. The combination of CRM and LoT enables executives to leverage real-time data to optimally plan for and conduct sales and service meetings. Busy sales executives benefit from simplified CRM updates through mobile LoT apps and can go in to each face-to-face meeting armed with the most recent customer or account data. LoT apps that are built within the CRM system of work, eliminate duplicate logins or data entry, supporting CRM adoption.

By adding LoT information to the sales and service process, field reps and customers find each interaction more productive and satisfying. CRM administrators enjoy more accurate and complete customer records, and sales leaders are able to rely on CRM data and reports because they are automatically updated as sales professionals conduct meetings with customers and prospects.

- The best LoT technology is built natively within the Salesforce system of work.
- Integrated LoT ensures that there is a single source of data and customer records for accuracy.
- Sales professionals are free of double system log-ins and double data entry.
- LoT, because it's integrated with Salesforce, makes it easier to automate complex sales workflows.



East Sussex Highways

- Increased client response times (PSI Scores) to **97%** (target was 80%)



Conclusion

Location of Things capabilities are an important evolution in field sales and service solutions. LoT represents a new opportunity for sales teams to maximize revenue, optimize teams for productivity, ensure the most profitable territory planning and control, and ensure greater customer service—all to drive results. It's critical that LoT solutions are built within the Salesforce workflow to enable sales and service professionals to realize its benefits without having to deal with duplicate data or log-ins. In addition, integration gives reps access to the most accurate, real-time data about each account or customer they visit.

MapAnything is an innovator and pioneer in Location of Things solutions, and is deeply integrated with Salesforce. To learn more visit mapanything.com.



After implementing MapAnything, Solarwatt has:

- **15% increase** in daily sales calls
- **20% reduction** in fuel costs per rep
- **50% increase** in overall installer revenue



About MapAnything

Combine today's global economy with a mobile workforce and you get a lot of moving parts. CRM alone can't help you answer the critical business questions: Where is my business? Where do I need to be?

Founded in 2009, MapAnything is an innovator and pioneer in Geo-productivity software. With nearly 2,000 customers globally, ranging from large enterprises to small businesses, we believe that "Where Matters."

MapAnything is a Salesforce Gold App Innovation Partner and a ServiceNow Technology Partner. The company has received the Ventana Research 2016 Technology Innovation Award for Location Analytics, IDC Innovators: Field Service for Manufacturing 2017 award, and been named a Customer's Choice – Highly Reviewed App by users of Salesforce.



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