

# Salesforce Maps

## Live Tracking

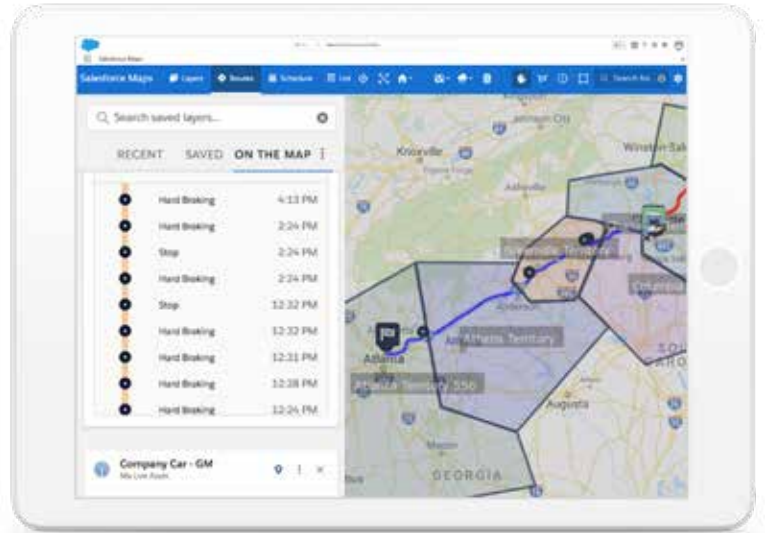


**L**ive Tracking, add-on product to Salesforce Maps or Salesforce Maps Advanced, allows business leaders to track vehicle, asset, or equipment location in real-time to gain visibility into field operations and automate business processes using location-intelligence.

- **Increase efficiency with multi-day performance history**
- **Prevent lost revenue due to misplaced assets**
- **Automate business processes to ensure accurate data capture**

“We are an on demand service but the only way we were able to become an on demand service, was because of Salesforce Maps. It gives us the ability to make those informed decisions quickly - move trucks around and reroute people.”

Joseph Cardella  
Senior Vice President  
Cardella Waste & Westside Environmental



Vehicle tracking across multiple days in multiple territories

### Top Benefits

- **Decrease operational costs**
- **Drive accountability for revenue-producing activity**
- **Track performance metrics**
- **Control equipment rental inventory**
- **Prevent revenue loss through misplaced assets**

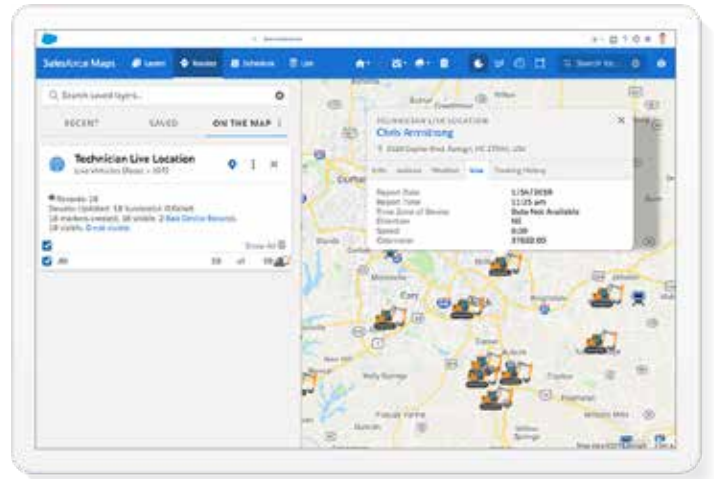
### Top Features

- **Visibility into real-time field activities**
- **Multi-day tracking history**
- **Automate communication based on live location**
- **Real-time performance dashboards**
- **Stop association for record updates**
- **Accurate time-on-site capture for invoicing**

## What's included in Live Tracking?

Live Tracking allows businesses to gain new levels of insights into field rep location to quickly pinpoint and eradicate inefficiencies through:

- 1. Asset, Vehicle, and Equipment Tracking** - Accurately track assets, vehicles, and equipment in real-time via mobile or hard devices, or direct integration. View daily summaries with location intel to measure performance, plan for proactive maintenance, ensure reps aren't crossing territories or routes, and more.
- 2. Drive Business Automation** - Utilize geo-enabled features, like geofencing, to automatically update work order status or check-in/check-out requirements, calculate accurate time-on-site for invoicing, send follow-up communication, and more, so reps can spend more time selling and less time performing administrative tasks.
- 3. Accurate Performance Data** - Build performance dashboards and plan for future success with accurate location-enabled performance data, including multi-day tracking history, to monitor unplanned stops, safety infractions or speeding events, and miles driven per day.
- 4. Inventory Control and Revenue Capture** - Confirm on-rent vs off-rent inventory by visualizing the asset's exact location. Uncover opportunities to produce revenue, prevent lost revenue due to misplaced or lost assets, and reallocate assets to a more efficient use.
- 5. Geo-fencing Accountability and Productivity** - Set geo-fences utilizing longitude and latitude coordinates, territory boundaries, geographic boundaries like state lines or postal codes, or proximity to customer or prospect location to drive accountability and productivity. Ensure reps aren't traveling outside of their zones, enable alerts or notifications of any unauthorized travel or movement, and automate followup communication or outreach.
- 6. Mobile Compatibility** - Access Live Tracking data right inside your iOS or Android device via the Live App. Easily toggle on or off live tracking to ensure performance and historic location data is accurate and accessible in Salesforce.



Visualize live location of assets to better control inventory and customer expectations

Device-free integration with GM OnStar and Ford

Hard device availability through 20+ telematics vendors

Fully mobile solution via native app



**For More Information**  
Contact your account executive to learn how we can help you accelerate your CRM success.

**Corporate Headquarters**  
The Landmark @ One Market Street  
Suite 300  
San Francisco, CA 94105  
United States  
1-800-NO-SOFTWARE  
www.salesforce.com

**Salesforce Maps**  
5200 77 Center Dr, Ste 400  
Charlotte, NC 28217  
www.mapanything.com

