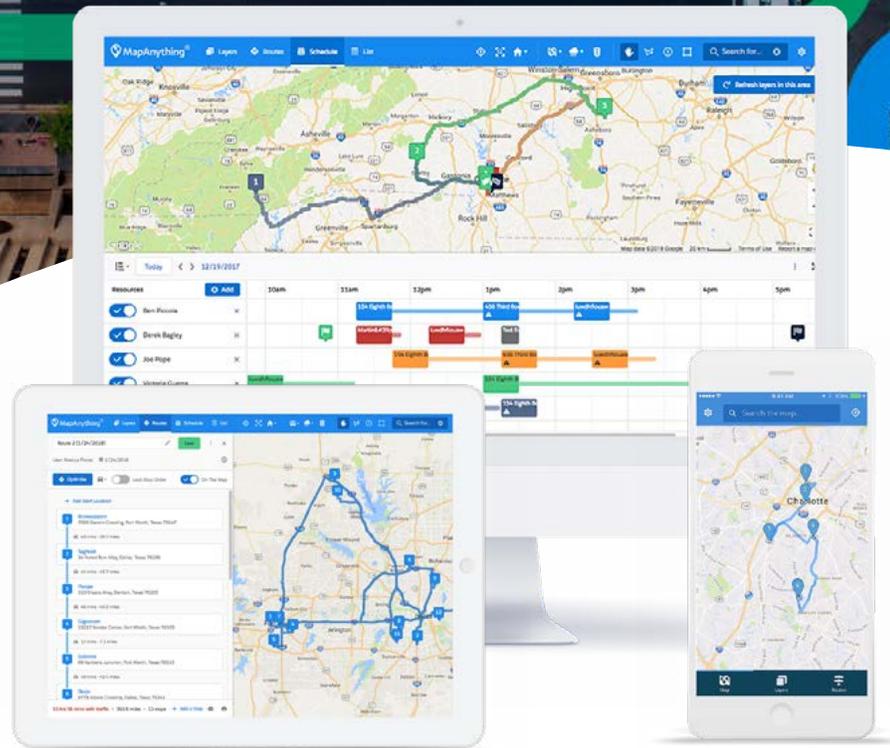# MapAnything®
Guide

Utilizing our powerful Route Optimization Technology, MapAnything Guide enables users to build optimal routes that take into consideration constraints, like account priority level and SLA requirements, to ensure field teams are operating as efficiently as possible and driving revenue.

MapAnything Guide is the only purpose-built, multi-objective Schedule and Route Optimization application for enterprise-level field teams. With Guide, field sales and service managers can plan complex, long-term routes starting and ending at different locations each day that:

- Ensure SLAs and other stated goals are continually met
- Consider constraints to build the best routes possible
- Increase the number of stops made and face-time with customers
- Decrease miles driven and cost of operation
- Reduce time spent on planning efforts

"

"MapAnything has enabled our sales staff to easily navigate to current customers and prospects, and optimize our sales staff efficiency on a daily, weekly, and monthly basis. MapAnything stays ahead of their competitors with new releases and we look forward to our continued partnership to bring more sales and operational excellence for our company."

**Mike Sturgill,** *Regional Sales Manager, Xylem*

MapAnything enables customers to design optimal territories, create optimal schedules, and map optimal routes enabling field reps to service more accounts in less time. This helps companies to maximize resources, drive productivity and revenue, and increase territory control and visibility, all while reducing expenses.

With MapAnything Guide, enjoy the features experienced in MapAnything for Salesforce (data visualization, account prioritization, etc), as well as:
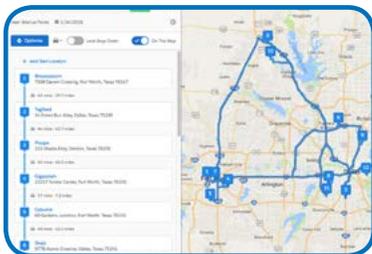

Continuous Route Optimization

Empower field teams with large geographic territories that may require overnight trips. Configure complex business constraints, reinsert missed or cancelled appointments to be optimized at a later date, and easily fill schedule gaps with new leads.
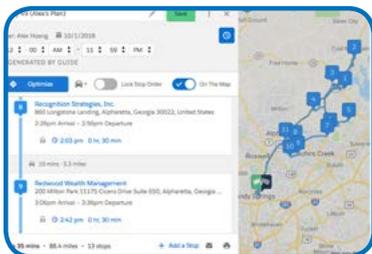
Constraint-based Routing

Solve traveling salesperson problems (TSPs) and last-mile delivery obstacles with constraint-based routing. Consider multi-objective business needs, like time windows or distance limits, to build the most optimal route and schedule for complex field teams.
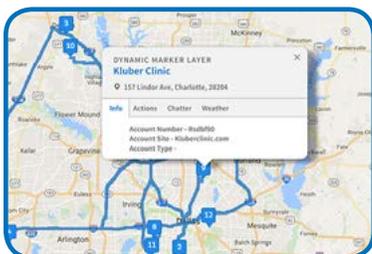
Planned vs Actual Performance Reporting

Gain better visibility into rep performance with planned vs actual reports and custom configurations. Compare mileage planned vs driven for accurate budgeting; stops planned vs made to drive rep productivity; time spent prospecting vs visiting existing customers to drive accountability; and more.

Sales & Marketing Alignment

Align field sales and marketing efforts by utilizing start and end dates on campaign objects to ensure visits coincide to when a marketing blitz is occuring in a certain territory.

About MapAnything

MapAnything offers the industry's leading geo-enabled field productivity solutions that leverage mapping and optimization technologies. We enable our customers to maximize the productivity of their sales and service resources.

MapAnything is the only global Enterprise Platform that allows the user to go from Territory Design and Planning, thru to Field Execution and Visualization of results.