

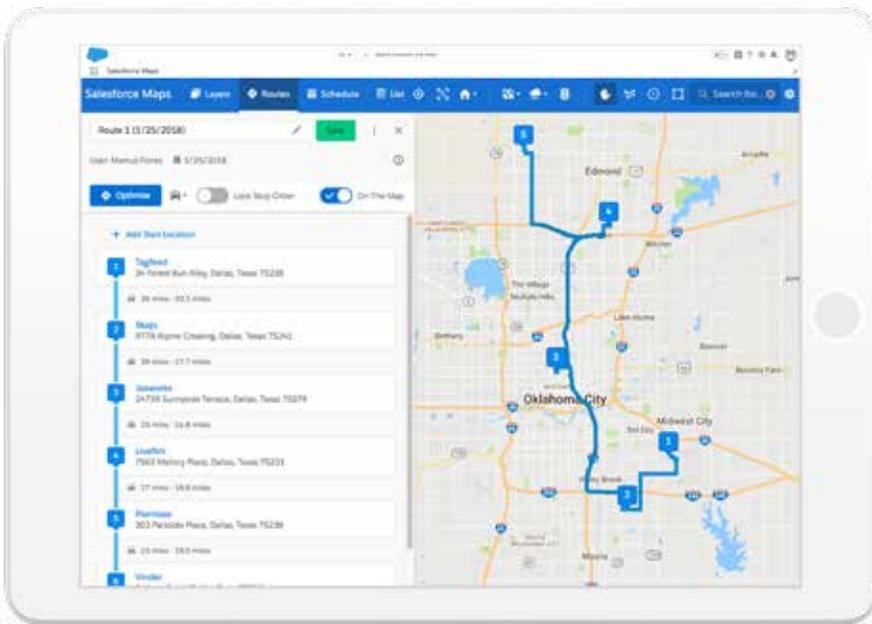
# Salesforce Maps Advanced



**S**alesforce Maps Advanced injects Location Intelligence into field operations to make field reps more efficient and profitable. By utilizing powerful route optimization technology and thematic map capabilities, Salesforce Maps Advanced provides reps with additional features, such as continual routing and performance reporting, inside Salesforce.

Considering customer and rep location during each phase of the sales process increases productivity, improves rep satisfaction and accelerates revenue attainment by:

- **Helping sales reps plan their routes for months or a quarter at a time**
- **Optimizing sales visits based on client value and business priorities**
- **Gaining a 360 view of your business using external data and advanced geo-visualization**



Optimize Routes to Maximize Customer Visits

“Typically, the sales reps were spending over an hour a day completing administrative tasks or calculating routes. But, they’ve decreased their planning time by 88% simply by using Salesforce Maps to visually represent their plans. Now, they can focus on the sale and interaction with the customer - items that really drive us forward.”

Joris Vollebergh  
Director of Business Services, Digital & CRM  
Liberty Global



## Top Benefits

- **Increase Customer Conversion**
- **Increase Revenue Generation**
- **Drive Pipeline and Lead Generation**
- **Decrease Operational Costs**
- **Decrease Planning Time**

## What's included in Salesforce Maps Advanced?

Built for fast-moving industries, like Consumer Goods, or Service Providers, Pharma, or Salesforce Maps Advanced allows sales managers to build optimized plans for their field reps to follow to ensure all goals are met.

Salesforce Maps Advanced includes the Location Intelligence value brought through Salesforce Maps with the addition of:

**Continuous Route Optimization** - Empower reps with large geographic territories that require overnight trips with routes starting and ending at different locations each day.

**Complex Configuration** - Configure complex business constraints and reinsert missed or cancelled appointments to be optimized at a later date.

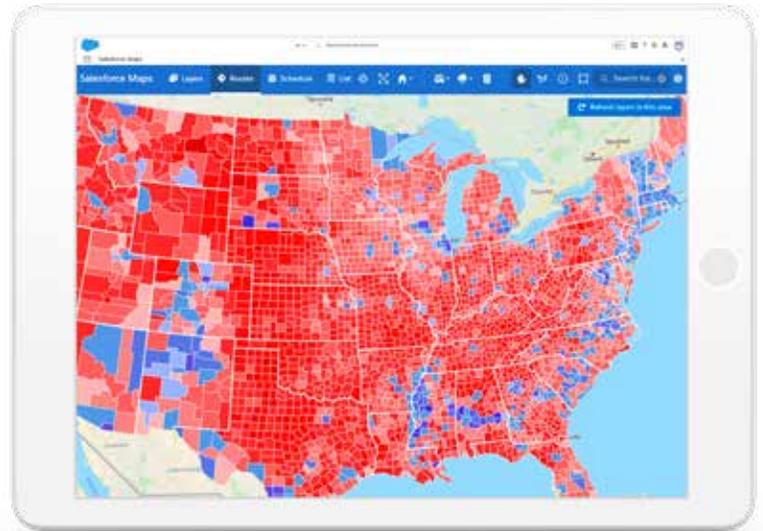
**Constraint-based Routing** - Consider multi-objective business needs, like time windows or distance limits, to build the most optimal route and schedule for complex field teams.

**Planned vs Actual Performance Reporting** - Gain better visibility into rep performance with planned vs actual reports and custom configurations to drive field accountability and future revenue generation.

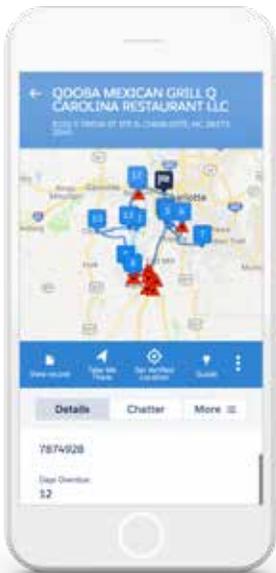
**Thematic Mapping** - Utilize Thematic Mapping to quickly identify themes or trends in data and make large data sets understandable and actionable.

**Self-hosted Data Visualization** - Import and visualize self-hosted data to the map layers to engage in true large-scale geo-analysis across a virtually unlimited amount of data.

**Sales & Marketing Alignment** - Utilize start and end dates on campaign objects to align sales visits to marketing blitzes.



Utilize Thematic Maps to Uncover Data Trends Otherwise Unseen



Automate Admin Tasks with Geofencing and Spend More Time on the Road

## Drive Productivity

**91%**

WANT TO GET MORE FACE TIME

**20%**

INCREASE IN FIELD PRODUCTIVITY

## Top Features

- Ability to visualize external data
- Visualize territory layers
- Launch thematic maps to identify trends
- Advanced Priority Scheduling
- Up to 3-month Route Optimization
- Continuous, multi-day routing

### For More Information

Contact your account executive to learn how we can help you accelerate your CRM success.

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