



Welcome to MyCRM *Making CRM work for business*

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Product Name	MyCRM eMap
Version	2011
Owner	MyCRM

Available For	
MyCRM Hosted	✓
Microsoft CRM Online	✓
CRM On-Premise	✓



For Additional Information

Contact : [Alistair Dickinson](#)
 Email : sales@mycrmgroup.com
 Phone : [01983 245245](tel:01983 245245)
 Web : www.mycrmgroup.com

eMap for Microsoft Dynamics CRM 2011



The MyCRM eMap solution extends the Microsoft Dynamics CRM2011 platform even further by introducing a full integration with the Bing Map service which is used for rendering data in CRM on a map directly within the CRM environment.

Maps and Map layers are easily created directly from the CRM environment, but eMap is so much more as you can now use the solution to view data regionally, create marketing lists for given areas, or be given the ability to work with data to create CRM activities, run workflows or assign records to other users.

The flexibility of the eMap solution allows your organisation to easily sort data by country, region, or sales area to get a snap shot of what opportunities are active and closed. All map layers are created by using CRM views so it is easy to visualise a break down of active cases for existing customers and engineers based on CRM users.

The eMap solution brings a new dimension to using Microsoft Dynamics CRM within your organisation, by delivering a snapshot of data across the enterprise that is easily configured and easy to work with.





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eMap features for Microsoft Dynamics CRM

The MyCRM eMap solution has a number of unique features that extends functionality for an end user in CRM.

Features

- Create multiple maps in CRM
- Create multiple layers per map
- Select road or aerial view of any map
- Use the built map quick filter to find records
- Use the entity distance filter to help with rout planning
- Use the locations distance filter to show record near a given location
- Create lists that can be used for marketing or other bulk actions
- Use the router planner to create a route between one or more given locations and see records on route.
- Get driving instructions for given routes
- Place maps on dashboards
- Place maps on individual records within the CRM
- Geo-Code all data with a Longitude and Latitude value
- Create CRM activities directly from the map
- Use Advanced find to filter a map layer
- Assign individual records to a marketing list
- Assign individual records to other CRM users.

A map can include any of the above features and contain several layers of data that over lap on any one map. A layer is used to represent data from a CRM view and can be of a single entity record type i.e. Accounts, Contacts, Opportunities, Cases or even a Custom entity that have been created and configured as part of your organisations role out of Microsoft CRM.

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Web : www.mycrmgroup.com

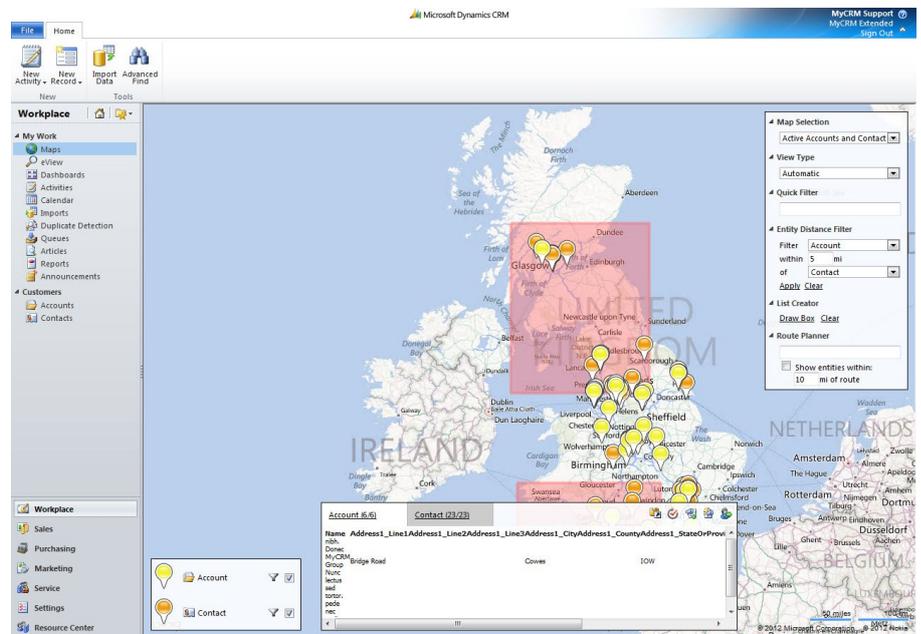


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eMap inside view in Microsoft CRM.

The eMap solution embeds directly into the Microsoft CRM environment

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From the left navigation under workspace you can access maps and map functionality or directly on the entity record when the record is loaded in to view.

An end user of the eMap solution can easily toggle data views and layers from the layer key on the left and load different maps from the feature toolbar on the right.

Records displayed on the map can be opened directly from the map interface along with actions being carried out like add to marketing list, create activity or add to route.

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eMap configuration for Microsoft Dynamics CRM

The MyCRM eMap solution for Microsoft CRM is fully configurable enabling multiple maps and multiple layers to be created, each map has all the standard features of a map integration including full zoom.

As part of the solution, full configuration capability has been built into the CRM interface which enables all data fields to be displayed and pin colours to be selected for the different record views on the layer.

The screenshot shows the configuration window for a map layer named 'lead'. The 'General' section is expanded, showing the following settings:

- Map Configuration: Open Leads
- Layer Order: 0 - Top
- Entity: Lead
- Data Source: View
- View: Open Leads
- Geocode Source: This Entity
- Form Entity Filter: -- None --
- Pin Color: A selection of five colored pins (blue, green, orange, red, yellow).
- Display Name Field: Name
- Display Fields: A list of available fields (Account, Address 1: Address Type, Address 1: County, Address 1: Fax, Address 1: ID, Address 1: Latitude) and a list of displayed fields (Topic, Est. Value).

Full configuration documents are provided along with extended user guides as the solution can be used in many different ways to visualise data held in the CRM system.

For Additional Information

Contact : [Alistair Dickinson](mailto:Alistair.Dickinson@mycrmgroup.com)
Email : sales@mycrmgroup.com
Phone : 01983 245245
Web : www.mycrmgroup.com



Welcome to MyCRM *Making CRM work for business*

eMap is an integrated subscription service for Microsoft Dynamics CRM users. All licence agreements with Microsoft Bing Services are included in the subscription price

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For more information please contact our sales team on :

+44 (0) 1983 245245

or email

sales@mycrmgroup.com

or visit

<http://www.mycrmgroup.com>

or visit

<http://downloads.mycrmgroup.com>

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Contact : [Alistair Dickinson](#)
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Phone : [01983 245245](tel:01983245245)
Web : www.mycrmgroup.com