

# CRM Geocoder Plus:

## The Power Behind CRM SmartMap™

CRM Geocoder Plus is a multi-dimensional utility that unleashes the power of InfoGrow's CRM SmartMap™ solution. It works with the Sales Productivity and Market Builder Packs to pinpoint geographic locations that help your teams improve productivity on the road and increase revenue. And its integration with Microsoft Dynamics CRM means information gathered in the field is automatically shared throughout your organization.

### PRECISE AND FLEXIBLE

CRM Geocoder Plus transforms CRM's wealth of geographic information into location intelligence by assigning latitude and longitude values to every customer, prospect and entity that contains an address. These values then convert data into maps and analyses.

Results that can be used to streamline sales and marketing processes, improve collaboration to increase sales and customer satisfaction, and enhance decision making throughout your organization... all through the use of InfoGrow's CRM SmartMap packs.

### FAST AND EFFICIENT

Not all geocoders and mapping solutions are created equal. Because CRM SmartMap and CRM Geocoder Plus are integrated with Dynamics CRM, geocodes assigned to your CRM records are permanently stored and maintained for repeat use.

Mapping applications that don't reference a stored geocode must request latitude and longitude attributes every time they are used. This results in potential inaccuracies, inconsistencies, and slower processing from sifting through large numbers of records.

CRM Geocoder Plus produces accurate, reliable results through bulk, individual and map-based geocoding. Bulk geocoding speeds startup when run on all or selected records. Individual geocodes are automatically assigned to new CRM records and address changes. You can also place a point on a map location to create a geocode.



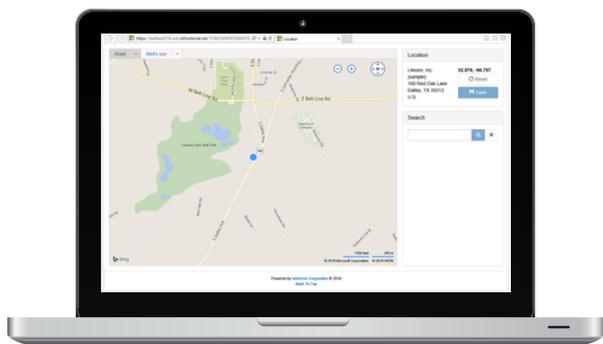
### POWERED BY BING MAPS

CRM Geocoder Plus delivers location intelligence that:

- Helps users visualize, interpret and apply strategic insights to their day-to-day activities
- Strengthens decision making by highlighting data patterns behind emerging trends
- Improves field sales effectiveness with maps, directions and guidance on visiting demographically significant accounts
- Optimizes sales territories to increase coverage and market penetration
- Supports marketing campaigns by depicting market potential and demographics within specific areas

## STREET-SMART GEOCODES

To help field teams zero in on your best customers and prospects, CRM Geocoder Plus assigns latitude and longitude values based on the exact address in the CRM record. Unlike applications that assign geocodes by zip code or a general boundary, address-level geocoding ensures accurate driving instructions and flexible tools for identifying key customers, prospects and call locations. It also results in more accurate maps for understanding market segmentation, defining sales territories, servicing clients, and analyzing market potential.



*For the ultimate in ease and accuracy, CRM Geocoder Plus automatically assigns location data based on addresses in your CRM records. The manual editing feature also lets you add custom points of interest and edit location data to reflect unique situations.*

## INTUITIVE AND INTELLIGENT

CRM Geocoder Plus uniquely understands how data is stored and managed in Dynamics CRM. It works within those parameters and adds needed flexibility to assign geocodes that are as accurate as possible.

- Besides the standard CRM address format, you can add other information during setup. And if you change how you configure addresses in the future, CRM Geocoder Plus will continue to assign and update geocodes with no effort on your part.
- Geocoding is more accurate and functional when your addresses are more precise. To help standardize data in CRM's standard "State" field, CRM Geocoder Plus provides a pick list of user-defined choices to eliminate inconsistent data entry.
- Locations in industrial or development zones often don't have an exact address. To compensate, CRM Geocoder Plus can use an expanded zip code to assign the geocode or you can open a map and place the point exactly where you want it to be.

## ONWARD AND UPWARD

Contact InfoGrow to learn how CRM SmartMap makes it easy for sales and marketing teams to visualize, interpret and share business intelligence across your organization. Call now for a demonstration of how our exciting mapping technology can encourage user adoption while boosting profits, productivity and insights.

## ACCELERATING GROWTH THROUGH BETTER SALES AND MARKETING DECISIONS

InfoGrow has over 25 years of experience delivering mapping and technology solutions that help companies boost their sales, service, and marketing effectiveness through better decision making.

We help our clients identify their best prospects, discover missed opportunities, focus on their most profitable accounts, and reduce marketing waste. Count on InfoGrow to support your efforts to find more customers and keep the ones you want.

Contact us today to learn how CRM SmartMap and our CRM, marketing automation, and membership and event management solutions can improve productivity, streamline processes, and close more deals.

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