

## 1stMILE Accelerates Automotive Payment Solutions with Maplytics

Optimizing Repair Shop Navigation, Sales Team Efficiency & Real-Time Tracking with Advanced Geo-Mapping



### About 1stMILE

1stMILE (formerly Merchant Partners) is a Redmond-based financial technology company specializing in a consumer-driven commerce platform designed for the automotive industry. Their innovative solutions seamlessly connect consumers, their vehicles, and repair shops, streamlining transactions for a hassle-free experience. Trusted by over 17,000 locations, 1stMILE empowers businesses to process payments efficiently and increase revenue through integrated financial solutions.

With 1stMILE, shop owners can elevate the customer experience, whether clients are in the shop, at home, at work, or on the go.

The platform also enables repair shops to offer financing and loyalty programs, making it easier for customers to manage repair costs while rewarding their continued loyalty. Plus, with the 1stMILE mobile app, consumers have instant access to their vehicles and repair shops right at their fingertips!

**Powerful Tool & Great Support.**  
*Inogic is very responsive to questions and feedback. Maplytics helps save time in plotting and routing.*

**- Lindsey Mida Hagarty**  
Vice President, Sales

**Industry:** SaaS – Financial Technology

**Specialties:** Integrated Payment Processing, Financing & Loyalty for the automotive industry.



### Business Challenges



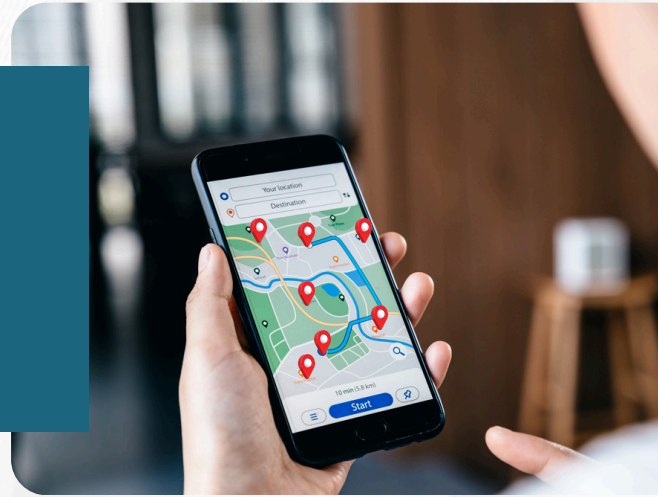
The ability to accurately map, visualize, and analyze the locations of repair shops within targeted regions. They needed insights into shop accessibility, travel distances, and strategic positioning to better serve customers.



A solution that would empower their sales team to identify and navigate to the nearest, most convenient car shops effortlessly. Ensuring a smooth, stress-free travel experience was crucial for maximizing productivity and reducing time spent on the road.

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The organization required a live tracking system to monitor field representatives' locations in real-time. Additionally, they needed a dynamic route system that could be adjusted on the go, allowing their team to respond swiftly to customer demands and efficiently manage daily appointments.

### Why Maplytics?

**Maplytics** is a certified, cutting-edge geo-mapping and data visualization solution that seamlessly integrates Bing/Azure Maps with Microsoft Dynamics 365, Power Apps, and Dataverse. This powerful tool has become an integral part of 1st MILE's operations, enabling them to optimize location intelligence and streamline their field operations.

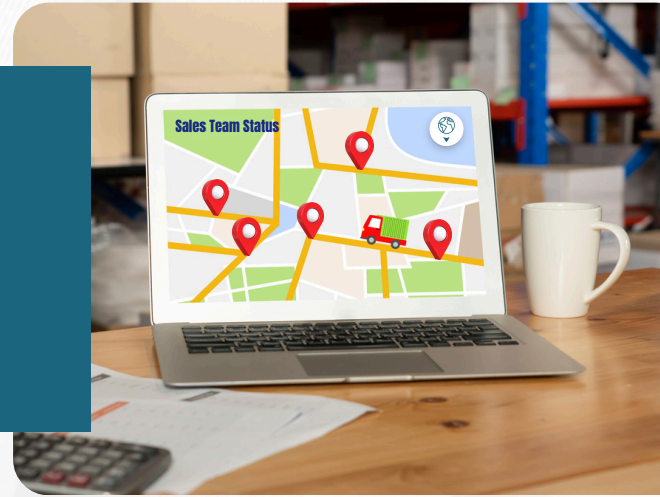
Here's how 1st MILE leverages Maplytics for maximum efficiency:

- Smart Location Visualization** – Car shops, repair centers, service stations, and other relevant locations are plotted and displayed using customizable, color-coded pushpins. These visuals help teams quickly identify key service points near their frequently visited areas.
- Proximity & Radius Search** – Sales and service representatives can instantly locate the nearest auto shops registered in their CRM. With real-time search functionality, field teams can adapt their routes dynamically throughout the day based on their current location.
- Seamless Cross-Device Access** – Maplytics ensures data accessibility across multiple devices, including desktops, laptops, tablets, and mobile phones, so users can access critical insights anytime, anywhere.
- Optimized Route Navigation** – Car owners searching for repair centers receive accurate turn-by-turn directions through Google Maps, Apple Maps, or Waze, ensuring seamless navigation and a hassle-free experience.
- Live Tracking & Check-In Management** – Field sales teams can be monitored in real-time by their managers, ensuring enhanced visibility and accountability. Representatives can check in and out of their shop appointments from the client's location, and once a visit is complete, they are instantly guided to the next destination with turn-by-turn navigation.

By integrating Maplytics, 1st MILE has transformed the way its team operates, ensuring faster service, smarter navigation, and better customer experiences.

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### Conclusion

1stMILE, a fintech company specializing in payment processing for the automotive industry, needed a seamless way to find nearby automotive shops while optimizing travel routes.







By leveraging **Maplytics**, they efficiently visualize repair locations, provide real-time navigation, and track field service reps using **Real Time Tracking**, **Proximity Search**, **Check In/ Check Out**, and **Route Optimization**. This integration ensures faster assistance, improved coordination, and a smoother user experience.

Get Started with Maplytics in just **10 Minutes!**

[Click here](#) to get 15 days fully functional trial for free! Or Try From Microsoft AppSource

 [www.maplytics.com](http://www.maplytics.com)  [www.inogic.com](http://www.inogic.com)

Wish to have a live demo?  
Contact us on [crm@inogic.com](mailto:crm@inogic.com)

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