

## Briggs Industrial Solutions commands Growth with Smart Geo-Analytics

Enhancing Client Visualization, Sales Territory Management & Field Operations with Smart Geo-Mapping



### About Briggs Industrial Solutions

Briggs Industrial Solutions was created from the original company Briggs Equipment which has been in business for more than 125 years.

With a desire to diversify the business and provide a more comprehensive offering to their customers, they created four distinct businesses: Briggs Equipment, Briggs Truck & Rail, Briggs Earth & Ag, and Briggs Warehouse Solutions.

Each business has dedicated leaders to drive customer experience and future growth.

*Maplytics revolutionized our client visualization and field operations, boosting efficiency and smarter decision-making.*

*- Team Briggs Industrial Solutions*

**Industry:** Transportation, Logistics, Supply Chain and Storage

**Specialties:** Briggs Equipment Financial Services, Warehouse Solutions, Fleet Management, Yale Forklifts, Ottawa Yard Spotters, Trackmobile Railcars, Genie Aerial Equipment, Rental, Forklift Parts and Service, Equipment Service, Hyster Forklifts, JCB, and JLG



### Business Challenges

The requirements of Briggs Industrial Solutions were very specific-



They sought a sophisticated solution to visualize onboarded clients and potential opportunities on a map, uniquely categorized by geographic location.



The organization aimed to seamlessly identify clients and leads within any specified area while efficiently navigating to them with optimized driving directions.



Enhancing field team productivity was a priority, ensuring structured and well-planned sales and service travel itineraries.



Ultimately, the organization aspired to streamline operational workflows, driving higher efficiency and maximizing overall productivity.

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### Why Maplytics?

Maplytics is a certified geo-mapping, geo-analytics, and data visualization solution that seamlessly integrates Bing/Azure Maps with Microsoft Dynamics 365, Power Apps, and Dataverse.

How The Briggs Group Leverages Maplytics?

- Comprehensive Client & Market Visualization**

The organization strategically plots and visualizes its existing clientele across industries such as material handling, transport management, construction materials, and warehouse installations. Additionally, potential leads, competitors, raw material suppliers, and transport agencies are mapped using customizable pushpins for better market insights.
- Location-Based Data Filtering**

The team efficiently searches and categorizes records by geographic parameters such as country, city, state, and postal codes, ensuring precise data visualization on Bing/Azure Maps.
- Optimized Territory Management**

Sales managers establish structured territories segmented by geographical regions, with each account or customer systematically assigned through an automated territory assignment workflow. This allows Territory Sales Managers to focus strategically by visualizing customers and prospects within their designated regions.
- Smart Route Optimization for Field Teams**

Once Outlook calendars are set, field reps, technicians, engineers, transport personnel, and sales professionals leverage Route Optimization to visualize and follow the most efficient travel routes. Integrated with Google Maps, Apple Maps, or Waze, these routes are dynamically adjustable for rerouting, adding waypoints, and maximizing travel efficiency across all devices.
- Proximity-Based Lead & Client Identification**

Using the Radius/Proximity Search, the workforce can effortlessly locate nearby clients or prospects. By specifying a search radius in kilometers/miles or defining travel time in hours/minutes, they can pinpoint the most accessible locations and seamlessly navigate to them with optimized travel directions.

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## Conclusion



Briggs Industrial Solutions, an evolution of Briggs Equipment, expanded into four specialized divisions to offer comprehensive solutions in **transportation, logistics, and warehouse management**.

To enhance efficiency, they integrated Maplytics with Dynamics 365, enabling **geo-mapping for client visualization, optimized sales routes, and strategic field planning**.







This integration streamlined operations, improved productivity, and provided actionable insights for growth.

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?  
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