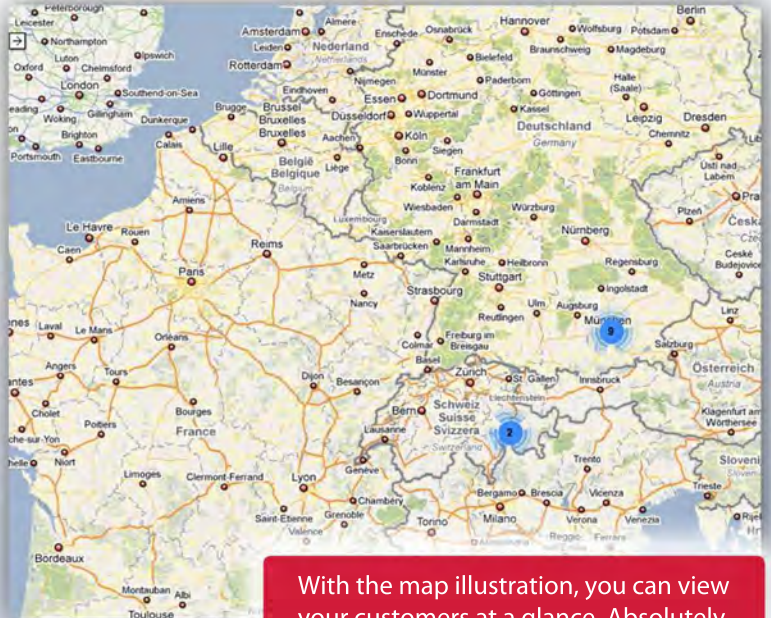


# Your customers at a glance - with the map illustration

For Sales, it's an important criterion where your customers are located.

Map illustration helps you to clearly visualize the locations of your customers, prospects or leads with a breakdown.



With the map illustration, you can view your customers at a glance. Absolutely easy and without configuration effort.

## Keep the Overview.

Where are my most active customers? Which areas are less developed? With the map illustration, you can answer these questions at a glance. Customers can be associated with salespeople, so you can visualize and optimize your regional sales teams. Which areas were developed, where to expand, where are we represented over average? Different icons can illustrate customers and their status. Depending on the map detail, customers are aggregated into a cluster and displayed as a marker in the respective area. Detail views allow finding out further details about the customer.

On top of that, enhancements like the aggregation of time intervals are planned. Sales managers and representatives can then analyze customer conquest or loss within a timeframe, for example when a product line changes. Marketing strategists get an overview about the success of marketing campaigns in certain areas and within a timeframe. Managers can follow how salespeople conquest customers in certain areas. And much more!

The map illustration is an external module for Oracle CRM on Demand. It works as an independent service via internet and requires no customization effort. Take a look at the map illustration of CRM Gadget at [www.crm-gadget.com](http://www.crm-gadget.com).