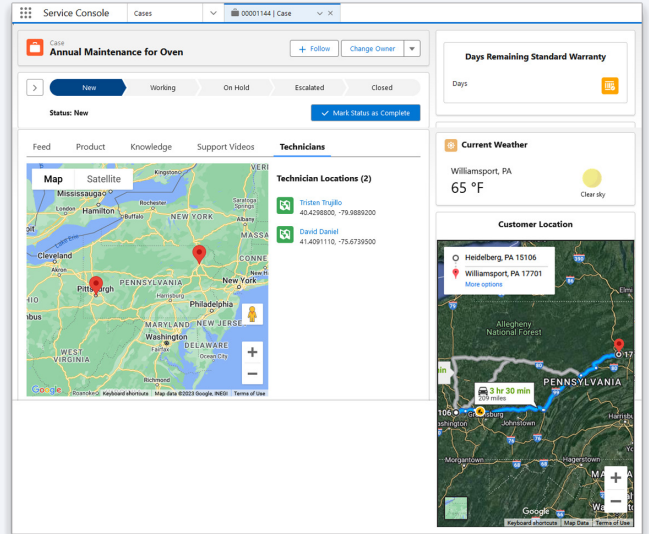


IBM Maps for Salesforce

Dynamically display location and navigation information for relevant addresses



Organizations are always looking for ways to increase the relevance and usefulness of their digital experiences. Adding dynamic, data-driven context in the flow of work can help Sales and Service Cloud users be more effective. This type of content can also make a customer- or partner-facing site more engaging and informative as well. One example of dynamic context that can be useful for various scenarios is relevant location and navigation information, displayed in the flow of work (for example, the location of a service appointment). But you may not need, nor are not ready for the complexity and cost of a full mapping and routing solution, such as Salesforce Maps.

IBM Maps for Salesforce enables you to easily display a map and/or navigation for a specific location. That location can be hard coded in the component, or it can be an address associated with a record of any standard or custom object. Instead of wasting the user's time requiring them to look up location information on an external site, the Maps component surfaces it dynamically wherever you place it. Use it to add context to an interaction, such as a sales or service conversation with a customer, or for use cases like scheduling service calls, choosing a distribution center, etc.

IBM Maps for Salesforce enhances the out-of-the box Salesforce Maps component, adding features, improving flexibility, and simplifying use.

Key Features

- Define a single address or define a list of addresses to display on a single map.
- Map data fields to dynamically display maps for the current record.
- Provide a navigational view for a location.
- Configure titles and styling.
- Link to more information from the map marker.
- Use in LEX and Experience Cloud.

Add relevant context to the Salesforce experience

Example use cases

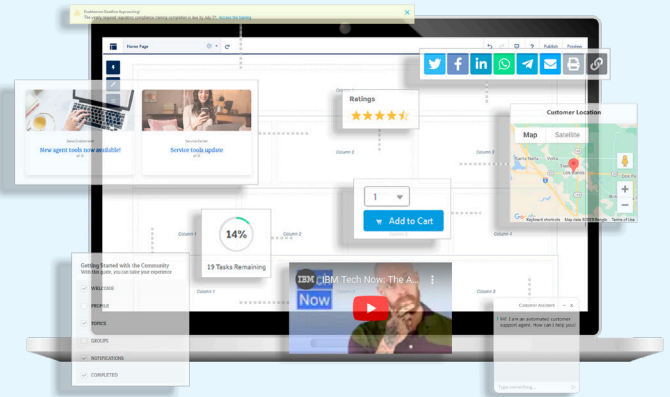
- Display address associated with a customer's location, case location, etc.
- Display location(s) of outages.
- Show navigation to the address of an onsite service call.
- View locations of available technicians.
- Choose scheduling for multiple appointments based on their locations.
- Display maps for customer selected destinations (e.g. for a local branch, travel destination, vacation rental, etc.).
- Use as a time saving quick starter for a more advanced mapping/routing solution.

Benefits

- Make the user experience more relevant and useful.
- Support Sales and Field Service with dynamic location information in the flow of work.
- Get a quick start to implementing a more complex mapping solution.

Accelerate your Salesforce journey

IBM Accelerators for Salesforce provides pre-built components to simplify and accelerate the implementation of Salesforce with clicks not code. Drag, drop, and configure components for features like announcements, news, idea exchange, and learning paths to create an engaging, personalized experience that breaks free of the typical Salesforce look and feel.



The accelerators were developed with the expertise we gained through thousands of successful Salesforce services engagements. Now, these same products are available for you to purchase and use in your projects.

[More IBM Accelerators for Salesforce →](#)