LOCATION WORKFLOWS · CONSULTING

Location data that runs itself

Consulting & Market Research

How it works, and 13 ways teams put it to work.

300M+
POINTS OF INTEREST

1B+
DEVICE SIGNALS A DAY

54
BUILDING BLOCKS

13
USE CASES

xMap · Location Data Platform

flows.xmap.ai

Prepared for
Engagement teams, analysts and research leads

THE PROBLEM

Location data is only useful when something acts on it.

Most location data is bought for a project, analysed once and filed. By the next quarter the outlets have changed, the report has not, and the team that needed the answer has stopped asking.

One-off

THE USUAL STUDY

A file

WHERE THE ANSWER LANDS

Stale

BY NEXT QUARTER

xMap Flows connects the same data to the systems your teams already use, on a schedule.

WHAT IS IN THIS DECK

Two parts, and where to look.

Part one is the product. Part two is what teams do with it.

	SECTION	WHAT IT COVERS
01	**The problem**	Why location data rarely reaches the people who act.
02	**Part One · The product**	How a flow works, all 54 blocks, the controls, Ask xMap.
03	**Part Two · 13 use cases**	Every use case named, then 4 worked in full.
04	**Getting started**	Three steps, and the first needs no account.

Scenarios and figures in the use cases are modelled to show what a flow produces. None describes a named customer.

01

Part One
The product

A flow is a chain of blocks. It starts on a trigger, looks at an area, gathers data, lets the AI make sense of it, applies your rules and ends in an action.

HOW A FLOW WORKS

Six kinds of block, connected left to right.

Items travel along the lines between blocks. Each block adds to them or narrows them down.

01

Trigger

A timetable, a chat message, new rows, a change near your places, or an event in one of your apps.

02

Where

Countries, cities, places found by search, polygons you draw, or a travel time.

03

xMap data

Live listings, places of 5,000+ types, residents, footfall, jobs, roads, ships and weather.

04

xMap AI

Scoring and ranking in plain words, and AI agents that answer messages using blocks as tools.

05

Your data & logic

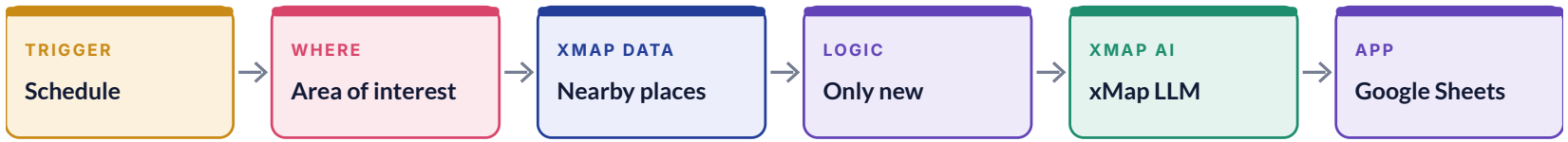
Skip what you already have and keep only what qualifies.

06

Actions

Email, a reply where they wrote, a report, a map, or any of 11 apps: a chat, a sheet.

ONE FLOW, READ LEFT TO RIGHT



No code. Every block explains itself and shows its price in its settings panel.

TWO WAYS TO DO THIS

From a one-off study to something that runs.

The data is the same in both columns. What changes is whether someone has to remember to ask for it, and where the answer lands.

DIMENSION	A ONE-OFF ANALYSIS	A FLOW
What starts it	Someone asks for a report	A schedule, a chat, new rows, an app event
Freshness	True on the day it was run	Re-run every hour, day, week or month
Effort per run	Analyst time, every time	None after the first build
Output	A file or a slide	Records, messages, rows and maps
Cost	A fixed project fee	Credits, for passed runs only
Ownership	Whoever built the spreadsheet	Shared with the team, with rights

Starting a flow, choosing where, and reading the world.

The first 23 of 54 blocks.

TRIGGERS	
Chat	Starts when someone writes in a chat page or window.
New rows	Starts when rows are added to a table or a Google Sheet.
Schedule	Starts on a timetable, in any time zone.
When something changes	Starts when a place opens, closes or drops in rating, or a road closes.

WHERE	
Area of interest	Countries, cities, places, or shapes you draw.
Find nearest	The nearest of your own points to each place.
Travel area	The area within N minutes or N km by road of each place.

XMAP DATA	
Browser	A browser in the cloud does a task on a public website. It never signs in, buys, pays or sends.
Demographics	Residents, men and women and age groups, around a place or in an area.
EV charging	Public charging stations around each place or in an area, with their power and operator.
Job postings	Live job postings by keyword and place.

XMAP DATA	
Map business scan	Live business listings, searched across an area.
Mobility Footfall	Footfall per day around each place, its busiest hours and days, as anonymous totals.
Nearby places	Any of 5,000+ types of place, around a place or in an area.
News	Stories from news feeds or a news page, kept by your words or by xMap AI, placed on the map.
Property changes	New owners, sales, values and uses from US county property records, or the owner of each place.
Regional data sources	National datasets, chosen by country.
Satellite images	The latest satellite picture of each place.
Ships (AIS)	Ships near a port or a coast, live from AIS.
Traffic Flow	Live road speeds, jam factor and closed roads around each place.
Traffic incidents	Live road closures, roadworks and accidents.
Weather forecast	Up to sixteen days ahead, by day or by hour.
Web page watch	Web pages watched for changes, said in plain words, or the new entries of a list on a page.

Mobility Footfall is live in the cities xMap's mobility data covers, as anonymous totals.

The AI, your own data, and where results go.

The next 17 blocks, and the apps.

XMAP AI	
AI agent	Answers each message, using other blocks as its tools.
Jev decision	A yes or no, a choice, or a score for each item.
Place classifier	Clean categories, duplicates merged.
xMap LLM	Scores, ranks, matches and summarises in plain words.

YOUR DATA	
Apollo	Decision makers at each company, from your Apollo account.
Database lookup	Looks each item up in your own database.
Database query	Reads rows from your own database.
Match with my table	Matches items to your table, or skips those in it.
MCP tool	Calls a tool on an MCP server you connect.
My data	Your uploaded tables and saved lists.
Save to my database	Writes the results into your own database.
Team findings	What your other AI employees found this week, against the week before.

ACTIONS	
Email	One email per run, or one per item.
Make a report	A branded PDF report or slides, emailed or saved to Drive.
Outreach	A first message and follow-ups to each person, approved first, stopped when they reply.
Reply	Answers whoever started the run, where they wrote.
Show on a map	Saves the results as a map to open or share.

APPS	
11 apps	Slack, WhatsApp Business, Google Sheets, Gmail, Microsoft Teams and 6 more.
7 app events	Starts when something happens in one of 7 apps.

Each block shows its price in its settings panel.

Your rules.

The last 14 blocks. Put logic early, so later blocks work on less.

LOGIC	
Approval	Holds the run until a person approves it.
Branch	Splits items into Yes and No paths.
Calculated field	Adds a field worked out by a formula.
Custom code	Your own JavaScript, run safely on the server.
Filter	Keeps only the items that match a rule.
Only new	Keeps only what this flow has not seen before.

LOGIC	
Remove duplicates	One item per place, phone or website.
Route planner	The best order to visit the stops, for each rep, with directions.
Run another flow	Runs one of your other flows with the items.
Sort and limit	Puts items in order and keeps the first ones.
Split by territory	Fair, compact territories for your reps, by area.
Wait	Holds the run for a while, or until a set time.
What changed	Places that closed, moved or changed since last time.
Zone alert	Items that entered, crossed or left a zone.

Only new and Match with my table remove what you already have first, so later blocks work only on the places you can act on.

WORKING AS A TEAM

Shared flows, clear roles, nothing live by accident.

A flow that sends messages and writes to your systems needs the same care as any other system that acts on its own.

ROLES AND SHARING

Private, team, or named people

Each company has its own organisation, credits and connections. A flow can be private, shared with the team, or shared with named people to view or edit.

DEPLOY CHECKS

Checked before it goes live

A flow is deployed only when every block has valid settings and a connected account. The same checks run again on the server.

RECORDS

Every run, change and credit

Each run keeps what every block returned and what it cost. Admins see an activity log and a ledger of every charge.

Sign up with a company email and a code, or with Google, Microsoft or your company's single sign-on. Free mail providers are not accepted.

ASK XMAP, THE ASSISTANT

An assistant in the app, and on WhatsApp.

It answers about the product, your flows and your results, and does the work you ask for, with your rights.

01

Builds and changes flows

Say what you want in a sentence. It builds the flow, tests it and fixes what fails.

02

On xMap's WhatsApp number

Add your number once. Then write, send a voice note or call, in one conversation.

03

Files, photos and places

Send a photo, a PDF or a spreadsheet and ask about it, or share your location.

04

Memory, reminders and tasks

Notes only you see, reminders in your time zone, a task list and follow-ups.

05

Your own files and inbox

Answers from your team's files and tables, and from your own Outlook inbox and calendar.

06

Your Yes first

Anything that changes, runs, sends or spends waits for your Yes in the chat, never a spoken yes.

Admins switch it on or off on WhatsApp for the organisation, can let it only answer there, and can download a 90-day log of what it did.

02

Part Two
13 use cases

Grouped by what the team is trying to do, so each part can go to the people who own that work. Every one can be built from the blocks in part one.

ALL 13 USE CASES

Every use case, named.

Find the one that describes a problem you have this quarter. Each has a full page in the guide for this industry.

01 Market sizing & entry — 3 CASES

01 A week of walking, scored before her coffee
02 Count a category, city by city
03 Screen cities for a new brand

02 Competitive intelligence — 3 CASES

01 Track a competitor's openings and closures
02 Benchmark footfall across rival networks
03 Find the white space between competitors

03 Due diligence — 4 CASES

01 Check a store portfolio before a deal
02 Test a target's growth story
03 Measure overlap in a merged network
04 The supplier filed. Her clients knew by nine.

04 Client delivery — 3 CASES

01 Turn a one-off study into a monthly service
02 Answer a client question the same day
03 Feed a client dashboard

Scenarios and figures in the use cases are modelled to show what a flow produces. None describes a named customer.

WHO IT IS FOR

20 teams, one way of working.

Each use case names the teams that usually own the flow or act on what it sends. These are the ones that appear most often.

Analysts
5 USE CASES

Client leads
2 USE CASES

Commercial due diligence
2 USE CASES

Delivery leads
2 USE CASES

Engagement managers
2 USE CASES

Partners
2 USE CASES

Strategy teams
2 USE CASES

Competitive intelligence
1 USE CASE

Consultants
1 USE CASE

Data teams
1 USE CASE

Hospitality consulting
1 USE CASE

Independent site consultant
1 USE CASE

20
TEAMS NAMED

4
SECTIONS

13
USE CASES

1,000
READY-MADE TEMPLATES

A week of walking, scored before her coffee

QUICK WIN

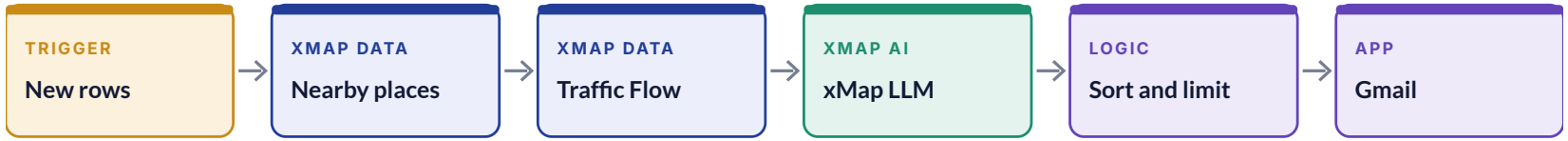
THE CHALLENGE

Each client sends a shortlist of streets, and she walks every one at lunch and dinner, counting rival tables. A shortlist takes her a week, so she can take only three clients a month. And her memos are mostly gut feeling.

THE APPROACH

With xMap Flows, Ana built Vista. Each time a client adds a street to their shortlist, Vista counts the rival restaurants around it and how they are rated, measures how busy the roads around it are, scores the street for that client's kind of restaurant, ranks the shortlist, and emails the client a memo.

THE FLOW



10
CLIENTS A MONTH, UP FROM THREE

6
STREETS SCORED IN MINUTES

2
STREETS WALKED, NOT TWELVE

Who uses it · Independent site consultant · Hospitality consulting

Track a competitor's openings and closures

ADVANCED

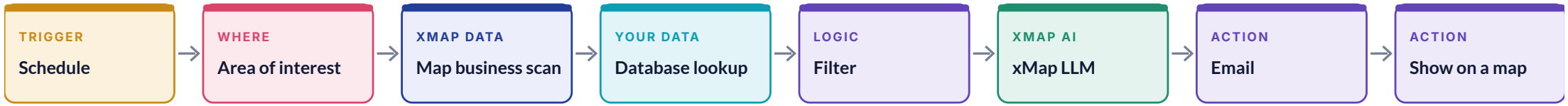
THE CHALLENGE

Clients learn about a rival's new branch from a press release or a drive past. The pattern across a year, which is the strategy, is never assembled.

THE APPROACH

Each week the flow scans the market for the competitor's category and compares the result with last week's list held in the firm's database. A Filter keeps what is new or gone, xMap LLM writes a short note, and the client receives an email and an updated map.

THE FLOW



Weekly
OPENINGS AND CLOSURES

6 months
OF DATED RECORD

1 email
TO THE CLIENT

Who uses it · Competitive intelligence · Analysts · Client leads

Check a store portfolio before a deal

QUICK WIN

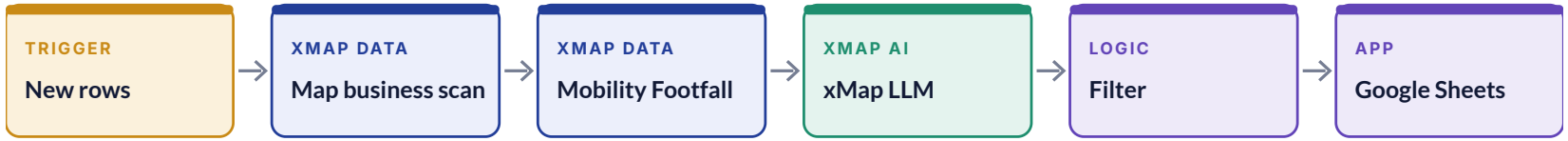
THE CHALLENGE

A data room lists hundreds of sites and their stated status. Visiting them is impossible in the time, so the list is taken on trust.

THE APPROACH

The portfolio is added to a table and New rows starts the flow. It checks each address against live listings to confirm the site is open, reads its footfall, and xMap LLM flags sites that are closed, renamed or far quieter than their peers. The exceptions go to a sheet.

THE FLOW



Every site
CHECKED, NOT SAMPLED

Days
NOT WEEKS

Exceptions
LISTED WITH REASONS

Who uses it · Transaction services · Commercial due diligence

Turn a one-off study into a monthly service

QUICK WIN

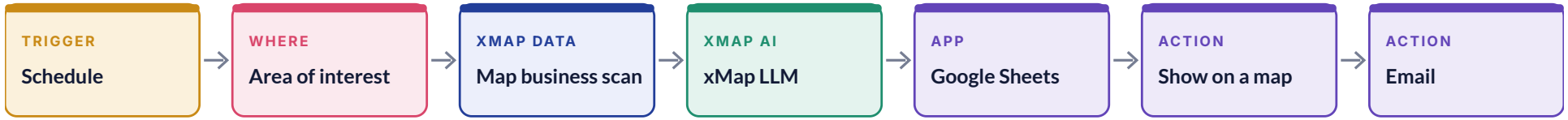
THE CHALLENGE

The final report is the end of the engagement. When the client asks for an update six months later, the work starts again from the beginning.

THE APPROACH

The flow that produced the study is put on a monthly schedule. It rescans the market, updates the client workbook and the map, and xMap LLM writes what changed since last month. The client receives an email with the summary.

THE FLOW



Monthly
REFRESH FOR THE CLIENT

0
REWORK TO UPDATE

1 flow
FROM STUDY TO SERVICE

Who uses it · Partners · Delivery leads · Analysts

GETTING STARTED

Three steps, and the first needs no account.

Each step ends with something a colleague can see.

DAY 1

Try it as a guest

At flows.xmap.ai pick a type of place and a city and press Run it live. Leave your work email and the list arrives by email.

WEEK 1

Put one flow live

Sign up with your company email, connect where results should go, set the schedule and deploy. The deploy check says what is missing.

MONTH 1

Make it routine

Give the flow an owner and a weekly look at what it ran and what it cost. Then add a second destination or copy it for another market.

Listings, places, jobs, road speeds and incidents, ships, satellite pictures, weather, residents, footfall and news are live. Where there is no live data for a place, the block says so.

WHERE TO GO NEXT

The hard part is not the data. It is getting it to the people who act on it.

Start with one flow whose output someone will see every week.

- Watch the one minute showcase for your industry, at flows.xmap.ai/showcases.
- Run a flow yourself on the home page, or have Ask xMap build one. No account is needed to start.
- Book a call at call.xmap.ai. Bring the use cases you marked and we will map each one to its blocks.

Scenarios and figures in this deck are modelled, not customer results.