LOCATION WORKFLOWS · GIS & SOFTWARE

Location data that runs itself

GIS & Software Development

How it works, and 14 ways teams put it to work.

300M+	1B+	54	14
POINTS OF INTEREST	DEVICE SIGNALS A DAY	BUILDING BLOCKS	USE CASES

14 USE CASES · 4 SECTIONS · 54 BLOCKS

xMap · Location Data Platform

flows.xmap.ai

sales@xmap.ai

Prepared for

GIS teams, data engineers and product developers

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The product, then 14 ways to use it.

Part one explains how a flow is built and what each block does. Part two is 14 worked use cases in 4 sections, grouped by what the team is trying to do. The scenarios and figures in part two are modelled, not customer results.

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EXECUTIVE SUMMARY

Location data is only useful when something acts on it.

Most location data is bought for a project, analysed once and filed. xMap Flows connects the same data to the systems your teams already use, on a schedule, so a new outlet becomes a lead, a crowded district becomes an alert and a candidate site becomes a score, without anyone running a report.

54	11	16	14
BUILDING BLOCKS	WAYS TO START A FLOW	PLACES TO SEND RESULTS	WORKED USE CASES

FINDING 01

Built by connecting blocks

A flow is a chain of blocks: a trigger, an area, xMap data, AI, your own rules and an action. There is no code, and every block explains itself.

FINDING 02

Data and delivery together

Live listings, 300M+ POIs, people, footfall, jobs, roads, ships and weather sit beside your chat apps, sheets, email and maps, and Ask xMap answers you in the app and on WhatsApp.

FINDING 03

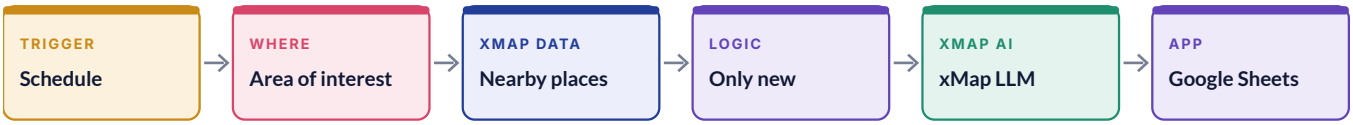
You pay for what runs

Building and testing logic is free. Credits are spent only when a run passes, on the data it read and the things it sent.

Start with one flow whose output someone will see every week. A ranked list in the team's inbox on Monday morning does more to prove the data than any study.

WHAT WE WOULD DO FIRST

ONE FLOW, READ LEFT TO RIGHT



Every morning, look in the chosen cities for newly opened outlets, skip the ones already found, let the AI score them for your products, and add each to the team's sheet. Part two has 14 flows like this one.

PART ONE · THE PRODUCT

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 a person 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 message, new rows in a table, a change near your places, or an event in an app
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 in the tools teams use
Cost	A fixed project fee	Credits per place and per action, for passed runs only
Ownership	Whoever built the spreadsheet	Shared with the team, with view or edit rights

THREE WAYS TO BUILD ONE

WAY IN 01 Build it by hand

Drag blocks from the library onto the canvas and connect them.

- Each block shows its settings and price
- Problems are flagged before you run
- Tidy up aligns the canvas

WAY IN 02 Start from a template

1,000 ready-made flows you can load and change.

- Shops that just closed: units to rent
- Companies hiring near you
- Nearest ambulance to each accident

WAY IN 03 Ask xMap

Describe what you want in a sentence. Ask xMap builds the flow, tests it and fixes what fails.

- Checks every block before you run
- In the app, or on WhatsApp from your phone
- Explains and repairs a failed run

PART ONE · THE PRODUCT

HOW A FLOW WORKS

Six kinds of block, connected left to right.

Every flow reads the same way. 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. Items travel along the lines between blocks, and each block adds to them or narrows them down.

01 Trigger

What it does

What starts the flow: a timetable, a chat message, new rows in a table, a change near your places, or something that happens in one of your apps.

Blocks

Chat · New rows · Schedule · When something changes · 7 app events

02 Where

What it does

The area the flow looks at: countries, cities, places found by search, polygons you draw, what can be reached in a travel time, and the nearest of your own points.

Blocks

Area of interest · Find nearest · Travel area

03 xMap data

What it does

What is there and what is changing: live listings, places of 5,000+ types, residents, footfall, job postings, roads, ships, satellite pictures, weather and news.

Blocks

Browser · Demographics · EV charging · Job postings · Map business scan · Mobility Footfall · Nearby places · News · Property changes · Regional data sources · Satellite images · Ships (AIS) · Traffic Flow · Traffic incidents · Weather forecast · Web page watch

04 xMap AI

What it does

Scoring, ranking and summarising in plain words, typed decisions, and AI agents that answer messages using other blocks as their tools.

Blocks

AI agent · Jev decision · Place classifier · xMap LLM

05 Your data & logic

What it does

Your own tables, database and Apollo contacts, and the rules: keep only what is new or qualifies, sort, calculate, wait for a person, run code.

Blocks

Apollo · Database lookup · Database query · Match with my table · MCP tool · My data · Save to my database · Team findings · Approval · Branch · Calculated field · Custom code · Filter · Only new · Remove duplicates · Route planner · Run another flow · Sort and limit · Split by territory · Wait · What changed · Zone alert

06 Actions

What it does

Where the result lands: email, a reply to whoever wrote, a report, messages to each person, a saved map, or any of 11 apps such as a chat or a spreadsheet.

Blocks

Email · Make a report · Outreach · Reply · Show on a map · 11 apps

IN THE EDITOR

Test before it is live

A test run shows what each block returns and would send, step by step, and what it costs.

IN THE EDITOR

Checked before deploy

A flow goes live only when every block has valid settings and a connected account.

IN THE EDITOR

On desktop and phone

The same canvas works on a phone, with touch to move, connect and zoom.

A Branch block has two exits. Items that match your rule leave from Yes, the rest from No, so one flow can approve the clear cases and send the doubtful ones to a person.

WORTH KNOWING

PART ONE · THE PRODUCT

BLOCK REFERENCE · 1 OF 3

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

The first 23 of 54 blocks. The editor shows each block's settings and price in its settings panel.

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.
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. Mobility figures are only ever anonymous totals.

PART ONE · THE PRODUCT

BLOCK REFERENCE · 2 OF 3

The AI, and your own data.

The next 12 blocks: AI that reads, scores and decides, and your own tables, database and Apollo contacts.

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.

LIVE

Map business scan

Reads listings as they are today, across a city or a drawn area, including places that just opened.

300M+ PLACES

Nearby places

Any of 5,000+ types of place around a point or in an area, with rating, phone and website.

YOUR SYSTEMS

Your own data

Tables you upload and your own database join the flow, so it skips what you already have.

PART ONE · THE PRODUCT

BLOCK REFERENCE · 3 OF 3

Your rules, and where results go.

The last 19 blocks, and the apps. Put logic early: keeping only new items or good fits first means every later block works 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.
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.
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.

PART ONE · THE PRODUCT

WORKING AS A TEAM

Shared flows, clear roles, and 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. These are the controls around it.

01 **Organisations and roles**
Each company has its own organisation with its own credits, connections and flows. Admins manage members, connections and credits. Members build, share and run flows.

02 **Sharing**
A flow can be private, viewable by the team or editable by the team. It can also be shared with named people, with view or edit rights.

03 **Company accounts only**
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.

04 **Deploy checks**
A flow goes live only when every block has valid settings and a connected account. The same checks run again on the server.

05 **Schedules in your time zone**
Every few minutes, hourly, daily, weekly or monthly, in any time zone, skipping public holidays if you like. The editor always shows the next runs.

06 **Results in one place**
Results land in one list and on one map, scored and explained: ask why, add a note, save a view, or send one to Slack or a sheet.

EVERY RUN

A record you can open

Each run keeps what every block returned, what it cost and who or what started it.

EVERY CHANGE

An activity log

Edits, shares, deploys and runs are listed for the organisation, with names and times.

EVERY CREDIT

A ledger

Admins see each charge against the run that caused it, and the balance left.

PART ONE · THE PRODUCT

ASK XMAP, THE ASSISTANT

An assistant in the app, and on WhatsApp.

Ask xMap answers questions about the product, your flows and what your AI employees found, and does the work you ask for, with the same rights you have.

01 **Builds and changes flows**

Say “email me new pharmacies in Madrid every Monday”. Ask xMap builds the flow, tests it on sample data and fixes what fails. When no answer is at hand, it offers to build a flow that finds one.

02 **On xMap's WhatsApp number**

Add your number once in Settings. Then write, send a voice note or call xMap's number: the same assistant, the same conversation, working as you in your organisation.

03 **Files, photos and places**

Send a photo, a PDF, an Excel or Word file and ask about it. Share your location and ask what is around you. Nearest places come back as pins, results and reports as files.

04 **Memory, reminders and tasks**

It keeps short notes about you that only you see, reminds you at a time in your own time zone, keeps your task list, and sends a follow-up only if the person has not replied.

05 **Your own files and inbox**

It answers from your team's reference files and tables and says which one each answer came from. With your own Outlook connected, it reads your inbox and calendar to answer you.

06 **Your Yes first**

Anything that changes, runs, sends or spends something waits for your Yes: a reply or a tap in the chat, never a spoken yes on a call. It sees only your own organisation's data.

ASK IT

What did my flows find?

A short answer from this week's results, with the strongest fits named.

ASK IT

Remind me Thursday at 9

A message at that time on WhatsApp, or in the bell and by email.

FOR ADMINS

Company controls

Switch it on or off on WhatsApp, let it only answer there, and download a 90-day log of what it did.

PART TWO · USE CASES

HOW TO READ PART TWO

14 use cases, all in the same shape.

Each use case is a flow you can build from the blocks in part one. They are grouped by what the team is trying to do, so each section can be routed to the people who own that work.

1. **The challenge**
   The problem in the team's own terms, and why the usual approach falls short.
2. **The approach**
   The flow as a recipe: which blocks, in what order, producing what.
3. **Illustrative scenario**
   A modelled outcome, with three metric tiles.
4. **Who uses it**
   The teams that usually own the flow or act on its output.
5. **Blocks used**
   The block names exactly as they appear in the editor library.
6. **The effort chip**
   Quick win, Standard or Advanced, as defined below.

EFFORT	WHAT IT MEANS	USE CASES
Quick win	7 blocks or fewer, using xMap data only. Buildable in one sitting.	5
Standard	Several xMap data sources combined and ranked by the AI block.	0
Advanced	Also reads or writes your own database, an app event or your own code, so it needs a connection.	9

01	**Data pipelines**	Data engineers · GIS teams	3 use cases
02	**Enrichment services**	Backend engineers · Data teams	3 use cases
03	**Location features in your product**	Product teams · Developers	5 use cases
04	**Quality & release planning**	QA · Release managers	3 use cases

Every scenario and every figure in part two is modelled, to show what the flow produces. None describes a named customer.

DISCLOSURE

SECTION 01 · 3 USE CASES

01

Data pipelines

Keeping place data current is a pipeline problem. These flows do the collecting, cleaning and delivery on a schedule, and post the result to your own systems.

01 Two hundred dealers, checked every Sunday night
02 Keep a POI layer current in your GIS
03 Find closed places in your own database

NO INTEGRATION NEEDED

1 of 3

run on xMap data alone

CORE BLOCKS

Map business scan · Email · Filter

the three this section leans on most

USUALLY OWNED BY

Data engineers · GIS teams

route the section to these teams first

01 Two hundred dealers, checked every Sunday night

QUICK WIN

THE CHALLENGE

Her dealer list is a spreadsheet that ages every day. Shops move, rename or quietly close, and the store finder keeps sending customers to them. A visitor from Tokyo once walked to an address that had become a bakery.

THE APPROACH

With xMap Flows, Nina built Meridian. Every Sunday night, Meridian reads the two hundred dealers, looks each one up on the map, spots any that closed, moved or changed their name, updates the dealer sheet, and emails the area manager.

ILLUSTRATIVE SCENARIO

This week, Meridian finds two dealers closed and one moved across the Limmat. By Monday morning the sheet is right, and the store finder reads from it. Nina's team spends the week selling watches, not checking addresses.

200	3	0
DEALERS CHECKED WEEKLY	CHANGES CAUGHT THIS WEEK	WRONG ADDRESSES ONLINE

WHO USES IT

Dealer network manager · Luxury watches

BLOCKS USED

Schedule · My data · Map business scan · What changed · Google Sheets · Email

02 Keep a POI layer current in your GIS

ADVANCED

THE CHALLENGE

The place layer in the GIS was loaded once and has been drifting since. Analysts work around it, and each keeps a private list of corrections.

THE APPROACH

Every night the flow scans the layer's extent for places that opened or changed. The Place classifier maps them to the layer's own categories and merges duplicates, a Filter keeps complete records, and the updates are written to the layer's own table.

ILLUSTRATIVE SCENARIO

The layer was updated nightly with new places already in the team's schema, and the private correction lists were retired.

Nightly	Upserted	1 schema
LAYER UPDATE	INTO THE LAYER TABLE	FOR EVERY RECORD

WHO USES IT

GIS administrators · Data engineers

BLOCKS USED

Schedule · Area of interest · Map business scan · Place classifier · Filter · Save to my database

03 Find closed places in your own database

ADVANCED

THE CHALLENGE

A place table collects closed businesses. Every one is a wrong answer waiting for a user, and nothing in the table says which rows have gone stale.

THE APPROACH

The flow loads the table from the database and checks each place's live status with Map business scan. A Filter keeps the ones that closed or moved, Save to my database flags those rows in the table, and a summary comes by email.

ILLUSTRATIVE SCENARIO

The first run flagged several percent of the table as closed, and a weekly run kept the rate near zero afterwards.

Weekly	Flagged	Every row
STATUS CHECK	NOT DELETED	CHECKED

WHO USES IT

Data quality · Backend engineers

BLOCKS USED

Schedule · Database lookup · Map business scan · Filter · Save to my database · Email

SECTION 02 · 3 USE CASES

02

Enrichment services

Most products hold a list of places and little about them. These flows add the missing attributes on demand or in bulk, and return them in your format.

01 Enrich a place as soon as it is added

02 Add footfall to your own place table

03 Classify messy place data into one taxonomy

NO INTEGRATION NEEDED

0 of 3

run on xMap data alone

CORE BLOCKS

Save to my database · Mobility Footfall · New rows

the three this section leans on most

USUALLY OWNED BY

Backend engineers · Data teams

route the section to these teams first

04 Enrich a place as soon as it is added

ADVANCED

THE CHALLENGE

The product stores an address and a name. Everything else a user wants to know has to be looked up by hand, or is simply not shown.

THE APPROACH

Your system adds the place to a table and New rows starts the flow. Map business scan finds the listing with its category, rating, phone and website, Mobility Footfall adds footfall, and the enriched record is saved back to your database.

ILLUSTRATIVE SCENARIO

New records were enriched within minutes of being created, with no batch job to maintain.

On demand	3	Saved
PER RECORD	SOURCES COMBINED	TO YOUR DATABASE

WHO USES IT

Backend engineers · Product managers

BLOCKS USED

New rows · Map business scan · Mobility Footfall · Save to my database

05 Add footfall to your own place table

ADVANCED

THE CHALLENGE

Ranking places by popularity needs a measure of popularity. Ratings are noisy and review counts favour places that have been open longest.

THE APPROACH

The flow loads the table, reads visitors per day and busy hours from Mobility Footfall for each location, and saves the values back to the table. It reruns monthly so the measure follows the season.

ILLUSTRATIVE SCENARIO

Search results were ordered by how busy places actually are, and the ranking stopped favouring long-established listings.

Monthly	Per place	Anonymous
REFRESH	VISITORS AND BUSY HOURS	TOTALS ONLY

WHO USES IT

Search and ranking · Data engineers

BLOCKS USED

Schedule · Database lookup · Mobility Footfall · Save to my database

06 Classify messy place data into one taxonomy

ADVANCED

THE CHALLENGE

Places arrive from several suppliers, each with its own categories. A cafe is a coffee shop, a bakery cafe and a restaurant, depending on the source.

THE APPROACH

New rows starts the flow as records reach a table, and the Place classifier assigns each to your own category list and merges duplicates across sources. xMap LLM resolves the ambiguous ones with a reason, and the clean records are saved back.

ILLUSTRATIVE SCENARIO

Four supplier feeds were merged into one taxonomy, and the duplicate rate fell to a level the team could review by hand.

1 taxonomy	Merged	Explained
ACROSS ALL SOURCES	DUPLICATE PLACES	AMBIGUOUS CASES

WHO USES IT

Data engineers · Content operations

BLOCKS USED

New rows · Place classifier · xMap LLM · Filter · Save to my database

SECTION 03 · 5 USE CASES

03

Location features in your product

Location features are expensive to build from nothing. These flows sit behind a feature in your product and do the location work for it.

01 Offer site scoring to your own customers

02 Send road alerts to your app

03 No guest drags a suitcase past a closed street

04 Power a nearby search with fresh places

05 A covered clinic near home within the hour

NO INTEGRATION NEEDED

1 of 5

run on xMap data alone

CORE BLOCKS

Save to my database · xMap LLM · Match with my table

the three this section leans on most

USUALLY OWNED BY

Product teams · Developers

route the section to these teams first

07 Offer site scoring to your own customers

ADVANCED

THE CHALLENGE

Customers ask the platform whether a location is any good. Building a scoring service means sourcing competitors, footfall, traffic and population first.

THE APPROACH

Your product adds a location to a table. The flow counts competitors, measures footfall and road congestion, counts the residents around it, and xMap LLM saves a score out of 100 with the reasons to your database.

ILLUSTRATIVE SCENARIO

The feature shipped in one release, with the scoring logic kept in a flow the product team could adjust without a deployment.

1 release
TO SHIP THE FEATURE

0 to 100
SCORE WITH REASONS

4
DATA SOURCES BEHIND IT

WHO USES IT

Product managers · Full-stack developers

BLOCKS USED

New rows · Map business scan · Mobility Footfall · Traffic Flow · Demographics · xMap LLM · Save to my database

08 Send road alerts to your app

ADVANCED

THE CHALLENGE

The app should tell an operator when a road in their area closes. Reading traffic feeds and deciding what falls inside an area is a service of its own.

THE APPROACH

Every five minutes Traffic incidents reads closures, roadworks and accidents, and Zone alert keeps the ones inside each operator's area. The alert is saved to your app's database, which notifies the user in your own app.

ILLUSTRATIVE SCENARIO

Operators received road alerts inside the product, and the team wrote no polling or geometry code.

5 min	Saved	0
BETWEEN CHECKS	TO YOUR DATABASE	POLLING CODE TO MAINTAIN

WHO USES IT

Mobile developers · Platform engineers

BLOCKS USED

Schedule · Area of interest · Traffic incidents · Zone alert · Save to my database

09 No guest drags a suitcase past a closed street

QUICK WIN

THE CHALLENGE

Guests arrive by taxi, often at night, and the hills of El Poblado are full of roadworks. When a street is closed, the driver stops two blocks away and a guest drags a suitcase uphill in the dark. Each late check-in is a bad review waiting to happen.

THE APPROACH

With xMap Flows, Daniela built Lantern. Whenever a road is closed near one of her flats, Lantern checks who is arriving there today, writes a short note on the best way in, asks Daniela to approve it, and sends it to each guest on WhatsApp.

ILLUSTRATIVE SCENARIO

Last Friday, roadworks closed the street to one of her flats near Calle Diez at nine at night. Within the hour, the three guests arriving that evening had a note with the way in from the other side, and every one checked in on time.

3	4	0
GUESTS REROUTED ON FRIDAY	FLATS WATCHED DAY AND NIGHT	LATE CHECK-INS THAT NIGHT

WHO USES IT

Host of four furnished flats · Short-term rentals

BLOCKS USED

When something changes · Match with my table · xMap LLM · Approval · WhatsApp Business

10 Power a nearby search with fresh places

ADVANCED

THE CHALLENGE

A nearby feature built on an old dataset sends users to places that have closed, and misses the ones that opened last month.

THE APPROACH

Each night Nearby places reads the served cities for places in the product's categories, with rating, phone and website, and keeps only open venues. The set is saved to your search database.

ILLUSTRATIVE SCENARIO

The nearby list reflected last week's openings, and reports of closed venues dropped.

Nightly	Open only	Rating
INDEX REFRESH	VENUES SERVED	AND CONTACTS

WHO USES IT

Product teams · Search engineers

BLOCKS USED

Schedule · Area of interest · Nearby places · Filter · Save to my database

11 A covered clinic near home within the hour

ADVANCED

THE CHALLENGE

Members email when their doctor sends them to physio: which clinic can I use? Her team looks up each policy, searches for clinics, checks the network. Each answer takes two days, and some members pay privately and claim later, at twice the cost.

THE APPROACH

With xMap Flows, Freya built Triage. When a member's email arrives, Triage reads what treatment they need, looks up their policy and where they live, finds physiotherapy clinics near their home, keeps the ones in the network, picks the three nearest, and replies within the hour.

ILLUSTRATIVE SCENARIO

Yesterday, two hundred and forty members asked. Every one had three covered clinics near home within the hour, most a short walk away. Private bills fell by a third, and her team now spends its time on the hard cases.

1 h	240	-33%
TO ANSWER, DOWN FROM 2 DAYS	MEMBERS ANSWERED YESTERDAY	PRIVATE BILLS

WHO USES IT

Head of member services · Health insurance

BLOCKS USED

Microsoft Outlook event · xMap LLM · Match with my table · Nearby places · Sort and limit · Microsoft Outlook

SECTION 04 · 3 USE CASES

04

Quality & release planning

A data product is judged by its worst record. These flows measure quality every day and help decide when a release is worth cutting.

01 Send a daily quality report on a data feed

02 Audit coverage before entering a market

03 Decide when a map release is worth cutting

NO INTEGRATION NEEDED

3 of 3

run on xMap data alone

CORE BLOCKS

Map business scan · xMap LLM · Email

the three this section leans on most

USUALLY OWNED BY

QA · Release managers

route the section to these teams first

12 Send a daily quality report on a data feed

QUICK WIN

THE CHALLENGE

Quality is checked when someone complains. Nobody knows whether yesterday's feed was better or worse than last month's.

THE APPROACH

Every morning the flow samples the feed's coverage area, runs the Place classifier to count duplicates and uncategorised records, and applies the completeness rules. xMap LLM writes a short report with the day's rates, sent by email.

ILLUSTRATIVE SCENARIO

The team saw a duplicate rate rise within a day of a supplier change, and traced it before customers noticed.

Daily	3	1 day
QUALITY RATES	CHECKS ON EVERY RECORD	TO SPOT A REGRESSION

WHO USES IT

QA engineers · Data product managers

BLOCKS USED

Schedule · Area of interest · Map business scan · Place classifier · Filter · xMap LLM · Email

13 Audit coverage before entering a market

QUICK WIN

THE CHALLENGE

Launching in a new country assumes the data there is as good as at home. The gaps are discovered by the first customers.

THE APPROACH

The flow covers the new market and counts places by category and by city. Demographics adds population, so thin coverage shows up as few places per resident. xMap LLM ranks the weakest cities and categories, with a map.

ILLUSTRATIVE SCENARIO

The audit showed two cities and one category below the launch standard, and the launch was sequenced around them.

Per city	2	Before
PLACES PER RESIDENT	CITIES HELD BACK	LAUNCH, NOT AFTER

WHO USES IT

Product managers · Data operations

BLOCKS USED

Area of interest · Map business scan · Place classifier · Demographics · xMap LLM · Google Sheets · Show on a map

14 Decide when a map release is worth cutting

QUICK WIN

THE CHALLENGE

Releases go out on a calendar, whether much has changed or not. Some ship almost nothing, and others arrive months after a wave of change.

THE APPROACH

Each week the flow counts places that opened, moved or closed in each region, and xMap LLM summarises the volume against the usual rate. The summary goes to the release manager by email and into a sheet that holds the history.

ILLUSTRATIVE SCENARIO

Releases were timed to the volume of real change, and one region moved to a faster cycle on the evidence.

Weekly	By region	1 sheet
CHANGE VOLUME	AGAINST THE USUAL RATE	OF HISTORY

WHO USES IT

Release managers · Map content

BLOCKS USED

Schedule · Area of interest · Map business scan · xMap LLM · Google Sheets · Email

FROM FIRST LOOK TO A LIVE FLOW

Three steps, and the first needs no account.

Teams that get value quickly do the same three things in the same order. Each step ends with something a colleague can see.

01

DAY 1

Try it as a guest

On flows.xmap.ai pick a type of place and a city and press Run it live, without signing up. Leave your work email and the list arrives by email.

- Watch the showcase for your industry
- Change the area and the type of place
- Ask xMap to change the flow
- Size a market or track a brand
- Press Run
- Open the result on a map

02

WEEK 1

Put one flow live

Create an account with your company email, connect the place the results should go, and deploy. The deploy check tells you what is missing.

- Sign up and confirm the code
- Add a connection
- Set the schedule and time zone
- Invite one colleague
- Fix what the deploy check flags
- Share the flow with the team

03

MONTH 1

Make it routine

A flow earns its place when someone relies on its output. Give it an owner and a weekly look at what it ran and what it cost.

- Review runs and credits weekly
- Attach your catalog for the AI
- Copy the flow for another market
- Add a second destination
- Ask xMap on WhatsApp
- Name an owner

WATCH FOR

Too wide an area

A whole country at once spends credits on places nobody will act on. Start with one city.

WATCH FOR

No named owner

A flow owned by everyone is checked by no one.

WATCH FOR

Starting with the hardest

Pick the quick win whose output someone will see, then add integrations.

Business listings, places, job postings, road speeds and incidents, ships, satellite pictures, weather, residents, footfall and news are live. Where a block has no live data for a place it says so, and so does every result made from it.

WHERE TO GO NEXT

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

Read part two with the people who would own the output. Each marks the use cases that describe a problem they have this quarter, and the overlap is the first flow to build.

01 **They start with one flow.**
One output that someone uses every week, before a second is built.

02 **They send results where work happens.**
A message to the rep or a row in the team's sheet, not another dashboard to remember.

03 **They give the flow an owner.**
One named person who looks at what it ran and what it cost.

01	Data pipelines	3 USE CASES
02	Enrichment services	3 USE CASES
03	Location features in your product	5 USE CASES
04	Quality & release planning	3 USE CASES

Watch a showcase

A one minute story for your industry, at flows.xmap.ai/showcases.

Try it yourself

Run a flow on the home page. No account is needed to start.

Book a call

Bring the use cases you marked and we will map each one to the blocks it needs. call.xmap.ai