LOCATION WORKFLOWS · PUBLIC SECTOR

Location data that runs itself

Government & Public Sector

How it works, and 24 ways teams put it to work.

300M+	1B+	54	24
POINTS OF INTEREST	DEVICE SIGNALS A DAY	BUILDING BLOCKS	USE CASES

24 USE CASES · 5 SECTIONS · 54 BLOCKS

xMap · Location Data Platform

flows.xmap.ai

sales@xmap.ai

Prepared for

Planning, statistics and municipal service teams

CONTENTS

The product, then 24 ways to use it.

Part one explains how a flow is built and what each block does. Part two is 24 worked use cases in 5 sections, grouped by what the team is trying to do. The scenarios and figures in part two are modelled, not customer results.

SUMMARY

Executive summary 03

PART ONE · THE PRODUCT

From a one-off study to something that runs 04

How a flow works 05

All 54 blocks 06

Working as a team 09

Ask xMap, the assistant 10

PART TWO · 24 USE CASES

How to read part two 11

01 **Planning & land use** 12
Where Melbourne's young families have no childcare · Review a rezoning request with evidence · Monitor the health of commercial streets · New bike docks where short trips are still made by car

02 **Service delivery** 15
A day care centre within a short walk · Place a new clinic where need is highest · Forty school buses, no surprise road closures · A reading tutor down the street, for every new child · Take a vaccination drive to the right squares · The council that answers residents in seconds

03 **Economy & regulation** 19
Track new business openings by district · Find businesses trading without a licence · Two shopping streets, read every Monday · Measure what an event or policy changed

04 **Safety & operations** 22
Roadworks cleared before sixty thousand fans arrive · Inspect new food businesses in their first month · The evidence that got a school its crossing · Pump crews in place before the rain hits Jakarta · Every monument in Naples, seen from above each week · Know who and what is inside an area

05 **Emergencies & resilience** 26
Cool rooms open where Paris's elders live · Sending every ambulance to the hospital it can reach · The on-call team, already there · No anchor drops on the island cables

REFERENCE

Getting started in three steps 29

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	24
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

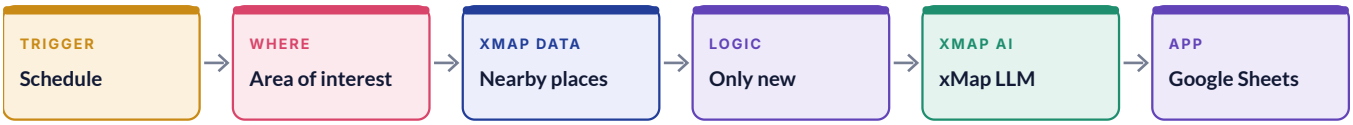
You pay for what runs

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 24 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

24 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.	20
Standard	Several xMap data sources combined and ranked by the AI block.	4
Advanced	Also reads or writes your own database, an app event or your own code, so it needs a connection.	0

01	**Planning & land use**	Urban planning · Municipality	4 use cases
02	**Service delivery**	Service planning · Statistics	6 use cases
03	**Economy & regulation**	Economic affairs · Licensing	4 use cases
04	**Safety & operations**	City operations · Civil protection	6 use cases
05	**Emergencies & resilience**	Civil protection · Health · Coast guard	4 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 · 4 USE CASES

01

Planning & land use

Where a city is growing and what it will need. These flows give planners this quarter's picture, so decisions are not made on the last census.

01 Where Melbourne's young families have no childcare

02 Review a rezoning request with evidence

03 Monitor the health of commercial streets

04 New bike docks where short trips are still made by car

NO INTEGRATION NEEDED

4 of 4

run on xMap data alone

CORE BLOCKS

Nearby places · Show on a map · Demographics

the three this section leans on most

USUALLY OWNED BY

Urban planning · Municipality

route the section to these teams first

01 Where Melbourne's young families have no childcare

QUICK WIN

THE CHALLENGE

New estates fill with young families faster than anyone counts them. Her gap report took a consultant six months and was out of date on delivery. Meanwhile parents queue two years for a place.

THE APPROACH

With xMap Flows, Olivia built Atlas. Every quarter, across thirty growth suburbs, Atlas counts the children under ten, counts the childcare centres in each, works out the children for every centre, keeps the ten biggest gaps, and makes the report for her desk.

ILLUSTRATIVE SCENARIO

Every quarter Atlas hands her a fresh report. This one names Wyndham Vale, where nine hundred young children share one centre. Funding for two new centres went through in a single meeting.

30	900	2
SUBURBS CHECKED EVERY QUARTER	CHILDREN SHARING ONE CENTRE	NEW CENTRES FUNDED

WHO USES IT

Social infrastructure planner · Urban planning

BLOCKS USED

Schedule · Area of interest · Demographics · Nearby places · Calculated field · Sort and limit · Make a report

02 Review a rezoning request with evidence

STANDARD

THE CHALLENGE

A rezoning request arrives with the applicant's own study. The planning officer has days to respond and no independent figures for the area.

THE APPROACH

The officer types the site on the planning team's chat page, and the area becomes the surrounding district. The flow counts existing businesses, the residents around it and road speeds on the adjoining roads. xMap LLM writes a neutral summary.

ILLUSTRATIVE SCENARIO

Officers answered requests with the same evidence pack each time, and committee papers carried an independent view of the area.

Same day	1 method	Independent
EVIDENCE PACK	FOR EVERY REQUEST	OF THE APPLICANT

WHO USES IT

Planning officers · Zoning committees

BLOCKS USED

Chat · Area of interest · Map business scan · Demographics · Traffic Flow · xMap LLM · Email · Show on a map

03 Monitor the health of commercial streets

QUICK WIN

THE CHALLENGE

A declining high street is noticed when shutters stay down. By then the vacancies have spread and the remedy costs more.

THE APPROACH

Each month Nearby places reads the designated commercial streets with the mix of chains and independents, and What changed records the businesses that opened and closed. xMap LLM flags streets where closures outpace openings, on a map and a sheet.

ILLUSTRATIVE SCENARIO

The economic development team saw two streets tip into net closures early and directed support there first.

Monthly	2	Every street
OPENINGS AND CLOSURES	STREETS FLAGGED EARLY	ON ONE MAP

WHO USES IT

Economic development · Town centre managers

BLOCKS USED

Schedule · Area of interest · Nearby places · What changed · xMap LLM · Google Sheets · Show on a map

04 New bike docks where short trips are still made by car

QUICK WIN

THE CHALLENGE

Her team puts docks where people ask for them on social media. Half the new ones see a few rides a day. Meanwhile, thousands of short trips around the metro stations are still made by car, stuck in traffic.

THE APPROACH

With xMap Flows, Bruna built Spoke. Every three months, Spoke lists the metro stations, universities and office towers, learns how people travel to each one, and how far they come, keeps the places where most trips are short and by car, ranks the best twenty, puts them on a map, and posts them to the planning team.

ILLUSTRATIVE SCENARIO

This quarter, Spoke finds twenty spots where most trips are under three kilometres and made by car, half of them around Paulista and Faria Lima. Bruna puts ten new docks there, and each sees four times the rides of last year's docks.

20	10	4x
SPOTS WITH SHORT CAR TRIPS	NEW DOCKS PLACED	RIDES PER DOCK

WHO USES IT

Head of network planning · Bike sharing

BLOCKS USED

Schedule · Nearby places · Mobility Footfall · Filter · Sort and limit · Show on a map · Slack

SECTION 01 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
Where Melbourne's young families have no childcare	Urban planning	Every quarter	Make a report	Quick win
Review a rezoning request with evidence	Government & Public Sector	Chat	Email · Show on a map	Standard
Monitor the health of commercial streets	Government & Public Sector	Schedule	Show on a map	Quick win
New bike docks where short trips are still made by car	Bike sharing	Every quarter	Show on a map · Slack	Quick win

MAKING THESE FLOWS YOUR OWN

CHANGE 01

Swap the area

Countries, cities, a radius around a place, or polygons you draw. Nothing else in the flow needs to change.

CHANGE 02

Swap the category

The same flow finds pharmacies, gyms or hotels by changing one setting in Nearby places.

CHANGE 03

Swap the destination

Send results to Slack, a sheet, WhatsApp, email, a report or a map, or to several of them at once.

SECTION 02 · 6 USE CASES

02

Service delivery

Whether public services reach the people they are meant for. These flows compare what exists with who lives nearby, district by district.

01 A day care centre within a short walk
02 Place a new clinic where need is highest
03 Forty school buses, no surprise road closures
04 A reading tutor down the street, for every new child
05 Take a vaccination drive to the right squares
06 The council that answers residents in seconds

NO INTEGRATION NEEDED

6 of 6

run on xMap data alone

CORE BLOCKS

Nearby places · xMap LLM · Demographics

the three this section leans on most

USUALLY OWNED BY

Service planning · Statistics

route the section to these teams first

05 A day care centre within a short walk

QUICK WIN

THE CHALLENGE

When a family asks for a day care centre, she phones round for a week. The ones with places are too far for frail legs, and the near ones are full or badly reviewed. Meanwhile the family is worn out, and so is she.

THE APPROACH

With xMap Flows, Aiko built Hawk. Whenever she adds a new client, Hawk draws a fifteen-minute walk from their home, finds the day care centres inside it, keeps the ones rated four or more, picks the best five, and emails the family a shortlist that evening.

ILLUSTRATIVE SCENARIO

Last week, a new client's daughter asked on Tuesday morning. By evening she had five centres, all within a short walk, all rated above four. Her father started on Friday. Aiko now spends that week with her clients, not on the phone.

1 day
TO A SHORTLIST, NOT A WEEK

5
CENTRES WITHIN A SHORT WALK

30
CLIENTS, MORE TIME FOR EACH

WHO USES IT

Care manager · Elderly care

BLOCKS USED

New rows · Travel area · Nearby places · Filter · Sort and limit · Gmail

06 Place a new clinic where need is highest

STANDARD

THE CHALLENGE

New facilities are sited where land is available. Whether that is where residents lack a clinic is examined afterwards, if at all.

THE APPROACH

The flow maps existing clinics and pharmacies with Nearby places, draws a fifteen minute journey around each with Travel area, and Demographics counts the residents inside. Mobility Footfall shows where people spend their day. xMap LLM ranks the gaps.

ILLUSTRATIVE SCENARIO

The health authority shortlisted three locations, each closing a gap for tens of thousands of residents, and tested available land against that list.

3	15 min	Need first
LOCATIONS SHORTLISTED	ACCESS MEASURED	THEN LAND

WHO USES IT

Health planning · Capital projects

BLOCKS USED

Area of interest · Nearby places · Travel area · Demographics · Mobility Footfall · xMap LLM · Google Sheets · Show on a map

07 Forty school buses, no surprise road closures

QUICK WIN

THE CHALLENGE

A closure on a bus route usually reaches him as an angry call from a parent. The driver finds the roadworks at six forty, turns back, and forty children reach class late. Saeed spends his mornings on the phone, rerouting by guesswork.

THE APPROACH

With xMap Flows, Saeed built Pathfinder. Every school day at half past five, for every stop on his forty routes, Pathfinder checks for closures and roadworks nearby, keeps the routes that are hit, writes each driver a simple detour, and posts it in the drivers' channel.

ILLUSTRATIVE SCENARIO

At five thirty, Pathfinder flags three closures near eleven stops. Each driver already has the detour before turning the key. Every bus reaches school on time, and Saeed drinks his coffee while it is still hot.

5:30	11	0
CLOSURES CHECKED EVERY SCHOOL DAY	STOPS REROUTED THIS MORNING	BUSES LATE

WHO USES IT

Transport coordinator · School transport

BLOCKS USED

Schedule · My data · Traffic incidents · Filter · xMap LLM · Microsoft Teams

08 A reading tutor down the street, for every new child

QUICK WIN

THE CHALLENGE

New families sign up on a form, and she matches each one by hand with a map and a spreadsheet. It takes her a week. By then, some families have stopped answering, and a few volunteers quit, never matched at all.

THE APPROACH

With xMap Flows, Maya built Harbor. When a new family signs up, Harbor finds the nearest free volunteer, writes them a warm introduction, sends it to both, waits three days, and checks that the first lesson happened.

ILLUSTRATIVE SCENARIO

A grandmother in Decatur signed up at nine on Tuesday. By ten she had an email from a retired teacher four minutes away. Every new family now hears the same day, and seventy children started reading this autumn.

1 day	70	0
FROM SIGN-UP TO TUTOR, WAS 7	CHILDREN READING THIS AUTUMN	VOLUNTEERS LEFT UNMATCHED

WHO USES IT

Volunteer coordinator · Education charity

BLOCKS USED

New rows · Find nearest · xMap LLM · Gmail · Wait

09 Take a vaccination drive to the right squares

STANDARD

THE CHALLENGE

Mobile vaccination teams set up where a site is easy to book. Older residents in the districts that need them most are a bus ride away and stay unvaccinated.

THE APPROACH

Demographics finds the districts with the most residents over sixty, Mobility Footfall shows the busiest hour and day in each square, and Nearby places lists the pharmacies already there. xMap LLM proposes a week of stops, sent to the team as a sheet and a map.

ILLUSTRATIVE SCENARIO

The teams worked the squares where older residents already gathered, at their busiest hour, and reached districts the fixed sites had missed.

1 week	Over 60s	Busiest
OF STOPS PLANNED	COUNTED FIRST	HOUR PER SQUARE

WHO USES IT

Public health · Vaccination teams

BLOCKS USED

Schedule · Area of interest · Demographics · Mobility Footfall · Nearby places · xMap LLM · Google Sheets · Show on a map

10 The council that answers residents in seconds

QUICK WIN

THE CHALLENGE

Her contact centre takes three thousand calls a week. Most ask the same three things: what are these roadworks on my street, when are my bins collected, where is the nearest recycling centre. Callers wait twenty minutes for a ten second answer.

THE APPROACH

With xMap Flows, Amelia built Osprey. When a resident writes on the council website, Osprey works out what they need, looks up roadworks on their street, checks their bin day, finds the nearest recycling centre, and answers in plain words, right away.

ILLUSTRATIVE SCENARIO

In its first month, Osprey answered eleven thousand questions, day and night. Calls dropped by a third, and the waiting time fell to four minutes for the people who really need a person.

11,000	-33%	4 min
QUESTIONS ANSWERED IN A MONTH	CALLS TO THE CENTRE	WAIT, DOWN FROM 20

WHO USES IT

Head of resident services · Local government

BLOCKS USED

Chat · AI agent · Traffic incidents · My data · Nearby places · Reply

SECTION 02 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
A day care centre within a short walk	Elderly care	A new client	Gmail	Quick win
Place a new clinic where need is highest	Government & Public Sector	Area of interest	Show on a map	Standard
Forty school buses, no surprise road closures	School transport	School days at 5:30	Microsoft Teams	Quick win
A reading tutor down the street, for every new child	Education charity	New family signs up	Gmail	Quick win
Take a vaccination drive to the right squares	Government & Public Sector	Schedule	Show on a map	Standard
The council that answers residents in seconds	Local government	Chat on the council site	Reply	Quick win

MAKING THESE FLOWS YOUR OWN

CHANGE 01

Swap the area

Countries, cities, a radius around a place, or polygons you draw. Nothing else in the flow needs to change.

CHANGE 02

Swap the category

The same flow finds pharmacies, gyms or hotels by changing one setting in Nearby places.

CHANGE 03

Swap the destination

Send results to Slack, a sheet, WhatsApp, email, a report or a map, or to several of them at once.

SECTION 03 · 4 USE CASES

03

Economy & regulation

What is opening, what is operating without a licence and what a policy changed. These flows give regulators a current list instead of last year's register.

01 Track new business openings by district

02 Find businesses trading without a licence

03 Two shopping streets, read every Monday

04 Measure what an event or policy changed

NO INTEGRATION NEEDED

4 of 4

run on xMap data alone

CORE BLOCKS

Google Sheets · Map business scan · Place classifier

the three this section leans on most

USUALLY OWNED BY

Economic affairs · Licensing

route the section to these teams first

11 Track new business openings by district

QUICK WIN

THE CHALLENGE

Business formation is reported quarterly from registrations, which record the paperwork and not the day a business opens its doors.

THE APPROACH

Each week the flow scans the country for newly opened businesses, and the Place classifier assigns each to the authority's own activity codes. The counts by district and sector are appended to a sheet and published on a map.

ILLUSTRATIVE SCENARIO

The ministry had a weekly indicator of openings by district and sector, months ahead of the registration statistics.

Weekly
OPENINGS INDICATOR

By district
AND BY SECTOR

Months
AHEAD OF THE REGISTER

WHO USES IT

Economic affairs · Statistics office

BLOCKS USED

Schedule · Area of interest · Map business scan · Place classifier · Google Sheets · Show on a map

12 Find businesses trading without a licence

QUICK WIN

THE CHALLENGE

The licence register says who applied. It does not say who opened anyway, and inspectors find unlicensed venues by complaint or by chance.

THE APPROACH

Every month Nearby places lists the open venues in the licensed categories, and Match with my table compares each with the authority's register. Only the venues not found go on, sorted by district into a sheet for the inspectors, with a map.

ILLUSTRATIVE SCENARIO

Inspectors started each month with a short list of venues missing from the register, instead of waiting for complaints.

Monthly	Not found	By district
REGISTER CHECK	VENUES LISTED	FOR INSPECTORS

WHO USES IT

Licensing · Trading standards

BLOCKS USED

Schedule · Area of interest · Nearby places · Match with my table · Sort and limit · Google Sheets · Show on a map

13 Two shopping streets, read every Monday

QUICK WIN

THE CHALLENGE

Rents follow the street. When neighbouring shops close and sit empty, tenants push for a discount before Louis sees it coming. Twice a year he walks both streets with a clipboard, and by then the numbers are months old.

THE APPROACH

With xMap Flows, Louis built Tracker. Every Monday at seven, along Avenue Louise and Rue Neuve, Tracker scans every shop on both streets, spots the ones that closed or changed since last week, sorts them into fashion, food, beauty and services, writes what it means for the fund's rents, and emails Louis a Monday note.

ILLUSTRATIVE SCENARIO

In September, Tracker showed that four fashion shops on Rue Neuve had closed in six weeks. When Louis's biggest tenant asked for a discount in October, he already had the figures, and offered a shorter lease instead.

4	2	0
CLOSURES SPOTTED IN SIX WEEKS	STREETS WATCHED EVERY WEEK	CLIPBOARD WALKS

WHO USES IT

Retail asset manager · Retail property

BLOCKS USED

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

14 Measure what an event or policy changed

QUICK WIN

THE CHALLENGE

A pedestrian zone or a festival is judged by impressions. Whether it brought more people to the area is argued, not measured.

THE APPROACH

The flow draws the area and a comparison area, and reads footfall by day and hour from Mobility Footfall each week, with road speeds from Traffic Flow. xMap LLM reports the difference against the weeks before.

ILLUSTRATIVE SCENARIO

The council reported the change in visitors against a comparison area, and the scheme was extended on that evidence.

Weekly	2	Anonymous
BEFORE AND AFTER	AREAS COMPARED	TOTALS ONLY

WHO USES IT

Policy evaluation · Tourism and events

BLOCKS USED

Schedule · Area of interest · Mobility Footfall · Traffic Flow · xMap LLM · Google Sheets

SECTION 03 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
Track new business openings by district	Government & Public Sector	Schedule	Show on a map	Quick win
Find businesses trading without a licence	Government & Public Sector	Schedule	Show on a map	Quick win
Two shopping streets, read every Monday	Retail property	Every Monday at 7	Email	Quick win
Measure what an event or policy changed	Government & Public Sector	Schedule		Quick win

MAKING THESE FLOWS YOUR OWN

CHANGE 01

Swap the area

Countries, cities, a radius around a place, or polygons you draw. Nothing else in the flow needs to change.

CHANGE 02

Swap the category

The same flow finds pharmacies, gyms or hotels by changing one setting in Nearby places.

CHANGE 03

Swap the destination

Send results to Slack, a sheet, WhatsApp, email, a report or a map, or to several of them at once.

SECTION 04 · 6 USE CASES

04

Safety & operations

Knowing early and sending people to the right place. These flows start on a trigger and tell the team on duty.

01 Roadworks cleared before sixty thousand fans arrive
02 Inspect new food businesses in their first month
03 The evidence that got a school its crossing
04 Pump crews in place before the rain hits Jakarta
05 Every monument in Naples, seen from above each week
06 Know who and what is inside an area

NO INTEGRATION NEEDED

6 of 6

run on xMap data alone

CORE BLOCKS

Show on a map · Filter · My data

the three this section leans on most

USUALLY OWNED BY

City operations · Civil protection

route the section to these teams first

15 Roadworks cleared before sixty thousand fans arrive

QUICK WIN

THE CHALLENGE

Sixty thousand fans arrive in two hours. One forgotten roadworks site can block an avenue, and he usually finds it at kick off, from a helicopter feed. Then it is too late to send a crew.

THE APPROACH

With xMap Flows, Rafael built Radar. On match days at nine, within three kilometres of the stadium, Radar finds every closure and roadworks site, keeps the roadworks, writes a work order for each, sends them to the crew chief, and pins them on the match day map.

ILLUSTRATIVE SCENARIO

On Sunday, Radar found four roadworks sites at nine in the morning. Crews cleared three by noon, and the fourth was coned into one lane. The fans reached their seats, and Rafael watched the second half.

9 a.m.	4	3
ROADS CHECKED ON MATCH DAY	ROADWORKS SITES FOUND	CLEARED BEFORE NOON

WHO USES IT

City traffic officer · City traffic

BLOCKS USED

Schedule · Area of interest · Traffic incidents · Filter · xMap LLM · WhatsApp Business · Show on a map

16 Inspect new food businesses in their first month

QUICK WIN

THE CHALLENGE

New restaurants and takeaways open every week, and the first inspection waits until the registration reaches the food safety team, often months later.

THE APPROACH

Every Monday Nearby places reads the city's food categories and Only new keeps the venues that appeared since last week. Route planner orders them into a day's visits for each inspector, sent by email with a map.

ILLUSTRATIVE SCENARIO

New venues were inspected in their first weeks of trading, and the routes cut the driving between visits.

Weekly	1 route	First month
NEW VENUES FOUND	PER INSPECTOR	INSPECTIONS

WHO USES IT

Food safety · Environmental health

BLOCKS USED

Schedule · Area of interest · Nearby places · Only new · Route planner · Email · Show on a map

17 The evidence that got a school its crossing

QUICK WIN

THE CHALLENGE

Cars race past at pick up time. She had asked the council for a crossing three times. Each time the answer was the same: show us the numbers. She had none, only a near miss in March.

THE APPROACH

With xMap Flows, Alba built Kestrel. Every school day at a quarter to three, at each of the three gates, Kestrel measures how fast the traffic moves, works out how far over the limit it is, and adds a row to her evidence sheet.

ILLUSTRATIVE SCENARIO

After one term, Kestrel's sheet showed cars passing the main gate at almost twice the limit on most afternoons. Alba sent it to the council in May. The crossing was painted in September.

60	2x	1
AFTERNOONS MEASURED	THE LIMIT AT THE MAIN GATE	NEW CROSSING PAINTED

WHO USES IT

Headteacher · Primary school

BLOCKS USED

Schedule · My data · Traffic Flow · Calculated field · Google Sheets

18 Pump crews in place before the rain hits Jakarta

QUICK WIN

THE CHALLENGE

In the rainy season, storms build in the afternoon. Crews are called out once the streets are already under water, and some stations sit unmanned for the first hour. That hour floods homes.

THE APPROACH

With xMap Flows, Rina built Monsoon. Every morning at four, for each of seventy pump stations, Monsoon reads today's rain forecast, keeps the stations where heavy rain is coming, puts the heaviest first, hands them to the crew call out, and marks them on today's map.

ILLUSTRATIVE SCENARIO

At four this morning, Monsoon saw heavy rain coming for twelve stations in the north. Their crews were called out and in place by noon. When the storm broke at three, every pump was already running.

70	12	3 h
PUMP STATIONS CHECKED DAILY	CREWS IN PLACE BY NOON	AHEAD OF THE STORM

WHO USES IT

Operations lead · Flood control

BLOCKS USED

Schedule · My data · Weather forecast · Filter · Sort and limit · Run another flow · Show on a map

19 Every monument in Naples, seen from above each week

QUICK WIN

THE CHALLENGE

She and one inspector cannot walk past every site each week. Unpermitted roof work and new terraces go up in days. By the time a neighbour complains, the damage is months old and the fine is the only tool left.

THE APPROACH

With xMap Flows, Giulia built Sentinel. Every Monday at seven, for each of her sixty protected sites, Sentinel fetches this week's satellite picture, keeps only the clear ones, pins them on a map, and saves the week's file in the inspection folder.

ILLUSTRATIVE SCENARIO

Every Monday Giulia opens one folder: a fresh, clear picture of each monument from the last few days. In ten minutes she spots new scaffolding on two roofs and sends the inspector that same morning.

60	10 min	2
MONUMENTS SEEN EVERY WEEK	TO REVIEW THEM ALL	ROOFS CAUGHT IN A WEEK

WHO USES IT

Heritage officer · Heritage protection

BLOCKS USED

Schedule · My data · Satellite images · Filter · Show on a map · Google Drive

20 Know who and what is inside an area

QUICK WIN

THE CHALLENGE

When an incident closes an area, the first questions are what is there and how many people. Answering them means phoning around.

THE APPROACH

An officer names the place on the duty chat page. The AI agent lists schools, clinics, care homes and fuel stations around it with Nearby places, counts residents with Demographics, and replies with a short briefing and a map.

ILLUSTRATIVE SCENARIO

The briefing reached the duty officer in minutes, with sensitive sites listed and the resident count beside them.

Minutes	Sensitive	Residents
TO A BRIEFING	SITES LISTED	COUNTED INSIDE

WHO USES IT

Civil protection · Duty officers

BLOCKS USED

Chat · AI agent · Nearby places · Demographics · Reply · Show on a map

SECTION 04 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
Roadworks cleared before sixty thousand fans arrive	City traffic	Match days, 9 a.m.	WhatsApp Business · Show on a map	Quick win
Inspect new food businesses in their first month	Government & Public Sector	Schedule	Email · Show on a map	Quick win
The evidence that got a school its crossing	Primary school	School days at 2:45	Google Sheets	Quick win
Pump crews in place before the rain hits Jakarta	Flood control	Every day at 4 a.m.	Show on a map	Quick win
Every monument in Naples, seen from above each week	Heritage protection	Every Monday at 7	Show on a map · Google Drive	Quick win
Know who and what is inside an area	Government & Public Sector	Chat	Reply · Show on a map	Quick win

MAKING THESE FLOWS YOUR OWN

CHANGE 01

Swap the area

Countries, cities, a radius around a place, or polygons you draw. Nothing else in the flow needs to change.

CHANGE 02

Swap the category

The same flow finds pharmacies, gyms or hotels by changing one setting in Nearby places.

CHANGE 03

Swap the destination

Send results to Slack, a sheet, WhatsApp, email, a report or a map, or to several of them at once.

SECTION 05 · 4 USE CASES

05

Emergencies & resilience

When minutes count. These flows start the response from the forecast or the alarm, and put a plan a person can approve in front of the people who act.

01 Cool rooms open where Paris's elders live
02 Sending every ambulance to the hospital it can reach
03 The on-call team, already there
04 No anchor drops on the island cables

NO INTEGRATION NEEDED

4 of 4

run on xMap data alone

CORE BLOCKS

My data · Branch · Filter

the three this section leans on most

USUALLY OWNED BY

Civil protection · Health · Coast guard

route the section to these teams first

21 Cool rooms open where Paris's elders live

STANDARD

THE CHALLENGE

Each heatwave, the city opens cool rooms in town halls and libraries. Deciding which ones took two days of calls, so they opened after the heat had already arrived. And some opened where few older people live.

THE APPROACH

With xMap Flows, Camille built Canopy. Every summer morning at six, for each of eighty cool rooms, Canopy reads the next three days' forecast, keeps the ones where heat is coming, counts the older people living around each, picks the twenty that matter most, writes each opening notice, and sends it to the district halls.

ILLUSTRATIVE SCENARIO

In July, Canopy saw thirty six degrees coming three days ahead. It picked the twenty rooms with the most people over sixty around them, and the district halls had the notices by eight that morning. Every room was open before the first hot afternoon.

3 days
WARNING BEFORE THE HEAT

20
COOL ROOMS OPENED

8 a.m.
NOTICES OUT, NOT TWO DAYS LATER

WHO USES IT

Heatwave plan lead · Public health

BLOCKS USED

Schedule · My data · Weather forecast · Filter · Demographics · Sort and limit · xMap LLM · Microsoft Outlook

22 Sending every ambulance to the hospital it can reach

QUICK WIN

THE CHALLENGE

His crews pick a hospital by habit. When the approach road is jammed, an ambulance can sit for twenty minutes a few hundred metres from the door. Dispatchers only learn it from the radio, after the patient has waited.

THE APPROACH

With xMap Flows, Kwame built Beacon. Every fifteen minutes, at each of six emergency entrances, Beacon measures how the roads are moving, ranks the hospitals clearest first, updates the dispatch map, and if an approach is at a standstill, warns every dispatcher at once.

ILLUSTRATIVE SCENARIO

Now the dispatch room keeps one live map open. When the road outside one hospital freezes, Beacon warns the team within a quarter of an hour, and the next crew goes to the clear one. The average run is nine minutes shorter.

15 min	6	9 min
BETWEEN ROAD CHECKS	HOSPITAL APPROACHES WATCHED	SHORTER AVERAGE RUN

WHO USES IT

Head of dispatch · Emergency services

BLOCKS USED

Schedule · My data · Traffic Flow · Sort and limit · Show on a map · Branch · Microsoft Teams

23 The on-call team, already there

QUICK WIN

THE CHALLENGE

On icy nights, the calls come in and the people do not. A surgeon who lives forty minutes away needs ninety on frozen roads. Last winter, an emergency operation waited an hour and ten minutes for its team.

THE APPROACH

With xMap Flows, Noah built Nightwatch. Every afternoon at three, Nightwatch takes tonight's on-call list, checks the night's forecast at each person's home, works out how far they live and the risk of ice, and if they live far on an icy night, offers them a room by the hospital, while the others get a drive-safe note.

ILLUSTRATIVE SCENARIO

This January, Nightwatch saw ice coming on nine nights. Thirty-one people slept a few minutes from the theatre instead of an hour away. On the worst nights the team now arrives in eighteen minutes, and no operation waited for them.

18 min	31	0
FOR THE TEAM ON ICY NIGHTS	ROOMS OFFERED BEFORE THE ICE	OPERATIONS KEPT WAITING

WHO USES IT

Night operations manager · Hospitals

BLOCKS USED

Schedule · My data · Weather forecast · Calculated field · Branch · Microsoft Teams

24 No anchor drops on the island cables

QUICK WIN

THE CHALLENGE

Undersea cables carry power to the islands across a stretch where no ship may anchor. Waiting ships drift in at night anyway. One dragged anchor last winter cut an island's power for four days, and nobody saw it happen.

THE APPROACH

With xMap Flows, Yannis built Sentry. Every five minutes, across the waters off Piraeus, Sentry listens for every ship, spots any that entered the cable zone, keeps the ones slowing down to anchor, tells the patrol boat, and marks them on the duty map.

ILLUSTRATIVE SCENARIO

Last Thursday at two in the morning, a tanker slowed inside the zone. Sentry warned the patrol boat within five minutes, and the ship moved off before its anchor touched the seabed.

5 min	1	0
BETWEEN CHECKS, DAY AND NIGHT	TANKER MOVED OFF LAST WEEK	CABLES CUT SINCE

WHO USES IT

Duty harbour officer · Port authority

BLOCKS USED

Schedule · Area of interest · Ships (AIS) · Zone alert · Filter · WhatsApp Business · Show on a map

SECTION 05 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
Cool rooms open where Paris's elders live	Public health	Summer mornings at 6	Microsoft Outlook	Standard
Sending every ambulance to the hospital it can reach	Emergency services	Every 15 minutes	Show on a map · Microsoft Teams	Quick win
The on-call team, already there	Hospitals	Every afternoon at 3	Microsoft Teams	Quick win
No anchor drops on the island cables	Port authority	Every 5 minutes	WhatsApp Business · Show on a map	Quick win

MAKING THESE FLOWS YOUR OWN

CHANGE 01

Swap the area

Countries, cities, a radius around a place, or polygons you draw. Nothing else in the flow needs to change.

CHANGE 02

Swap the category

The same flow finds pharmacies, gyms or hotels by changing one setting in Nearby places.

CHANGE 03

Swap the destination

Send results to Slack, a sheet, WhatsApp, email, a report or a map, or to several of them at once.

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	Planning & land use	4 USE CASES
02	Service delivery	6 USE CASES
03	Economy & regulation	4 USE CASES
04	Safety & operations	6 USE CASES
05	Emergencies & resilience	4 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