LOCATION WORKFLOWS · MANUFACTURING

Location data that runs itself

Manufacturing & Distribution

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
Sales, distribution and channel teams

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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

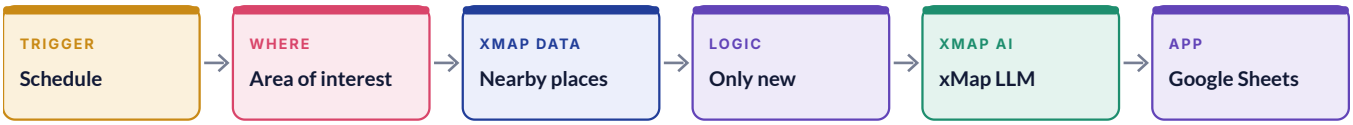
You pay for what runs

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.	8
Standard	Several xMap data sources combined and ranked by the AI block.	2
Advanced	Also reads or writes your own database, an app event or your own code, so it needs a connection.	4

01	**Dealers & channel**	Dealer development · Regional sales	3 use cases
02	**New outlets & accounts**	Field sales · Distributors	4 use cases
03	**Routes & territories**	Sales operations · Logistics	4 use cases
04	**Market & competition**	Marketing · Commercial finance	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

Dealers & channel

Who sells your product and where there is nobody to sell it. These flows keep the dealer map complete and say which dealers deserve attention.

01 Sixty dealers watched, three worth a visit
02 Find the gaps in dealer coverage
03 Score dealers by local demand

NO INTEGRATION NEEDED

1 of 3

run on xMap data alone

CORE BLOCKS

Google Sheets · Database lookup · Map business scan

the three this section leans on most

USUALLY OWNED BY

Dealer development · Regional sales

route the section to these teams first

01 Sixty dealers watched, three worth a visit

QUICK WIN

THE CHALLENGE

She hears about trouble too late. A dealer closes, and orders keep going to an empty shop for weeks. Another one's rating slides from four point five to three, and nobody asks why until sales fall. Farah has time to visit ten dealers a month.

THE APPROACH

With xMap Flows, Farah built Watchman. Every Monday at eight, Watchman takes her sixty dealers, looks each one up on the map, keeps only the ones that closed or slipped, puts the worst first, adds them to the dealer sheet, and tells Farah who to visit first.

ILLUSTRATIVE SCENARIO

This Monday, Watchman flags three dealers. One in Shah Alam closed on Friday, and its orders stop that morning. Another in Cheras fell to three point two, and Farah visits it on Tuesday. The other fifty-seven stay off her list.

3	57	1 day
DEALERS FLAGGED THIS WEEK	DEALERS FINE, NO VISIT	FROM CLOSING TO KNOWING

WHO USES IT

Dealer network manager · Paint manufacturing

BLOCKS USED

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

02 Find the gaps in dealer coverage

ADVANCED

THE CHALLENGE

The dealer map shows where dealers are. It does not show the towns with customers and no dealer, which is where competitors grow.

THE APPROACH

The flow loads the dealer list from the company database and draws a drive-time Travel area around each. It then scans the uncovered areas for suitable stores and building activity, and xMap LLM ranks the gaps on a map.

ILLUSTRATIVE SCENARIO

The channel team found towns outside every dealer's reach and appointed dealers in the strongest first.

Drive time	Ranked	1 map
COVERAGE, NOT CIRCLES	UNCOVERED TOWNS	FOR THE CHANNEL PLAN

WHO USES IT

Channel managers · Dealer development

BLOCKS USED

Area of interest · Database lookup · Travel area · Map business scan · xMap LLM · Google Sheets · Show on a map

03 Score dealers by local demand

ADVANCED

THE CHALLENGE

Dealers are judged on what they sold. A dealer in a quiet town and one in a booming district are compared as if they had the same opportunity.

THE APPROACH

Each month the flow loads dealers from the database, adds footfall from Mobility Footfall and congestion on the road outside. xMap LLM compares sales rank with local potential and writes it to the dealer sheet.

ILLUSTRATIVE SCENARIO

Account managers saw which dealers were under-selling their location, and which were doing well in a hard one.

Monthly	Sales	1 sheet
POTENTIAL SCORE	AGAINST OPPORTUNITY	FOR EVERY DEALER

WHO USES IT

Account managers · Sales operations

BLOCKS USED

Schedule · Database lookup · Mobility Footfall · Traffic Flow · xMap LLM · Google Sheets

SECTION 02 · 4 USE CASES

02

New outlets & accounts

Who to sell to this week. These flows watch the market for outlets you do not yet supply and hand the list to the people who visit them.

01 First through every new bakery's door
02 Every new bar on a rep's list by Monday
03 Win back lapsed accounts that are busy again
04 A factory hiring is a factory ready to buy

NO INTEGRATION NEEDED

3 of 4

run on xMap data alone

CORE BLOCKS

Sort and limit · Email · Map business scan

the three this section leans on most

USUALLY OWNED BY

Field sales · Distributors

route the section to these teams first

04 First through every new bakery's door

STANDARD

THE CHALLENGE

Every morning she scrolls the map looking for new bakeries. Most are closed, or already buy from someone else. By six, she has made four visits, and two were dead ends. And the new bakery she drove past on Tuesday? A rival signed it yesterday.

THE APPROACH

With xMap Flows, Sara built Scout. Every morning at seven, across greater Tunis, Scout finds the bakeries that opened recently, skips the ones already on her books, scores how likely each one is to buy, keeps the best six, plans her route for the day, and sends each one a hello.

ILLUSTRATIVE SCENARIO

At eight, Scout tells her twelve new bakeries opened this week. The best six are on her route, and each one has already heard from her. Sara makes nine visits, every one a real prospect, and she is first through the door.

12	9	6
NEW BAKERIES FOUND THIS WEEK	REAL VISITS A DAY, UP FROM 4	HELLOS SENT BEFORE SHE ARRIVES

WHO USES IT

Field sales rep · Food distribution

BLOCKS USED

Schedule · Area of interest · Nearby places · Match with my table · Jev decision · Sort and limit · Route planner · Outreach

05 Every new bar on a rep's list by Monday

QUICK WIN

THE CHALLENGE

New bars open every week in San Pedro and Barrio Antiguo, and his reps hear about them late. Two reps visited the same bar last Thursday. Nobody visited the new rooftop bar in Cumbres, and a big brewer put its taps in first.

THE APPROACH

With xMap Flows, Mateo built Radar. Every Monday at seven, across metro Monterrey, Radar finds the bars and gastropubs that opened recently, keeps only the ones it has not seen before, puts the best rated first, splits them fairly between the four reps by area, and emails each rep their own list.

ILLUSTRATIVE SCENARIO

On Monday, Radar finds eleven new bars. Each rep gets two or three, close together, with the address and the rating. No double visits, no missed openings. By Friday, seven of the eleven are pouring Mateo's beer.

11	0	7
NEW BARS FOUND ON MONDAY	DOUBLE VISITS	BARS POURING BY FRIDAY

WHO USES IT

Head of sales · Craft beer

BLOCKS USED

Schedule · Area of interest · Nearby places · Only new · Sort and limit · Split by territory · Email

06 Win back lapsed accounts that are busy again

ADVANCED

THE CHALLENGE

Accounts that stopped ordering stay on a list nobody reads. Some have changed owner or become busy again, and nobody notices.

THE APPROACH

Each month the flow loads lapsed accounts from the database, checks each is still open and reads its current visitor level. A Filter keeps the busy ones, xMap LLM writes a short reason to call, and the rep is briefed on WhatsApp.

ILLUSTRATIVE SCENARIO

Reps called a short list of lapsed accounts with a reason to call, and a share of them reordered within the month.

Monthly	Open, busy	1 reason
WIN-BACK LIST	ACCOUNTS ONLY	TO CALL EACH

WHO USES IT

Field sales · Key accounts

BLOCKS USED

Schedule · Database lookup · Map business scan · Mobility Footfall · Filter · xMap LLM · WhatsApp Business

07 A factory hiring is a factory ready to buy

QUICK WIN

THE CHALLENGE

A factory buys a machine about once in five years, and nobody tells him when. Marek cold-calls from an old list of three hundred plants. Nine in ten say no. When one is really ready to buy, a bigger dealer usually got there first.

THE APPROACH

With xMap Flows, Marek built Radar. Every Monday at seven, Radar finds the factories around Krakow hiring engineers and machine operators, looks each one up on the map, skips the ones already in his customer list, reads each job ad for the machines they run, keeps the best ten, and emails him the week's calls.

ILLUSTRATIVE SCENARIO

This Monday, Radar finds twenty-three factories hiring. One in Wieliczka wants three machine operators for a new line. Marek calls before nine, and on Friday he sells them two used lathes.

23	10	2
FACTORIES HIRING THIS WEEK	CALLS THAT MATTER	LATHES SOLD BY FRIDAY

WHO USES IT

Used machine tool dealer · Machine tools

BLOCKS USED

Schedule · Job postings · Map business scan · Match with my table · xMap LLM · Sort and limit · Email

SECTION 02 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
First through every new bakery's door	Food distribution	Every morning at 7	Outreach	Standard
Every new bar on a rep's list by Monday	Craft beer	Every Monday at 7	Email	Quick win
Win back lapsed accounts that are busy again	Manufacturing & Distribution	Schedule		Advanced
A factory hiring is a factory ready to buy	Machine tools	Every Monday at 7	Email	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

Routes & territories

How the field is organised. These flows put new outlets on tomorrow's route and draw territories around real potential.

01 Add new outlets to tomorrow's routes

02 Balance territories by real potential

03 Choose where the next depot should go

04 Three van routes ready before the pierogi cool

NO INTEGRATION NEEDED

3 of 4

run on xMap data alone

CORE BLOCKS

Google Sheets · Show on a map · Split by territory

the three this section leans on most

USUALLY OWNED BY

Sales operations · Logistics

route the section to these teams first

08 Add new outlets to tomorrow's routes

STANDARD

THE CHALLENGE

Van-sales teams drive past new shops for weeks before anyone adds them to a route. A competitor's van stops first.

THE APPROACH

Every night the flow scans the delivery zones drawn on the map, Only new keeps the stores it has not seen before and the customer table removes outlets already supplied. A Filter keeps rated stores for the route sheet and each driver.

ILLUSTRATIVE SCENARIO

New outlets joined the route sheet the week they opened, and drivers started the day with the additions on their phone.

Nightly
SCAN OF THE ZONES

New only
SINCE LAST NIGHT

1 list
PER DRIVER

WHO USES IT

Van sales · Route planners

BLOCKS USED

Schedule · Area of interest · Map business scan · Only new · Match with my table · Filter · Google Sheets · WhatsApp Business · Show on a map

09 Balance territories by real potential

QUICK WIN

THE CHALLENGE

Territories are drawn by geography or by history. One rep has twice the outlets of another, and targets are set as if they were equal.

THE APPROACH

The flow covers the region and Nearby places counts the outlets with their category and rating. Demographics adds the population, Split by territory proposes balanced areas, and xMap LLM suggests where to move a boundary.

ILLUSTRATIVE SCENARIO

Territories were redrawn so each rep carried a similar number of outlets worth visiting, and targets followed.

By territory	Balanced	1 map
OUTLETS AND PEOPLE	WORKLOAD	OF THE NEW LINES

WHO USES IT

Sales operations · Regional managers

BLOCKS USED

Area of interest · Nearby places · Demographics · Split by territory · xMap LLM · Google Sheets · Show on a map

10 Choose where the next depot should go

ADVANCED

THE CHALLENGE

A depot is placed where a warehouse happens to be available. The cost of the extra kilometres is paid every day afterwards.

THE APPROACH

The flow loads customer locations from the database. Travel area draws what each candidate site reaches within a delivery window, Traffic Flow adds live road speeds, and xMap LLM ranks the sites by customers reached.

ILLUSTRATIVE SCENARIO

The logistics team compared candidate sites by the customers reachable within the delivery window, at real road speeds.

Drive time	Customers	Ranked
AT REAL SPEEDS	REACHED PER SITE	CANDIDATE SITES

WHO USES IT

Logistics · Network planning

BLOCKS USED

Area of interest · Database lookup · Travel area · Traffic Flow · xMap LLM · Google Sheets · Show on a map

11 Three van routes ready before the pierogi cool

QUICK WIN

THE CHALLENGE

Orders land in a shared sheet all night. At five in the morning he sorts them for three drivers by hand, guessing who goes where. Drivers cross the river twice, the vans run late, and some shops sell out before the pierogi arrive.

THE APPROACH

With xMap Flows, Piotr built Horizon. When the night's orders land in the sheet, Horizon splits the shops into three fair areas, plans the best route for each driver, sends it to each driver on WhatsApp, and keeps the delivery log up to date.

ILLUSTRATIVE SCENARIO

At five, Piotr's phone already shows three routes. No driver crosses the river twice. The vans are back by ten instead of noon, and every shop has fresh pierogi before the breakfast rush.

60	2 h	3
SHOPS EVERY MORNING	LESS ON THE ROAD	ROUTES READY AT 5 AM

WHO USES IT

Pierogi maker · Food maker

BLOCKS USED

New rows · Split by territory · Route planner · WhatsApp Business · Google Sheets

SECTION 03 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
Add new outlets to tomorrow's routes	Manufacturing & Distribution	Schedule	Show on a map	Standard
Balance territories by real potential	Manufacturing & Distribution	Area of interest	Show on a map	Quick win
Choose where the next depot should go	Manufacturing & Distribution	Area of interest	Show on a map	Advanced
Three van routes ready before the pierogi cool	Food maker	New orders in the sheet	WhatsApp Business · Google Sheets	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 · 3 USE CASES

04

Market & competition

How big the opportunity is and whether the channel is telling the truth. These flows count the market and check claims against it.

01 Size a region before entering it

02 Check a distributor's coverage claims

03 Spot demand before it shows in orders

NO INTEGRATION NEEDED

3 of 3

run on xMap data alone

CORE BLOCKS

Map business scan · Google Sheets · xMap LLM

the three this section leans on most

USUALLY OWNED BY

Marketing · Commercial finance

route the section to these teams first

12 Size a region before entering it

QUICK WIN

THE CHALLENGE

Entering a region starts with an estimate of how many outlets could stock the product. The estimate is a guess with a decimal point.

THE APPROACH

The flow sets the region as the area and scans every outlet of the relevant types. The Place classifier removes duplicates, Demographics adds the population, and xMap LLM summarises the opportunity by city in a sheet.

ILLUSTRATIVE SCENARIO

The entry plan was built on a counted list of outlets by city, each one named and located.

Counted	By city	1 sheet
NOT ESTIMATED	WITH EVERY OUTLET	FOR THE PLAN

WHO USES IT

Market development · Commercial finance

BLOCKS USED

Area of interest · Map business scan · Place classifier · Demographics · xMap LLM · Google Sheets

13 Check a distributor's coverage claims

QUICK WIN

THE CHALLENGE

A distributor reports that it reaches most outlets in its territory. The principal has no list of outlets to check the claim against.

THE APPROACH

When the distributor's customer list is added to a table, the flow scans the territory for every relevant outlet, Match with my table keeps those not on the list, and the uncovered outlets go to a sheet with a map.

ILLUSTRATIVE SCENARIO

The review showed true coverage well below the claim, and the next contract set a target against the counted market.

Every outlet	Uncovered	1 target
IN THE TERRITORY	OUTLETS LISTED	FROM REAL NUMBERS

WHO USES IT

Distributor management · Commercial teams

BLOCKS USED

New rows · Area of interest · Map business scan · Match with my table · Google Sheets · Show on a map

14 Spot demand before it shows in orders

QUICK WIN

THE CHALLENGE

Demand for building products follows construction, and orders lag by months. Stock is in the wrong region when it is needed.

THE APPROACH

Each week the flow scans the regions for new construction sites, hardware stores and contractor yards, and Nearby places adds what is around them. xMap LLM summarises where activity is rising and emails the planning team.

ILLUSTRATIVE SCENARIO

Planners moved stock toward two regions where activity rose, ahead of the orders that followed.

Weekly	2	Ahead
ACTIVITY SIGNAL	REGIONS FLAGGED EARLY	OF THE ORDERS

WHO USES IT

Demand planning · Supply chain

BLOCKS USED

Schedule · Area of interest · Map business scan · Nearby places · xMap LLM · 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	Dealers & channel	3 USE CASES
02	New outlets & accounts	4 USE CASES
03	Routes & territories	4 USE CASES
04	Market & competition	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

XMAP · LOCATION DATA PLATFORM

FLOWS.XMAP.AI

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