LOCATION WORKFLOWS · RETAIL

Location data that runs itself

Retail & Store Networks

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

Expansion, operations and store network 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

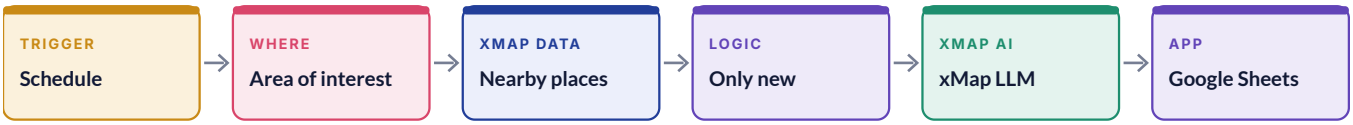
You pay for what runs

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.	9
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.	5

01	**Network & expansion**	Expansion · Property	4 use cases
02	**Competition**	Commercial · Regional managers	3 use cases
03	**Store performance**	Operations · Finance	3 use cases
04	**Local operations**	Store managers · Workforce planning	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

Network & expansion

Where the next stores should go, and where they should not. These flows turn a shortlist argued from instinct into one ranked from people, traffic and competition.

01 New stores where people reach for reading glasses

02 Two shopping streets, read every Monday

03 Check a new store will not take from its neighbours

04 Where Lima buys phones, and has no store

NO INTEGRATION NEEDED

4 of 4

run on xMap data alone

CORE BLOCKS

Demographics · Email · Find nearest

the three this section leans on most

USUALLY OWNED BY

Expansion · Property

route the section to these teams first

01 New stores where people reach for reading glasses

QUICK WIN

THE CHALLENGE

Reading glasses sell to people over forty, but her shortlist comes from brokers and gut feeling. Two stores opened last year in suburbs full of students and young families. One has already closed, and the other barely pays its rent.

THE APPROACH

With xMap Flows, Priya built Keystone. Every quarter, across twelve Mumbai suburbs, Keystone counts the people over forty who live there, finds the opticians already open, works out the over-forties for each optician, keeps the six best, and makes the report for the board.

ILLUSTRATIVE SCENARIO

This quarter, Keystone puts Thane and Chembur on top: about nine thousand people over forty for every optician, three times the city average. Priya walks into the board meeting with one report and leaves with six approvals.

12	3x	6
SUBURBS COMPARED	OVER-FORTIES PER OPTICIAN	APPROVALS IN ONE MEETING

WHO USES IT

Head of expansion · Eyewear retail

BLOCKS USED

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

02 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

03 Check a new store will not take from its neighbours

QUICK WIN

THE CHALLENGE

A new site looks strong on its own. Nobody measures how many of its customers would come from the chain's existing stores nearby.

THE APPROACH

A candidate site added to the proposals table starts the flow. It draws the site's drive-time Travel area, counts its residents and finds the nearest existing stores. xMap LLM estimates the overlap and emails a verdict with a map.

ILLUSTRATIVE SCENARIO

The property committee saw the overlap with existing stores for every proposal and declined two sites that mostly moved sales around.

Drive time	2	Every
CATCHMENT OVERLAP	SITES DECLINED	PROPOSAL TESTED

WHO USES IT

Property committee · Network planning

BLOCKS USED

New rows · Travel area · Demographics · Find nearest · xMap LLM · Email · Show on a map

04 Where Lima buys phones, and has no store

QUICK WIN

THE CHALLENGE

Lima has grown fast, out into districts like Comas and Ate. His store map is ten years old. People there ride an hour into the centre to buy a phone, or give up and buy from a street stall. He cannot see which districts want a store.

THE APPROACH

With xMap Flows, Andres built Radar. Every quarter, across all of Lima's districts, Radar finds every phone shop, repair stall and accessory store, sorts them into clean categories, measures how far each one is from the company's nearest store, keeps the ones more than three kilometres away, and maps where they cluster.

ILLUSTRATIVE SCENARIO

Radar finds twelve hundred phone shops in clusters more than three kilometres from any store. The biggest are in Comas, Ate and Villa El Salvador. Andres opens two stores there in spring, and both reach their target in the first month.

1,200	3	2
PHONE SHOPS FAR FROM A STORE	DISTRICTS WITH NO STORE	NEW STORES, ON TARGET

WHO USES IT

Retail network planner · Mobile retail

BLOCKS USED

Schedule · Area of interest · Map business scan · Place classifier · Find nearest · Filter · Show on a map

SECTION 01 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
New stores where people reach for reading glasses	Eyewear retail	Every quarter	Make a report	Quick win
Two shopping streets, read every Monday	Retail property	Every Monday at 7	Email	Quick win
Check a new store will not take from its neighbours	Retail & Store Networks	New rows	Email · Show on a map	Quick win
Where Lima buys phones, and has no store	Mobile retail	Every quarter	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 02 · 3 USE CASES

02

Competition

What rivals are doing street by street. These flows give store and regional managers a dated record instead of a rumour.

01 A new rival station, known the next morning

02 Benchmark each store against its local rivals

03 Track a rival chain's rollout

NO INTEGRATION NEEDED

2 of 3

run on xMap data alone

CORE BLOCKS

Map business scan · Google Sheets · Database lookup

the three this section leans on most

USUALLY OWNED BY

Commercial · Regional managers

route the section to these teams first

05 A new rival station, known the next morning

QUICK WIN

THE CHALLENGE

When a rival opens down the road, his sales there drop by a fifth within weeks. He hears about it from the station manager, a month late. By then the rival has its regulars, and his price changes and promotions come too late.

THE APPROACH

With xMap Flows, Ali built Polaris. Every morning at six, across the whole of Bahrain, Polaris scans the maps for fuel stations, picks out the ones that were not there before, finds which of Ali's stations each is closest to, keeps those within three kilometres, and emails that area's manager the same morning.

ILLUSTRATIVE SCENARIO

On Sunday, Polaris spots a new station on the Riffa highway, two kilometres from one of Ali's busiest. His area manager has a car wash offer and a coffee deal ready that week. Sales there hold steady, and the rival's first month is quiet.

1 day	40	0%
FROM OPENING TO ALERT	STATIONS WATCHED	SALES LOST AT RIFFA

WHO USES IT

Fuel station network manager · Fuel retail

BLOCKS USED

Schedule · Area of interest · Map business scan · Only new · Find nearest · Filter · Microsoft Outlook

06 Benchmark each store against its local rivals

ADVANCED

THE CHALLENGE

Stores are ranked against each other. A store in a crowded district and one with no rival for miles are judged on the same table.

THE APPROACH

Each month the flow loads the stores, finds the rivals around each and reads visitors for all of them from Mobility Footfall. xMap LLM reports each store's share of local visits and writes it to the performance sheet.

ILLUSTRATIVE SCENARIO

Managers were assessed on their share of local visits, which separated strong stores in hard areas from weak ones in easy areas.

Per store	Monthly	Anonymous
SHARE OF LOCAL VISITS	BENCHMARK	TOTALS ONLY

WHO USES IT

Operations · Performance analysts

BLOCKS USED

Schedule · Database lookup · Map business scan · Mobility Footfall · xMap LLM · Google Sheets

07 Track a rival chain's rollout

QUICK WIN

THE CHALLENGE

A rival is opening quickly, and the picture of where is built from news and hearsay. The pattern is clear only in hindsight.

THE APPROACH

Every week the flow scans the country for the rival's format, and the Place classifier keeps one record per store. New stores are appended to a sheet with their opening week and plotted on a map.

ILLUSTRATIVE SCENARIO

The strategy team watched the rollout move region by region and anticipated the next one.

Weekly	Dated	1 map
NEW STORES RECORDED	EVERY OPENING	OF THE ROLLOUT

WHO USES IT

Strategy · Competitive intelligence

BLOCKS USED

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

SECTION 03 · 3 USE CASES

03

Store performance

Why a store performs as it does. These flows add what is happening outside the door to what the till already records.

01 Explain why a store is under-performing

02 Set opening hours from real footfall

03 Rank stores for investment or closure

NO INTEGRATION NEEDED

0 of 3

run on xMap data alone

CORE BLOCKS

Database lookup · Mobility Footfall · xMap LLM

the three this section leans on most

USUALLY OWNED BY

Operations · Finance

route the section to these teams first

08 Explain why a store is under-performing

ADVANCED

THE CHALLENGE

A weak store is blamed on its manager or its range. Whether the street itself has changed is not part of the review.

THE APPROACH

For each store on the watch list the flow reads the footfall trend and road congestion, and scans for new competitors and closures nearby. xMap LLM writes a one page diagnosis for the area manager, sent by email.

ILLUSTRATIVE SCENARIO

Reviews separated stores with a falling street from stores losing share on a healthy one, and the actions differed.

1 page
DIAGNOSIS PER STORE

Street
AND COMPETITORS READ

Monthly
FOR THE WATCH LIST

WHO USES IT

Area managers · Operations

BLOCKS USED

Schedule · Database lookup · Mobility Footfall · Traffic Flow · Map business scan · xMap LLM · Email

09 Set opening hours from real footfall

ADVANCED

THE CHALLENGE

Opening hours are the same across the chain. Some stores are staffed through empty mornings and close as the street fills.

THE APPROACH

The flow loads the stores and reads visitors by hour and day outside each from Mobility Footfall. xMap LLM proposes hours for each store and the expected gain, written to a sheet for operations to approve.

ILLUSTRATIVE SCENARIO

Operations adjusted hours at the stores with the largest mismatch and reviewed the rest each quarter.

By hour	Per store	Quarterly
STREET FOOTFALL	PROPOSED HOURS	REVIEW

WHO USES IT

Operations · Workforce planning

BLOCKS USED

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

10 Rank stores for investment or closure

ADVANCED

THE CHALLENGE

Refurbishment money follows the loudest request. Closure decisions rest on last year's profit, with no view of where the area is heading.

THE APPROACH

The flow loads every store, counts the residents around it, reads its footfall trend and counts competitors. xMap LLM ranks the estate by the strength of each location, delivered as a sheet and a map.

ILLUSTRATIVE SCENARIO

The estate review ranked every store by the prospects of its location, and capital went to strong locations with tired stores.

Every store	Location	1 map
RANKED	STRENGTH, NOT LAST YEAR	OF THE ESTATE

WHO USES IT

Finance · Property · Operations

BLOCKS USED

Area of interest · Database lookup · Demographics · Mobility Footfall · Map business scan · xMap LLM · Google Sheets · Show on a map

SECTION 04 · 4 USE CASES

04

Local operations

The day-to-day of a store. These flows tell managers what is about to happen outside, in time to do something about it.

01 Warn store managers before the weather turns

02 Plan staffing around local peaks

03 A pop-up spot that sells out the drop

04 Open when the cruise ship docks, not after

NO INTEGRATION NEEDED

3 of 4

run on xMap data alone

CORE BLOCKS

Filter · xMap LLM · Nearby places

the three this section leans on most

USUALLY OWNED BY

Store managers · Workforce planning

route the section to these teams first

11 Warn store managers before the weather turns

QUICK WIN

THE CHALLENGE

A heatwave or a storm changes who comes in and what they buy. The manager finds out when the shelves or the shop are empty.

THE APPROACH

Every evening the flow reads the stores from My data and checks tomorrow's forecast at each one. A Filter keeps the stores facing heavy rain or strong heat, xMap LLM writes a short note on staffing and stock, and the store manager gets a WhatsApp message.

ILLUSTRATIVE SCENARIO

Managers changed rotas and orders the day before, on the days it mattered.

A day
AHEAD

Per store
FORECAST

WhatsApp
TO THE MANAGER

WHO USES IT

Store managers · Regional operations

BLOCKS USED

Schedule · My data · Weather forecast · Filter · xMap LLM · WhatsApp Business

12 Plan staffing around local peaks

ADVANCED

THE CHALLENGE

Rotas are built from last year's sales by hour. The neighbourhood has changed and the rota has not.

THE APPROACH

Each month the flow loads the stores, reads visitors by hour from Mobility Footfall and lists nearby venues that drive demand. xMap LLM suggests the staffing shape for each day, written to the planning sheet.

ILLUSTRATIVE SCENARIO

Workforce planners adjusted the rota shape at stores where street footfall had moved to later in the day.

Monthly	By hour	Per store
STAFFING SHAPE	AND BY DAY	SUGGESTION

WHO USES IT

Workforce planning · Store managers

BLOCKS USED

Schedule · Database lookup · Mobility Footfall · Nearby places · xMap LLM · Google Sheets

13 A pop-up spot that sells out the drop

QUICK WIN

THE CHALLENGE

Choosing the spot is a gamble. Her team walks the malls, takes photos, and argues for a week. The last pop-up sat in a quiet corner of a brand new mall, and half the stock went back to the warehouse.

THE APPROACH

With xMap Flows, Wei Ling built Watchtower. On the first Monday of every month, from Orchard Road to Tampines, Watchtower finds the malls and food halls, keeps the ones with a high traffic score where people stay longest, picks the top five, explains why each one fits the drop, and turns it all into slides for the team.

ILLUSTRATIVE SCENARIO

This month, Watchtower ranks five spots, with Bugis on top: people there stay well over an hour. The team agrees in one meeting instead of five. The pop-up sells out in nine days, a week faster than the last one.

5	1	9 days
SPOTS RANKED EACH MONTH	MEETING, NOT FIVE	TO SELL OUT THE DROP

WHO USES IT

Retail marketing lead · Sneakers and streetwear

BLOCKS USED

Schedule · Area of interest · Nearby places · Filter · Sort and limit · xMap LLM · Make a report

14 Open when the cruise ship docks, not after

QUICK WIN

THE CHALLENGE

Nobody tells her when they arrive. Some mornings two hundred passengers stream through the old town while her shop is still shut and her nephew is still asleep. Other days she opens early for nobody at all.

THE APPROACH

With xMap Flows, Lucia built Harbor. Every hour, at the river port, Harbor listens for the ships on the Guadalquivir, keeps the passenger ships, spots the moment one reaches the quay, and messages Lucia and her nephew on WhatsApp.

ILLUSTRATIVE SCENARIO

At seven on Wednesday, Harbor tells her a cruise ship has reached the quay. Lucia opens at eight with fresh coffee and her nephew at the door. By noon, she has sold more tiles and plates than in the whole week before.

Hourly	8 am	1 week
CHECKS OF THE RIVER PORT	OPEN FOR THE FIRST GUESTS	OF SALES BY NOON

WHO USES IT

Ceramics shop owner · Souvenir shop

BLOCKS USED

Schedule · Area of interest · Ships (AIS) · Filter · Zone alert · WhatsApp Business

SECTION 04 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
Warn store managers before the weather turns	Retail & Store Networks	Schedule		Quick win
Plan staffing around local peaks	Retail & Store Networks	Schedule		Advanced
A pop-up spot that sells out the drop	Sneakers and streetwear	First Monday of the month	Make a report	Quick win
Open when the cruise ship docks, not after	Souvenir shop	Every hour	WhatsApp Business	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	Network & expansion	4 USE CASES
02	Competition	3 USE CASES
03	Store performance	3 USE CASES
04	Local operations	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