LOCATION WORKFLOWS · TELECOM

Location data that runs itself

Telecom & Connectivity

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

300M+	1B+	54	13
POINTS OF INTEREST	DEVICE SIGNALS A DAY	BUILDING BLOCKS	USE CASES

13 USE CASES · 4 SECTIONS · 54 BLOCKS

xMap · Location Data Platform

flows.xmap.ai

sales@xmap.ai

Prepared for

Network planning, retail and enterprise sales teams

CONTENTS

The product, then 13 ways to use it.

Part one explains how a flow is built and what each block does. Part two is 13 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.

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 · 13 USE CASES

How to read part two 11

01 **Network planning** 12
The real coverage holes, sorted from the noise · Decide where extra capacity matters most · Rank streets for the next fibre build

02 **Retail & distribution** 14
Where Lima buys phones, and has no store · Choose sites for new shops · Benchmark shops against rival operators

03 **Enterprise sales** 16
Find new businesses that need connectivity · Prioritise business parks and buildings · Spot branches of key accounts you do not serve

04 **Operations & events** 18
Prepare the network for major events · Follow tourist hotspots through the season · Alert on roadworks near weak sites · Every tower filled before the floods

REFERENCE

Getting started in three steps 21

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	13
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

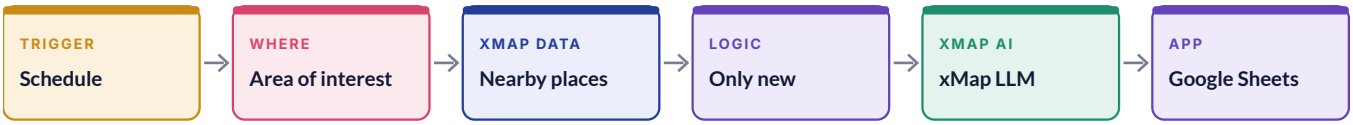
You pay for what runs

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 13 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

13 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.	7
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	**Network planning**	Network planning · Strategy	3 use cases
02	**Retail & distribution**	Retail · Distribution	3 use cases
03	**Enterprise sales**	Enterprise sales · SME sales	3 use cases
04	**Operations & events**	Network operations · Field teams	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 · 3 USE CASES

01

Network planning

Where capacity and coverage will matter. These flows show where people actually are, hour by hour, next to where the network is.

01 The real coverage holes, sorted from the noise

02 Decide where extra capacity matters most

03 Rank streets for the next fibre build

NO INTEGRATION NEEDED

3 of 3

run on xMap data alone

CORE BLOCKS

Show on a map · Nearby places · xMap LLM

the three this section leans on most

USUALLY OWNED BY

Network planning · Strategy

route the section to these teams first

01 The real coverage holes, sorted from the noise

QUICK WIN

THE CHALLENGE

Weak signal complaints reach her in a spreadsheet, a week late, mixed with outages fixed long ago. She can't tell a real coverage hole from a bad afternoon. So antennas go where people shout loudest, and customers wait days for an answer.

THE APPROACH

With xMap Flows, Rachel built Sonar. When a signal complaint lands in the support sheet, Sonar checks that address against the network's outage list, and if it is an outage, tells the customer when it will be fixed, or, if not, adds it to Rachel's map of real coverage holes.

ILLUSTRATIVE SCENARIO

In three weeks, Sonar answers four hundred customers within minutes, and puts a hundred and twenty real complaints on Rachel's map. They cluster around new tower blocks in Punggol and Tampines. Her next six antennas go exactly there.

400	120	6
CUSTOMERS ANSWERED IN MINUTES	REAL COVERAGE HOLES MAPPED	ANTENNAS PLACED RIGHT

WHO USES IT

Radio network planner · Mobile networks

BLOCKS USED

New rows · Match with my table · Branch · WhatsApp Business · Show on a map

02 Decide where extra capacity matters most

STANDARD

THE CHALLENGE

Capacity upgrades follow complaints and congestion counters. Both arrive after customers have already had a poor experience.

THE APPROACH

Every Monday the flow looks at each district and reads crowds by hour from Mobility Footfall. Traffic Flow adds congestion on commuter roads and Nearby places flags malls, stadiums and hospitals. xMap LLM ranks the districts.

ILLUSTRATIVE SCENARIO

Planners started each week with a ranked list of priority areas and the hours when demand peaks in each.

Weekly	By hour	1 map
PRIORITY AREAS	DEMAND PEAKS	FOR PLANNERS

WHO USES IT

Radio planning · Capacity management

BLOCKS USED

Schedule · Area of interest · Mobility Footfall · Traffic Flow · Nearby places · xMap LLM · Show on a map · Email

03 Rank streets for the next fibre build

QUICK WIN

THE CHALLENGE

Fibre build order follows the district that asked loudest. Streets full of homes and small businesses wait while quieter ones are dug first.

THE APPROACH

The flow covers the planned districts, counts residents in each with Demographics and lists shops, offices and clinics with Nearby places. xMap LLM ranks the streets by likely take-up and writes the build order to a sheet with a map.

ILLUSTRATIVE SCENARIO

The build plan dug first where homes and businesses were densest, and the first phase signed up faster than the one before.

Ranked	Homes	1 map
STREETS TO BUILD	AND BUSINESSES	OF THE ORDER

WHO USES IT

Fixed network planning · Rollout

BLOCKS USED

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

SECTION 02 · 3 USE CASES

02

Retail & distribution

Where customers buy and top up. These flows keep the shop and reseller network matched to where people are.

01 Where Lima buys phones, and has no store

02 Choose sites for new shops

03 Benchmark shops against rival operators

NO INTEGRATION NEEDED

2 of 3

run on xMap data alone

CORE BLOCKS

Map business scan · Google Sheets · Mobility Footfall

the three this section leans on most

USUALLY OWNED BY

Retail · Distribution

route the section to these teams first

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

05 Choose sites for new shops

STANDARD

THE CHALLENGE

A shop site is proposed by a landlord and assessed by a visit. How it compares with every other corner in the city is unknown.

THE APPROACH

A site added to the proposals table starts the flow. It counts rival operators' shops nearby, measures footfall and counts residents. xMap LLM scores the site and writes it to the property sheet with a map.

ILLUSTRATIVE SCENARIO

Retail property scored every proposed site the same way and compared it with the best open corners in the same district.

0 to 100	Same test	1 sheet
SITE SCORE	FOR EVERY SITE	WITH A MAP

WHO USES IT

Retail property · Channel strategy

BLOCKS USED

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

06 Benchmark shops against rival operators

ADVANCED

THE CHALLENGE

Shop performance is compared across the operator's own estate. Whether a shop is winning or losing its own street is not measured.

THE APPROACH

Each month the flow loads the shops, finds rival operators' shops around each and reads visitors for all of them. xMap LLM reports the share of visits by shop and writes it to the retail performance sheet.

ILLUSTRATIVE SCENARIO

Retail managers saw which shops were losing their street to a rival and reviewed location and staffing there first.

Per shop	Monthly	Anonymous
SHARE OF VISITS	BENCHMARK	TOTALS ONLY

WHO USES IT

Retail operations · Performance analysts

BLOCKS USED

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

SECTION 03 · 3 USE CASES

03

Enterprise sales

Which businesses to call. These flows find new and unserved businesses and put them in front of the account team.

01 Find new businesses that need connectivity

02 Prioritise business parks and buildings

03 Spot branches of key accounts you do not serve

NO INTEGRATION NEEDED

2 of 3

run on xMap data alone

CORE BLOCKS

xMap LLM · Google Sheets · Map business scan

the three this section leans on most

USUALLY OWNED BY

Enterprise sales · SME sales

route the section to these teams first

07 Find new businesses that need connectivity

QUICK WIN

THE CHALLENGE

A new business chooses its provider in its first weeks. The sales team learns it exists when it appears in a directory months later.

THE APPROACH

Every morning the flow scans the served cities, Only new keeps businesses seen for the first time and the customer table removes existing ones. xMap LLM writes a short pitch by business type, and each lead goes to the rep's phone.

ILLUSTRATIVE SCENARIO

Reps called new businesses within days of them appearing, before a competitor's installer had visited.

Daily	New only	1 pitch
NEW BUSINESS LEADS	EACH MORNING	PER BUSINESS

WHO USES IT

SME sales · Inside sales

BLOCKS USED

Schedule · Area of interest · Map business scan · Only new · Match with my table · xMap LLM · WhatsApp Business

08 Prioritise business parks and buildings

QUICK WIN

THE CHALLENGE

Enterprise fibre is sold building by building. The order of buildings is decided by which landlord called back.

THE APPROACH

The flow covers the business districts and Nearby places lists the offices and commercial tenants with their type. xMap LLM ranks buildings and parks by the number and kind of businesses inside.

ILLUSTRATIVE SCENARIO

The sales plan worked through buildings in order of the business demand inside them.

Ranked	By tenant	1 map
BUILDINGS AND PARKS	NUMBER AND TYPE	FOR THE TEAM

WHO USES IT

Enterprise sales · Wholesale

BLOCKS USED

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

09 Spot branches of key accounts you do not serve

ADVANCED

THE CHALLENGE

A key account has forty branches and the operator serves thirty. Nobody holds the list of the other ten.

THE APPROACH

Each month the flow loads key accounts from the database and scans for all of their branches. A Filter keeps branches with no service record, xMap LLM summarises the gap per account, and it goes to the account sheet.

ILLUSTRATIVE SCENARIO

Account managers opened each review with the list of unserved branches and a proposal to cover them.

Per account	Monthly	1 sheet
UNSERVED BRANCHES	REFRESH	PER REVIEW

WHO USES IT

Key account managers · Enterprise sales

BLOCKS USED

Schedule · Database lookup · Map business scan · Filter · xMap LLM · Google Sheets

SECTION 04 · 4 USE CASES

04

Operations & events

Being ready before demand arrives. These flows start on a trigger and tell network operations what is about to happen.

01 Prepare the network for major events

02 Follow tourist hotspots through the season

03 Alert on roadworks near weak sites

04 Every tower filled before the floods

NO INTEGRATION NEEDED

2 of 4

run on xMap data alone

CORE BLOCKS

xMap LLM · Google Sheets · Traffic incidents

the three this section leans on most

USUALLY OWNED BY

Network operations · Field teams

route the section to these teams first

10 Prepare the network for major events

ADVANCED

THE CHALLENGE

A stadium fills and the cells around it saturate. Temporary capacity is arranged for the events someone remembered.

THE APPROACH

When an event is added to the shared events calendar, the flow finds the venue on the map, Traffic incidents adds closures and roadworks on the approach roads, xMap LLM writes what to prepare, and operations receives a WhatsApp message with a map.

ILLUSTRATIVE SCENARIO

Temporary capacity was arranged for every event on the calendar, not only the ones someone remembered.

Every event
ON THE CALENDAR

Approach
ROADS CHECKED

WhatsApp
TO OPERATIONS

WHO USES IT

Network operations · Event planning

BLOCKS USED

Google Calendar event · Map business scan · Traffic incidents · xMap LLM · WhatsApp Business · Show on a map

11 Follow tourist hotspots through the season

QUICK WIN

THE CHALLENGE

Roaming and seasonal demand move along the coast and between resorts. Capacity plans assume last year's pattern.

THE APPROACH

Each week the flow covers the tourist regions, reads visitor levels from Mobility Footfall and marks hotels and attractions with Nearby places. xMap LLM reports where demand is building against last month.

ILLUSTRATIVE SCENARIO

Seasonal capacity was moved to follow the visitors, and one resort was upgraded ahead of its peak.

Weekly	By resort	Ahead
SEASONAL PICTURE	VISITOR LEVELS	OF THE PEAK

WHO USES IT

Capacity planning · Roaming

BLOCKS USED

Schedule · Area of interest · Mobility Footfall · Nearby places · xMap LLM · Google Sheets

12 Alert on roadworks near weak sites

ADVANCED

THE CHALLENGE

Some sites are known to be close to their limit. Roadworks nearby cut a cable or move traffic onto them, and nobody is watching for it.

THE APPROACH

Every fifteen minutes the flow reads the sites listed as constrained in the operator's database, and Traffic incidents checks the roads around each one. When works or a closure appear nearby, xMap LLM notes the site and the likely effect, and the duty engineer is alerted.

ILLUSTRATIVE SCENARIO

Duty engineers heard about works near constrained sites in time to rebalance traffic before customers were affected.

Constrained	15 min	Before
SITES WATCHED	BETWEEN CHECKS	CUSTOMERS NOTICE

WHO USES IT

Duty engineers · Network operations

BLOCKS USED

Schedule · Database query · Traffic incidents · Filter · xMap LLM · WhatsApp Business

13 Every tower filled before the floods

QUICK WIN

THE CHALLENGE

When the grid fails, the towers run on diesel. In the rainy season, roads flood and his tankers get stuck for a day. Towers run dry, and whole neighbourhoods lose signal. Last July, sixty towers went dark in one week.

THE APPROACH

With xMap Flows, Chidi built Juniper. Every morning at five, Juniper reads the towers running low on diesel from the company's fuel list, checks the rain coming at each one, and where heavy rain is on its way, plans a refuelling run for today, sends it to the drivers in Teams, and keeps the rest on the normal schedule.

ILLUSTRATIVE SCENARIO

On a Monday in July, Juniper sees heavy rain heading for Ikorodu and Lekki on Wednesday. Twenty-six towers are filled on Monday and Tuesday, before the water rises. That week, not one tower runs dry.

900	26	0
TOWERS WATCHED	FILLED BEFORE THE RAIN	TOWERS RAN DRY THAT WEEK

WHO USES IT

Tower fuel operations lead · Mobile networks

BLOCKS USED

Schedule · My data · Weather forecast · Branch · Route planner · Microsoft Teams · Google Sheets

SECTION 04 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
Prepare the network for major events	Telecom & Connectivity	Google Calendar event	Show on a map	Advanced
Follow tourist hotspots through the season	Telecom & Connectivity	Schedule		Quick win
Alert on roadworks near weak sites	Telecom & Connectivity	Schedule		Advanced
Every tower filled before the floods	Mobile networks	Every day at 5 am	Microsoft Teams · 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.

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 planning	3 USE CASES
02	Retail & distribution	3 USE CASES
03	Enterprise sales	3 USE CASES
04	Operations & events	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

XMAP · LOCATION DATA PLATFORM

FLOWS.XMAP.AI

SALES@XMAP.AI