LOCATION WORKFLOWS · PRODUCT GUIDE

Location data that runs itself

xMap Flows Guide

How it works, and 20 ways teams put it to work.

300M+	1B+	54	20
POINTS OF INTEREST	DEVICE SIGNALS A DAY	BUILDING BLOCKS	USE CASES

20 USE CASES · 5 SECTIONS · 54 BLOCKS

xMap · Location Data Platform

flows.xmap.ai

sales@xmap.ai

Prepared for
Sales, operations and data teams

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The product, then 20 ways to use it.

Part one explains how a flow is built and what each block does. Part two is 20 worked use cases in 5 sections, grouped by what the team is trying to do. The scenarios and figures in part two are modelled, not customer results.

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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	20
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

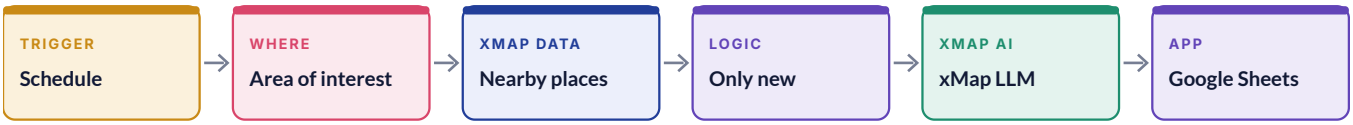
You pay for what runs

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 20 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

20 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, not by industry, because the same flow often serves several.

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.	16
Standard	Several xMap data sources combined and ranked by the AI block.	3
Advanced	Also reads or writes your own database, an app event or your own code, so it needs a connection.	1

01	**Site selection & planning**	Hospitality consulting · Family clinics · Bike sharing · EV charging	4 use cases
02	**Finding new customers**	Food distribution · Hotels · Insurance brokerage · Craft beer	4 use cases
03	**Operations**	Emergency services · Microfinance · Port terminal · Pharmacies	4 use cases
04	**Data & research**	Management consulting · Shopping malls · Health insurance · Crop advisory	4 use cases
05	**Alerts & monitoring**	Local news · Marine insurance · City traffic · Power networks	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

Site selection & planning

Where to open, build or invest next. These flows turn a shortlist argued from instinct into one ranked from traffic, footfall and competition.

01 A week of walking, scored before her coffee
02 The next clinic, where the people are
03 New bike docks where short trips are still made by car
04 The next charging stations, where drivers have none

NO INTEGRATION NEEDED

4 of 4

run on xMap data alone

CORE BLOCKS

Nearby places · Sort and limit · Filter

the three this section leans on most

USUALLY OWNED BY

Expansion · Network planning

route the section to these teams first

01 A week of walking, scored before her coffee

QUICK WIN

THE CHALLENGE

Each client sends a shortlist of streets, and she walks every one at lunch and dinner, counting rival tables. A shortlist takes her a week, so she can take only three clients a month. And her memos are mostly gut feeling.

THE APPROACH

With xMap Flows, Ana built Vista. Each time a client adds a street to their shortlist, Vista counts the rival restaurants around it and how they are rated, measures how busy the roads around it are, scores the street for that client's kind of restaurant, ranks the shortlist, and emails the client a memo.

ILLUSTRATIVE SCENARIO

When a client adds six streets in Ribeira and Bonfim, the memo arrives before Ana finishes her coffee. She still walks the top two, at dinner, to be sure. She now takes ten clients a month, and her memos have numbers.

10	6	2
CLIENTS A MONTH, UP FROM THREE	STREETS SCORED IN MINUTES	STREETS WALKED, NOT TWELVE

WHO USES IT

Independent site consultant · Hospitality consulting

BLOCKS USED

New rows · Nearby places · Traffic Flow · xMap LLM · Sort and limit · Gmail

02 The next clinic, where the people are

QUICK WIN

THE CHALLENGE

For every site, her team spends two weeks on spreadsheets and visits. Who lives nearby? How many clinics already compete? The answers are always out of date. The last clinic opened in a street full of offices: busy at lunch, empty every evening.

THE APPROACH

With xMap Flows, Ploy built Atlas. Whenever her team adds a possible site, Atlas draws everything within fifteen minutes by car, counts the children and older people living inside, finds the clinics already there, works out how many people each clinic serves, and sends the board a report the same day.

ILLUSTRATIVE SCENARIO

This month her team tested twenty-two sites, not four. In Bang Na, two hundred and ten thousand people live within fifteen minutes, one clinic for every nineteen thousand. That site went to the board on Monday and was approved on Friday.

22	1 day	19,000
SITES TESTED, UP FROM 4	FROM IDEA TO BOARD REPORT	PEOPLE PER CLINIC IN BANG NA

WHO USES IT

Head of expansion · Family clinics

BLOCKS USED

New rows · Travel area · Demographics · Nearby places · Calculated field · Make a report

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

QUICK WIN

THE CHALLENGE

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

THE APPROACH

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

ILLUSTRATIVE SCENARIO

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

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

WHO USES IT

Head of network planning · Bike sharing

BLOCKS USED

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

04 The next charging stations, where drivers have none

STANDARD

THE CHALLENGE

Each site costs about two hundred thousand dollars, and she picks them from spreadsheets and gut feel. Last year, two stations opened a block from a rival's fast chargers, and sat idle. Meanwhile, busy malls in Laval had nowhere to charge.

THE APPROACH

With xMap Flows, Elise built Compass. On the first of each month, across greater Montreal, Compass finds the supermarkets, gyms and shopping centres, counts the chargers within a kilometre of each one, keeps the ones with no fast charger nearby, asks how good each would be for a charging stop, keeps the best ten, and puts them on her map.

ILLUSTRATIVE SCENARIO

This month, Compass looked at six hundred and forty places and found twenty-three with no fast charger within a kilometre. Elise takes the top ten to the board on one map. Her last three stations were busy in their first week.

640	23	3 of 3
PLACES CHECKED THIS MONTH	WITH NO FAST CHARGER NEAR	NEW SITES BUSY IN WEEK ONE

WHO USES IT

Network expansion lead · EV charging

BLOCKS USED

Schedule · Area of interest · Map business scan · EV charging · Filter · Jev decision · Sort and limit · Show on a map

SECTION 01 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
A week of walking, scored before her coffee	Hospitality consulting	A client adds a street	Gmail	Quick win
The next clinic, where the people are	Family clinics	A new site to check	Make a report	Quick win
New bike docks where short trips are still made by car	Bike sharing	Every quarter	Show on a map · Slack	Quick win
The next charging stations, where drivers have none	EV charging	First of each month	Show on a map	Standard

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 · 4 USE CASES

02

Finding new customers

Who to sell to this week. Each flow watches a market for new or unserved businesses, removes the ones you already have, and hands sales a ranked list.

01 First through every new bakery's door

02 New corporate accounts, before the hotel across the road

03 The week a building is sold, its new owner hears from her

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

NO INTEGRATION NEEDED

4 of 4

run on xMap data alone

CORE BLOCKS

Sort and limit · Email · Filter

the three this section leans on most

USUALLY OWNED BY

Sales · Distribution

route the section to these teams first

05 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

06 New corporate accounts, before the hotel across the road

STANDARD

THE CHALLENGE

Her best accounts are companies growing in the city, but she finds them by chance. Last year, a tech firm hired eighty people and booked every interview guest at the hotel across the road. Isla heard about it from the doorman.

THE APPROACH

With xMap Flows, Isla built Envoy. Every Monday at eight, Envoy finds the companies hiring in Edinburgh, finds each one's office, measures how far it is from the hotel, keeps the ones within two kilometres, skips the companies already on contract, finds the office manager, and sends a first hello.

ILLUSTRATIVE SCENARIO

This Monday, Envoy finds thirty-one companies hiring within two kilometres. A software firm in the Quartermile wants fifty engineers. Isla's hello lands on Tuesday, and by Friday they have signed for every interview guest this spring.

31	50	1
COMPANIES HIRING NEARBY	ENGINEERS, MANY INTERVIEW GUESTS	NEW ACCOUNT BY FRIDAY

WHO USES IT

Head of corporate sales · Hotels

BLOCKS USED

Schedule · Job postings · Map business scan · Find nearest · Filter · Match with my table · Apollo · Outreach

07 The week a building is sold, its new owner hears from her

QUICK WIN

THE CHALLENGE

Her best moment to win a client is the week a building changes hands, when the new owner needs a policy. She hears about sales from friends, weeks late. By then, the buyer's lender has already found them an insurer.

THE APPROACH

With xMap Flows, Gloria built Deedwatch. Every weekday at seven, Deedwatch reads the county's property records for buildings that just changed hands, keeps the sales over a million dollars, picks the apartment buildings and shops she insures, puts the biggest sales first, and emails her each new owner, the price and their mailing address.

ILLUSTRATIVE SCENARIO

This Tuesday, Deedwatch finds fourteen buildings sold in Miami-Dade, six of them her kind. A twelve-unit building in Little Havana sold for two million dollars. Gloria's letter reaches the new owner on Thursday, and she wins the policy.

14	6	1
BUILDINGS SOLD THIS WEEK	HER KIND OF BUILDING	NEW POLICY WON

WHO USES IT

Independent insurance broker · Insurance brokerage

BLOCKS USED

Schedule · Property changes · Filter · xMap LLM · Sort and limit · Email

08 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

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
New corporate accounts, before the hotel across the road	Hotels	Every Monday at 8	Outreach	Standard
The week a building is sold, its new owner hears from her	Insurance brokerage	Every weekday at 7	Email	Quick win
Every new bar on a rep's list by Monday	Craft beer	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

Operations

Work that runs by itself every day. These flows take orders, tickets and applications as they come, check them against the map and hand each to the right team.

01 Sending every ambulance to the hospital it can reach
02 Twelve fair routes before the officers leave
03 The port answers itself, so the planner can plan
04 Pharmacists on shift when the street is busiest

NO INTEGRATION NEEDED

3 of 4

run on xMap data alone

CORE BLOCKS

My data · Email · AI agent

the three this section leans on most

USUALLY OWNED BY

Operations · Risk

route the section to these teams first

09 Sending every ambulance to the hospital it can reach

QUICK WIN

THE CHALLENGE

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

THE APPROACH

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

ILLUSTRATIVE SCENARIO

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

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

WHO USES IT

Head of dispatch · Emergency services

BLOCKS USED

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

10 Twelve fair routes before the officers leave

QUICK WIN

THE CHALLENGE

Each officer plans their own day, and Dhaka's roads decide the rest. One closed road can cost an officer half a day, and the borrowers at the end of the list wait at home for nobody. Missed visits turn into missed payments.

THE APPROACH

With xMap Flows, Nadia built Wayfinder. Every morning at seven, Wayfinder takes the day's visits, flags any road closure near each one, splits them fairly between the twelve officers, plans each officer's best visiting order, and sends the branch the day's routes.

ILLUSTRATIVE SCENARIO

Now each officer leaves the branch with a fair list in the best order, and the visits near a closed road marked to call first. The branch made two hundred and ninety visits last week, up from two hundred and forty.

290	12	7 am
VISITS LAST WEEK, UP FROM 240	FAIR ROUTES EVERY MORNING	ROUTES READY, EVERY DAY

WHO USES IT

Branch manager · Microfinance

BLOCKS USED

Schedule · My data · Traffic incidents · Split by territory · Route planner · Email

11 The port answers itself, so the planner can plan

ADVANCED

THE CHALLENGE

All day, colleagues message him the same questions. Which ships are waiting at anchor? Is the container ship from Singapore inside yet? Each answer means opening three screens. By evening he has answered sixty messages and planned almost nothing.

THE APPROACH

With xMap Flows, Wout built Comet. When someone asks a question in the team's Teams chat, Comet works out what they need, listens to the ships in and around the port right now, reads today's berth plan from the terminal's list, and answers in the same chat.

ILLUSTRATIVE SCENARIO

On Monday a crane supervisor asks which ships are waiting. Comet answers within a minute: four at anchor in the Scheldt, the biggest due at the Deurganck dock at two. Wout now gets five questions a day, and finishes the week's plan by Tuesday.

5	1 min	2 days
QUESTIONS A DAY, DOWN FROM 60	TO AN ANSWER	TO PLAN THE WEEK, NOT 5

WHO USES IT

Shipping desk planner · Port terminal

BLOCKS USED

Microsoft Teams event · AI agent · Ships (AIS) · My data · Reply

12 Pharmacists on shift when the street is busiest

QUICK WIN

THE CHALLENGE

Every branch gets the same shifts, from morning to midnight. Some have queues out the door late in the evening, while two pharmacists wait for customers at ten in the morning. Complaints come from the busy branches. Costs come from the quiet ones.

THE APPROACH

With xMap Flows, Nouf built Pulse. Every Saturday evening, Pulse takes her forty pharmacies, measures how busy it gets around each one, hour by hour and day by day, drafts a shift plan for each branch, waits for Nouf to approve it, writes it into the rota, and emails each branch manager the week ahead.

ILLUSTRATIVE SCENARIO

This Saturday, Pulse finds twelve branches busiest after nine at night, and nine quiet until noon. Nouf moves eighteen pharmacists into the evenings. A month later, waits at the busiest branches are down by half, with no new hires.

12	18	50%
BRANCHES BUSIEST AFTER 9 PM	PHARMACISTS MOVED TO EVENINGS	SHORTER EVENING WAITS

WHO USES IT

Head of operations · Pharmacies

BLOCKS USED

Schedule · My data · Mobility Footfall · xMap LLM · Approval · Google Sheets · Email

SECTION 03 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
Sending every ambulance to the hospital it can reach	Emergency services	Every 15 minutes	Show on a map · Microsoft Teams	Quick win
Twelve fair routes before the officers leave	Microfinance	Every morning at 7	Email	Quick win
The port answers itself, so the planner can plan	Port terminal	A question in Teams	Reply	Advanced
Pharmacists on shift when the street is busiest	Pharmacies	Every Saturday at 6 pm	Google Sheets · 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 04 · 4 USE CASES

04

Data & research

Keeping a dataset or a study current without a project each time. The flow does the collecting, cleaning and counting. People do the interpretation.

01 Twelve AI employees, one page for the partners
02 Ads where the shoppers really come from
03 Closing the gaps in the care network
04 Sixty fields checked before breakfast

NO INTEGRATION NEEDED

4 of 4

run on xMap data alone

CORE BLOCKS

Make a report · Filter · My data

the three this section leans on most

USUALLY OWNED BY

Data teams · Research

route the section to these teams first

13 Twelve AI employees, one page for the partners

QUICK WIN

THE CHALLENGE

Each one finds something every day, but nobody reads it all. On Sunday nights Bram copies them into slides for the partners. Half the slides are noise, and the one that mattered, a rival opening beside a client's flagship, sits on page twenty.

THE APPROACH

With xMap Flows, Bram built Atlas. Every Monday at six, Atlas reads what all twelve AI employees found this week against last, keeps only the big moves, writes the brief in plain words, turns it into five slides, and posts them for the partners.

ILLUSTRATIVE SCENARIO

At seven, the partners open five slides instead of forty. The rival opening beside the client's flagship is on page one, with its figures. Bram has his Sunday back, and the client hears about it before lunch.

5	12	0
SLIDES, DOWN FROM FORTY	AI EMPLOYEES READ	SUNDAY NIGHTS ON SLIDES

WHO USES IT

Partner · Management consulting

BLOCKS USED

Schedule · Team findings · Filter · xMap LLM · Make a report · Slack

14 Ads where the shoppers really come from

QUICK WIN

THE CHALLENGE

He spends millions on billboards and radio, spread across the whole city, because nobody knows where shoppers really come from. The yearly survey asks two hundred people at the door. By the time it is printed, a new metro line has changed everything.

THE APPROACH

With xMap Flows, Thiago built Lodestar. On the first Monday of every month, Lodestar takes his three malls, learns where their visitors come from and how they travel, picks the districts worth advertising in, makes a short report, and sends it to the media agency.

ILLUSTRATIVE SCENARIO

This month, Lodestar shows that one in three visitors to the mall in Itaim come from Pinheiros and Vila Olimpia, and most arrive by car. Thiago moves half his billboards to those two districts, and puts a parking offer in every ad.

1 in 3	50%	3
VISITORS FROM TWO DISTRICTS	OF BILLBOARDS MOVED	MALLS MEASURED EVERY MONTH

WHO USES IT

Marketing director · Shopping malls

BLOCKS USED

Schedule · My data · Mobility Footfall · xMap LLM · Make a report · Email

15 Closing the gaps in the care network

QUICK WIN

THE CHALLENGE

She knows the gaps exist, but not where. Every quarter, an analyst spends a month comparing lists of clinics by hand. By the time the report is ready, new centres have opened, and other insurers have signed them.

THE APPROACH

With xMap Flows, Megan built Cartographer. On the first Monday of each month, across the five boroughs, Cartographer finds every urgent care centre, skips the ones already in the network, keeps those rated four stars or more, scores how much each one is worth signing, and hands the contracting team a report with a map.

ILLUSTRATIVE SCENARIO

Last month's report found thirty-eight well-rated centres outside the network, nineteen of them in Queens and the Bronx, where complaints were highest. Her team signed eleven in six weeks, and complaints about access fell by half.

38	11	-50%
CENTRES OUTSIDE THE NETWORK	SIGNED IN SIX WEEKS	ACCESS COMPLAINTS

WHO USES IT

Head of provider contracts · Health insurance

BLOCKS USED

Schedule · Area of interest · Nearby places · Match with my table · Filter · Jev decision · Make a report

16 Sixty fields checked before breakfast

QUICK WIN

THE CHALLENGE

He can visit maybe six farms a day, so each farm sees him once every two weeks. By the time he spots a field turning yellow from pests or thirst, the damage is done. He spends more time on the road than in the fields.

THE APPROACH

With xMap Flows, Vikram built Orbit. Every Monday morning, Orbit takes his sixty farms, finds the latest clear satellite picture of each field, adds the rain expected in the week ahead, and puts every field on one map, picture by picture.

ILLUSTRATIVE SCENARIO

On Monday, Vikram opens one map and clicks through sixty fields in twenty minutes. Three near Chevella look paler than their neighbours. He drives straight there, finds stem borer early, and saves the crop.

60	3	0
FIELDS CHECKED IN 20 MINUTES	FIELDS THAT NEEDED HIM	CROPS LOST TO A LATE VISIT

WHO USES IT

Independent crop adviser · Crop advisory

BLOCKS USED

Schedule · My data · Satellite images · Weather forecast · Show on a map

SECTION 04 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
Twelve AI employees, one page for the partners	Management consulting	Mondays at 6	Make a report · Slack	Quick win
Ads where the shoppers really come from	Shopping malls	First Monday of the month	Make a report · Email	Quick win
Closing the gaps in the care network	Health insurance	First Monday each month	Make a report	Quick win
Sixty fields checked before breakfast	Crop advisory	Every Monday	Show on a map	Quick win

MAKING THESE FLOWS YOUR OWN

CHANGE 01

Swap the area

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

CHANGE 02

Swap the category

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

CHANGE 03

Swap the destination

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

SECTION 05 · 4 USE CASES

05

Alerts & monitoring

What is changing out there right now. These flows watch ships, roads, weather and events on a timetable and warn the right people when something crosses a line.

01 Breaking the hotel story before the cranes arrive
02 Insured ships out of the typhoon
03 Roadworks cleared before sixty thousand fans arrive
04 A day ahead of the southerly storm

NO INTEGRATION NEEDED

4 of 4

run on xMap data alone

CORE BLOCKS

Filter · Weather forecast · WhatsApp Business

the three this section leans on most

USUALLY OWNED BY

Operations · Emergency services

route the section to these teams first

17 Breaking the hotel story before the cranes arrive

QUICK WIN

THE CHALLENGE

The council posts planning applications and meeting agendas on pages nobody checks. She learns about a new hotel on her street when the cranes arrive, like everyone else. The big papers get the story, and her readers ask why she missed it.

THE APPROACH

With xMap Flows, Carmen built Courier. Every hour, Courier watches the council's planning and agenda pages for new entries, reads the city's news feeds, keeps only Lavapies and the streets around it, picks out what her readers will care about, and sends each tip to her phone.

ILLUSTRATIVE SCENARIO

On Wednesday, Courier spots a plan for a hotel on Calle de la Fe, posted at seven in the morning. Carmen's story is up by noon, two days before any paper. Three hundred neighbours come to the council meeting.

2 days
AHEAD OF THE BIG PAPERS

300
NEIGHBOURS AT THE MEETING

12K
READERS A WEEK

WHO USES IT

Editor and publisher · Local news

BLOCKS USED

Schedule · Web page watch · News · Filter · xMap LLM · WhatsApp Business

18 Insured ships out of the typhoon

QUICK WIN

THE CHALLENGE

When a typhoon swings towards the coast, his clients' ships are out there with insured cargo. He checks ship trackers in one window, the forecast in another, his policies in a third. By the time he calls the owners, the ships are in the storm.

THE APPROACH

With xMap Flows, Seojun built Wren. Every hour, around Busan port and its approaches, Wren lists every ship at sea, keeps only those carrying cargo he insures, checks the wind ahead where each one is, picks out the ones heading into a gale, and warns their owners while there is time to shelter.

ILLUSTRATIVE SCENARIO

When the last typhoon turned north, Wren flagged seven insured ships six hours ahead of the gales. Five sheltered in the inner harbour, two slowed down at sea. Not one container was lost, and Seojun made seven calls instead of seventy.

7	6 h	0
INSURED SHIPS FLAGGED EARLY	OF WARNING BEFORE THE GALES	CONTAINERS LOST

WHO USES IT

Cargo underwriter · Marine insurance

BLOCKS USED

Schedule · Area of interest · Ships (AIS) · Match with my table · Weather forecast · Filter · Slack

19 Roadworks cleared before sixty thousand fans arrive

QUICK WIN

THE CHALLENGE

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

THE APPROACH

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

ILLUSTRATIVE SCENARIO

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

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

WHO USES IT

City traffic officer · City traffic

BLOCKS USED

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

20 A day ahead of the southerly storm

QUICK WIN

THE CHALLENGE

When a southerly storm hits, trees fall on lines and suburbs go dark. She hears the warning on the radio and calls crews in at midnight. By the time the trucks reach the hills of Karori, four thousand homes have been dark for hours.

THE APPROACH

With xMap Flows, Emma built Sentinel. Every day at five, Sentinel reads every line and substation from the company's asset list, checks the wind forecast at each one for the next two days, keeps the ones where the wind passes ninety kilometres an hour, puts the worst first, and warns the crew leads a day ahead.

ILLUSTRATIVE SCENARIO

On Tuesday, Sentinel flags eleven feeders in Karori and above Petone, with wind of a hundred and ten by Wednesday night. Emma books her crews in daylight and parks a truck in each valley. When the storm hits, power is back within the hour.

24 h	11	<1 h
WARNING BEFORE THE STORM	FEEDERS FLAGGED	TO BRING POWER BACK

WHO USES IT

Line crews manager · Power networks

BLOCKS USED

Schedule · My data · Weather forecast · Filter · Sort and limit · Telegram Bot

SECTION 05 AT A GLANCE

USE CASE	INDUSTRY	STARTS	RESULTS GO TO	EFFORT
Breaking the hotel story before the cranes arrive	Local news	Every hour	WhatsApp Business	Quick win
Insured ships out of the typhoon	Marine insurance	Every hour	Slack	Quick win
Roadworks cleared before sixty thousand fans arrive	City traffic	Match days, 9 a.m.	WhatsApp Business · Show on a map	Quick win
A day ahead of the southerly storm	Power networks	Every day at 5 am	Telegram Bot	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	Site selection & planning	4 USE CASES
02	Finding new customers	4 USE CASES
03	Operations	4 USE CASES
04	Data & research	4 USE CASES
05	Alerts & monitoring	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