

Maplytics earns First-Ever 'Certified Software' Badge for Dynamics 365 CRM Maps Integration

NEW YORK, UNITED STATES, May 8, 2024 /EINPresswire.com/ -- The [Maplytics](#) team at [Inogic](#), a leading provider of geo-analytical solutions for Dynamics 365 CRM / Dataverse, is thrilled to announce their achievement of the esteemed 'Solution Partner with Certified Software' badge on [Microsoft AppSource](#).

This prestigious recognition positions Maplytics as one of the very first software applications, and the first ever in the geolocation category, to receive this distinction.



The Certified Software designation signifies not only the exceptional capabilities of Maplytics but also unlocks a treasure trove of advantages for businesses. To quote Jerry Weber, Senior Product Marketing Manager, Business Applications, ISV Programs "The designation allows ISV partners to differentiate their Business Applications solutions, stand out in the market, and demonstrate their proven capabilities". Some of the advantages listed by Microsoft are -

- **Enhanced Customer Visibility:** Maplytics will be prominently displayed as certified software on the Microsoft commercial marketplace, including Azure Marketplace and Microsoft AppSource. This badge holds significant weight, with 68% of customers prioritizing vendor certifications when making software purchasing decisions.
- **Streamlined Sales & Marketing:** Microsoft provides access to solution play cards, email templates, and call scripts specifically designed to empower partners like Maplytics to drive demand and amplify sales efforts.
- **Expert Marketing Support:** Maplytics gains access to a dedicated marketing concierge service. These subject matter experts offer valuable guidance on leveraging available marketing benefits, ensuring partners maximize the impact of their certified software status.

- **Increased Discoverability by Microsoft Sellers:** With the certified software badge, Maplytics becomes readily discoverable by Microsoft sellers within their internal platforms. This facilitates targeted solution recommendations to potential customers.
- **Access to Valuable Resources:** The Microsoft AI Cloud Partner Program offers a comprehensive suite of resources and initiatives tailored to each partner's unique needs and growth stage.

Earning the Certified Software badge is a testament to Maplytics' commitment to excellence. Partners must meet stringent criteria, including successful transactions through the commercial marketplace, seamless integration with the Microsoft Cloud, and a demonstrably strong track record of customer success. "We have worked on this behind the shadows. Meeting the qualifying criteria wasn't that easy", echoed the tech lead of Team Maplytics.

Maplytics simplifies the integration of powerful geo-mapping functionalities within Dynamics 365 (all modules) and Dataverse. This empowers businesses to leverage location intelligence for tasks like:

- Territory Management & Route Optimization
- Data Visualization on Map & Analysis
- Advanced Appointment Planning & Management
- Heat Map Generation for Demand Forecasting and much more!

Experience the Power of Maplytics Today!

To learn more about Maplytics and explore its potential to transform your business, visit the Maplytics website or Microsoft AppSource. The Maplytics team welcomes inquiries and is happy to provide personalized demos within your Microsoft Dynamics 365 CRM environment.

About Inogic

Your Trusted Microsoft Gold ISV Partner

Inogic is one of the leading Microsoft Gold ISV Partners with an exclusive focus on providing innovative apps and development services on Dynamics 365 CRM/Power Platform and Azure OpenAI/Copilot. Inogic is renowned for its 15+ Microsoft Preferred Co-sell ready Productivity Apps on Microsoft AppSource. From the latest Text SMS and WhatsApp Business integration with Dynamics 365 CRM, Document Management in Dynamics 365 CRM/CE with Attach2Dynamics and SharePoint Security Sync, Sales enablement using Lead Assignment and Distribution Automation, Alerts4Dynamics, and Business Process Checklist, improving productivity with Click2Clone, Click2Export, and Undo2Restore, user adoption and motivation with User Adoption Monitor and Gamifics365, popular Visualization Apps Kanban Board, Map My Relationships and Integrations like MailChimp Integration, Subscription & Recurring Billing Management, to QuickBooks Integration - Inogic has always been a hub of distinct and innovative apps for

Dynamics 365 CRM / Dataverse.

To learn more about how Inogic can help enhance your Dynamics 365 CRM/Power Platform user experience, visit <https://www.inogic.com/> or contact crm@inogic.com

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