

Salesforce + Esri = ThinkMaps

So much of our work in sales, marketing, and field services requires location context. Where is my customer? How do I attach a service request to a physical asset? You've made investments in Esri and Salesforce – how can you harmonize workflows across the two systems?

Embed Location into your Salesforce workflows

You've had some quick wins using free map mash-ups within your Salesforce environment to visualize a contact or case location. You've also invested heavily in the development of your internal GIS technologies, leveraging Esri's ArcGIS Server to provide map-based access to your corporate information. Why not marry the two technology stacks?

ThinkMaps for Salesforce was built from the ground up on the Salesforce platform. It uses the Lightning programming framework and provides a map component that your developers can use to embed mapping capabilities in your Salesforce objects or workflows. And, with organization-based licensing – you can provide location context to all of your users.

We designed ThinkMaps to quickly set up an integration between Salesforce and Esri's ArcGIS Server. As GIS professionals and Salesforce implementers, we identified the core needs of any Salesforce user organization that needed to tie information and workflows between the two systems.

With ThinkMaps, you can incorporate maps directly into your workflows and Salesforce objects (case, account, contact, custom, etc.). ThinkMaps can be added directly to a workflow in Flow. And our Admin Panel enables a

MAP-BASED WORKFLOWS. Drop ThinkMaps into Salesforce Flow to create location-aware workflows.

VISUALIZE SALESFORCE OBJECTS. Add Salesforce data into the map viewer to provide location-context and visualize data subsets.

ADMINISTRATOR CONFIGURATION. Your Salesforce Administrator configures Esri map service profiles in the Admin Panel, including map styles, pop-ups, and selectable map content.

API-ENABLED. Salesforce developers leverage the ThinkMaps API to control the user experience and map events from user interactions.

Salesforce Administrator to configure one or more map profiles. A map profile contains the Esri basemap and geocoding services, selectable map layer(s) to integrate map-based data into Salesforce, and map layer styles and information pop-ups displayed in the map view.

Salesforce Developers work with a map profile, configuring display data, map events and triggers. The result is a simple map viewer that enables a user to select locations or assets and incorporate the address and other data directly into Salesforce.

Key Features

Leverage your investments in Salesforce and Esri technologies by embedding Esri capabilities within your Salesforce platform experience.

Display Salesforce Data: visualize Salesforce contacts, cases, accounts and custom object data in a map viewer, linking your Esri maps and data to Salesforce.

Multiple Map Profiles: create multiple Esri map services configurations, each containing geocode and selectable map services, layer styles, and pop-ups.

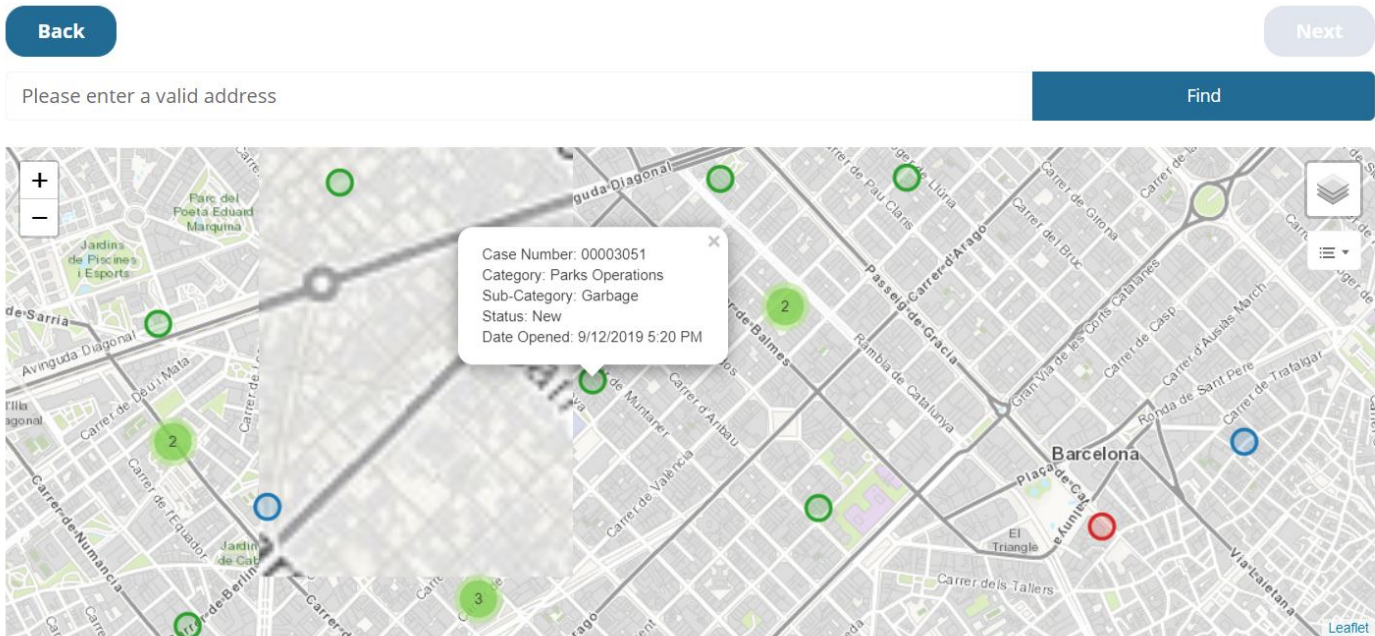
Configuration by Salesforce Administrator: your Salesforce Administrator can create, configure, and manage Map Profiles without GIS expertise.

ThinkMaps API: push Salesforce data for display, receive user interaction events such as map object selection, and perform geocoding searches.

Add Location Context in Flow: Make location selection part of your workflow process by embedding a map display with a user-selectable layer.

Embed Map in any Salesforce Object: developer-friendly map viewer allows you to add customizable location user experience to your workflows.

Geocode Salesforce Objects: enable the user to add or edit the geographic location of any Salesforce object with a selectable map view API-linked to your Salesforce object address fields.



“The combination of Spatial DNA’s expertise in GIS and enterprise integration adds tremendous value to the solutions Deloitte is able to offer our customers. We trust them to bring valuable knowledge, sensitivity to end-user needs, and integration skills to the table and they deliver, every time.”

— Michael Partridge, Partner, Deloitte Digital – Digital Customer

