Dynamica Labs case study

Dynamica Google Maps Integration uses API configuration to bring Google Maps information into the Microsoft Dynamics 365 interface

Tracking different types of location data can be tough

It is difficult to have a clear understanding of where your leads, contacts, accounts, opportunities, or other record types are located and how many instances you have.

Companies want to track location without leaving Dynamics 365

Companies that deal with a lot of data choose Microsoft Dynamics 365 for better visualization and faster analyzing, but they also want to easily see geospatial information.

Dynamica Google Maps Integration tracks from inside Dynamics 365

Dynamica Google Maps Integration is a functional solution that makes it easy to display coordinates and much more without leaving the familiar environment of Dynamics 365.

Microsoft

Adaptability meets quality in Dynamica Labs

Dynamica Labs is a Microsoft Gold Partner whose team has pursued customer relationship management (CRM) development for more than 14 years. Its goal is to deliver the highest quality at an affordable rate. It accomplishes that using a hybrid delivery model: The company is based in London, UK, with a nearshore development center in Eastern Europe. Its expertise includes industrial and pharmaceutical distribution, professional services, commercial real estate, high-tech companies, and IT support services.

The company's Dynamica Google Maps Integration solution, available on [Microsoft AppSource](#), is a records location tool that is ideal for real estate and distribution companies.

"Google Maps is the leading geospatial database, providing a lot of tools and information for businesses," said Igor Sarov, CEO at Dynamica Labs. "The Dynamica Google Maps Integration solution combines the power of the Microsoft Dynamics platform and the largest geodatabase. This makes it a perfect tool for companies that do daily route planning, and companies that want to quickly assess a building or location."

Integration between Dynamics 365 and Google Maps

Microsoft Dynamics 365 makes it easy for companies to consolidate, visualize, and gain insights into many disparate types of data. Dynamica Labs saw a way to enhance that experience with Dynamica Google Maps Integration, a functional solution that makes it easy to display coordinates on a Google map. Users can view any record on a Google map, explore Google Street View to get a real-time natural view, move the pin to correct geo-position, filter entities by system and custom views and also by location on the map. In addition, users can optimize and share routes via a link. Active exploration of all the above inside Microsoft Dynamics 365 reduces the time needed for efficient decision-making.

The solution's accessibility and functionality make it easy to understanding the Google Maps search parameters, and it saves time and distraction while operating with a record's form; users can utilize the map view from the form directly.

In addition, users have up-to-date visualization. For example, has the address info been changed? The integration between Dynamics 365 and Google Maps via the Google API means users get consistent and relevant information. Coordinates of the search entities from the selected views are shown on the map by markers with the corresponding colors, providing security with the correct location records. Edit your address in Dynamics 365 and get immediate updates on the maps.

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