

**Tech Tracking-Google Maps for contacts to drive better sales performance**M.R.Saravanan<sup>[1]</sup>, M.Shanmugam<sup>[2]</sup>, R.Vijai Shankar<sup>[3]</sup>, M.P Karthikeyan(ME)<sup>[4]</sup><sup>1,2,3,4</sup> Computer Science & Engineering, S.A. Engineering College, Chennai, India

**Abstract:-** A cloud reduce is composed of numerous dispensation with shared data file and integrated performances. For example, the Elastic Compute Cloud (EC2) provided by Amazon Web Service (AWS) and the Map service provided by Google can be mashed up to deliver real-time personalized driving route recommendation service. To discover qualified services and compose them with guaranteed Quality of Service (QoS), we propose an integrated cloud infuse application. We use a resemblance test to achieve optimal path. This macerate method scales well with the growing number of cloud sites involved in the reduce applications. Faster skyline selection, reduced formation time, dataset sharing, and resources integration assures QoS over several clouds. We experiment with the Quality of Web Service (QWS) benchmark over 10,000 Web services along six QoS features.

**Introduction**

Google Map helps us in education, examine, exploration by using Google Cloud Platform products to accumulate, analyze and visually represent global data. Google Cloud Platform offers all the tools we need for large-scale data management and analysis. Its integration with Google Earth Engine makes it ideal for data visualization. Google Map of Life uses Google Big Query to analyze large data sets quickly.

1. Using hosted cloud technology, Map of Life makes its data available to scholars, researchers, students, teachers, and conservationists.
2. Google Maps can be integrated into any of your sites, apps and internal platforms. Allow us to See how location intelligence can open new growth possibilities for your business
3. Connect with unique insights by displaying data on Google Maps.
4. Increase visitor interactions by embedding maps into websites and applications
5. Monitor, manage, and protect important assets using Google Maps
6. Speeds up data analysis required for accurate assessments of endangered species
7. Provides scientific evidence to support conservation efforts
8. Scales on demand to support additions and updates to large data volumes
9. Google Maps uses Google Big Query to analyze massive data sets, quickly. We can perform analysis on 600 million species of records in less than a minute, which helps scientists reach conclusions more quickly.

**Key Features**

- Visualizing Accounts, Contacts, Leads of sales data in maps
- Easily it differentiate between Accounts, Contacts and Leads with distinct symbols on the map
- Provide optimized routes between two map location for daily trips
- Checks weather condition at particular location
- While on the road also check nearby places of interest

**Related Work****Challenge**

With maps being the center of any real estate business, Tech Tracking wanted its maps to do more than just identify a property's location. It set out to use maps as the canvas that lets it show the details of the customers and also tells the story of every property on its site not just where it is, but what the neighborhood is like, how safe it is, the quality of the schools, how long it takes to commute to work and more.

**Solution**

Google Maps API are core to Tech Tracking allowing users to search and browse the information and start their process. Tech Tracking displays the information of the users in a color-coded heat map where users can look around the city or town which they are exploring. It helps sellers, home buyers to Keep track of information in the Google maps where it

integrates the details of the users. Google Maps API also lets Tech Tracking to run efficiently on all mobile platforms. In addition to its mobile site, it as user friendly application.

### **Benefits**

1. Delivers a consistent user experience across web, iOS and Android devices
2. Lets home buyers search for and browse through properties, explore neighborhoods, and jump start their home buying process
3. Presents home buyers, sellers, and renters visual data about the information of the person's detail enrolled in the Tech Tracking application.

### **Reasons to display Tech Tracking data in Google Maps**

1. Major trip planning. Identify the customers and prospects you can visit on a single trip. This was exactly the approach we used to plan our upcoming multi city US-tri00p.
2. Run an event. Capable of Planning an event or series of seminars based on the location of your customers and prospects.
3. Tech Tracking covers entire Sales territory by understand whether you have the right level of sales person coverage in each territory based on the location of your customers and prospects.
4. Market allows perceptive understanding of complex matters. Assess your market penetration by displaying your customers and prospects on a Google Map.
5. Day-to-day trip planning. Easily work out who else you can visit today. Or give the information they need to maximize sales person efficiency.
6. Team meetings. Work out the best location to gather your team by displaying data about each Tech Tracking user in Google Maps.
7. Field engineer coverage. Allows to plan and helps to locate your field support teams in the areas of greatest customer density.
8. Track competitor locations. Understand how close your competitors are to your customers. This is particularly important for a logistics company that we work with.

### **Types of Tech Tracking data that can be displayed in Google Maps**

The records like address, information in the Tech Tracking are displayed on Google Maps. So in terms of standard objects that's Leads, Accounts, Contacts and Users.

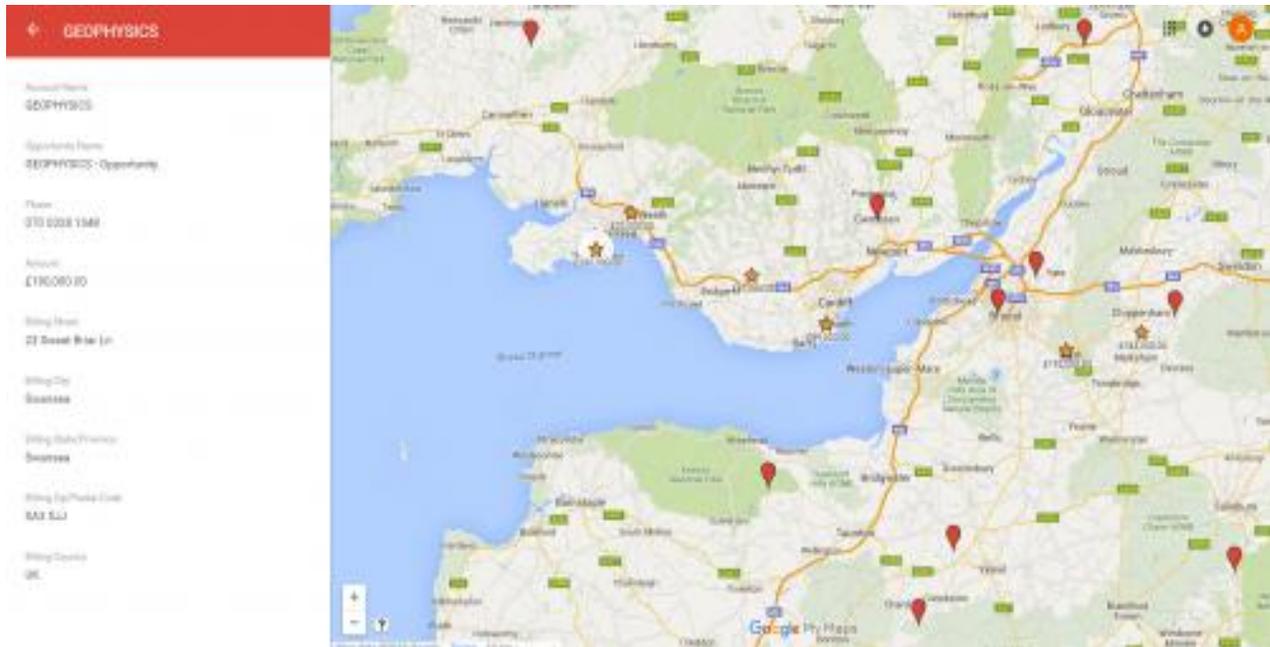
But here's the wondrous thing. You can display all the naddress information related to the users. And you can use different icons in Google Maps to add intelligence to the Tech Tracking data that's displayed on the map. That means you can create powerful maps that have practical value for decision making.

Here's some examples of Tech Tracking data displayed in Google MapsTech Tracking application works in any country.

### **Display Customers and Prospects in Google Maps**

This Google Map shows Accounts split by customers and prospects using the Type field in Tech Tracking. The green icons are customers. The orange icons represent prospects.





On Clicking the individual icon provides more information about the Account and Opportunity in the panel

### Display Leads by Lead Score in Google Maps

This Google Map shows rating for the individual store based on the marketing emails and web site content. Businesses gain access to sales **leads** through advertising, trade shows, direct mailings and other marketing efforts. These rating makes Lead Score in a automated calculation that is pulled from the marketing automation application and stored in Tech Tracking. In this Google Map the icons reflect different bands of Lead Score. Those with a score of 40 or more are show as stars.



These examples provide the type of worldliness can be added when displaying Tech Tracking data in Google Maps. Easy Way To Display Tech Tracking Data On a Google Map. Here's a really easy way that anyone can do to display Tech Tracking data in Google Maps. All of the examples we show above can be done this way. Create a report in Tech Tracking that contains the data you'd like to show on the Google Map. For example, to create the 'Leads by Lead Score' map we created a Lead report that included data that is passed from our marketing automation tool to Tech Tracking. The 'Customers and Prospects' map was created by building a report in Tech Tracking that showed Accounts with the Type field. And the data for the Accounts and Opportunities map was created from a custom Tech Tracking report type of 'Accounts with and without Opportunities'. Be sure to include the address information you want to use to locate the Tech Tracking record on the Google Map. Typically that's going to be Street, City, Postal Code and Country.

Export the Tech Tracking report to Excel. Save the Excel file to your PC. If you want to use different icons in Google Maps to display different types of Tech Tracking data then you need to repeat the report / export process. For example, create a report that shows all Accounts filtered by Type = Customer. Export this to Excel. Modify your report to Type = Prospect then export this into a second Excel file.

Create a new Google Map. To do this go and click on Create New Map.

Click on 'Untitled Map' and give your map a name. "Leads by Lead Score" for example. Click on "Import". Follow the easy-to-use instructions to import your first Excel spreadsheet containing your Tech Tracking data. For example import your Customer file.

Now click on Add Layer. Provide it a name and import your respective data into this layer of the Google Map. Use the Options link to give this data a different icon or color to the first layer. It's simple. It demonstrate the import process in the video. And for good measure here's the official Google help page that describes the process. How to display real-time Tech Tracking data in Google Maps. All of the maps we showed above were created by exporting data from Tech Tracking using a report. Then importing the Excel file into Google Maps.

To do this you need to use the Google API to generate the map in Tech Tracking. Displaying Tech Tracking data in Google Maps brings your database to life. And using the methods it have been explained in this blog post there's nothing to stop you getting started today.

### **Conclusion**

This paper suggests google map for optimized path in large- scale cloud mash up applications. These skyline service selection and composition processes are very time consumingone ,cre especially when the service data space becomes very large. The enhanced Map scales well with the increase of both attribute dimensionality and data- space cardinality. The performance metrics we suggested can capture the local optimality of selected customer services.

### **Reference**

- [1] 'An Expert System for Tourists Using Google Maps API' Subotica Tech, Department of Informatics, Subotica, Serbia 2009
- [2] 'CLOUD COMPUTING Principles and Paradigms' Published by John Wiley & Sons, Inc., Hoboken, New Jersey Published simultaneously in Canada 2011
- [3] Efficient Path Query Processing Through Cloud-Based Mapping Services [http://www.ieee.org/publications\\_standards](http://www.ieee.org/publications_standards) VOLUME 5, 2017
- [4] Connecting Google Cloud System with Organizational Systems for Effortless Data Analysis by Anyone, Anytime, Anywhere Defence School of Communications and Information Systems Ministry of Defence, United Kingdom 2016
- [5] Usage Data Analytics for Human-Machine Interactions with Flexible Manufacturing Systems: Opportunities and Challenges 21st International Conference Information Visualisation,2017
- [6] Profit Maximization with Guaranteed QOS in Cloud Computing on International Journal of Innovative Research in Computer and Communication Engineering Vol. 5, Issue 3, March 2017
- [7] Design and Development of a Cloud-based Trip-Tracking System Department of Computer Science National Chiao Tung University Hsinchu, Taiwan 2015 IEEE 39th Annual International Computers, Software & Applications Conference
- [8] Mobile cloud computing as future on mobile application On international journal of Research in engineering and technology Volume:03 Issue:05|May 2014.
- [9] A Smart-Travel System Based on Social Network Service for Cloud Environment On Third International Conference on Intelligent Networking and Collaborative Systems 2011.
- [10] Location tracking using Google Cloud Messaging on Android On International Journal of Advanced Research in Computer and Communication Engineering Vol. 4, Issue 12, December 2015.