

Fueling Sales Strategy with Location-Aware Planning and Route Optimization

QualiChem boost sales efficiency with customer visualization, optimized routing & more!



About QualiChem Metalworking Fluids

QualiChem, Inc. manufactures some of the most advanced metalworking fluids available globally. The product line includes water-dilutable coolants, straight oils, metal-forming fluids, cleaners, and rust & corrosion inhibitors. QualiChem is a quality-focused ISO 9001:2015 company and a zero-discharge facility. As a global supplier, their fluids meet relevant health & safety regulations, including GHS and REACH. QualiChem's presence is expanding rapidly with manufacturing capabilities in the United States, Germany, and Malaysia.

"The ability to see all our clients, distributors, and prospects on a single map has redefined efficiency in our field operations."

-Team QualiChem

Industry: Chemical Manufacturing – Metalworking Fluids

Specialties: Metalworking Fluids including Coolants, Straight Oils, Metal Forming Fluids, Rust Preventatives, Corrosion Inhibitors, and Cleaners (for parts, machines & maintenance)

QUALICHEM
Metalworking Fluids

Business Challenges

As a global supplier of advanced metalworking fluids, QualiChem faced many challenges-



The company needed a precise way to map and visualize customers, distributors, prospects, and partners across multiple regions.



They wished to link together and visualize related companies to maximize sales with companies that have multiple facilities and subsidiaries across the globe.



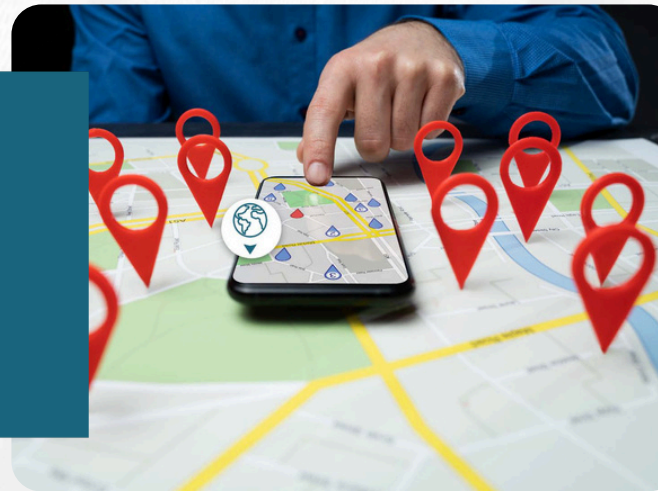
QualiChem wanted to identify nearby prospects and existing clients through proximity-based searches. For instance, a salesperson could have the liberty to ask, 'What other facilities are close to my 10:00 AM Appointment on this coming Tuesday?', and get a finite answer. This would help him maximize efficiency and save time.



Efficient route planning was crucial for their sales representatives to increase customer visits while minimizing travel time




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Why Maplytics?

Maplytics, a certified geo-mapping and location intelligence solution for Microsoft Dynamics 365, empowered QualiChem with advanced geo-analytics to optimize its sales and distribution strategies

-  **Proximity Search for Smarter Outreach**
QualiChem utilized Maplytics' radius search to identify nearby customers, distributors, and prospects, enabling sales teams to strategically plan visits, reduce travel redundancies, and unlock new business opportunities in high-potential areas.
-  **Optimized Route Planning for Field Efficiency**
With AI-powered route optimization and turn-by-turn navigation, QualiChem's sales and service teams could efficiently plan customer visits, minimize travel time, and maximize daily interactions. Integration with Google Maps, Waze, and Apple Maps further ensured real-time traffic updates and dynamic rerouting for increased productivity.
-  **Advanced Data Visualization for Strategic Decisions**
By plotting and analysing customer, prospects, distributors, and partner locations on interactive maps, QualiChem gained real-time business intelligence into market coverage, sales performance, and regional demand trends. These insights enabled data-driven decision-making, streamlined logistics, and improved customer engagement.

With Maplytics' seamless integration into Microsoft Dynamics 365, QualiChem transformed its sales workflows, field interactions, and business expansion strategies, driving higher efficiency and market penetration.

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Conclusion

QualiChem, Inc., is a leading global manufacturer of advanced metalworking fluids, including coolants, straight oils, metal forming fluids, rust preventatives, and cleaners. With a strong commitment to quality and compliance, the company operates as an ISO 9001:2015 and zero-discharge facility.

QualiChem's global footprint is continuously expanding. To optimize its sales operations, QualiChem needed a precise way to map customers, plan efficient sales routes, and identify nearby prospects. By integrating Maplytics with Microsoft Dynamics 365, the company enhanced data visualization, improved route planning, and leveraged proximity search to streamline logistics and boost customer engagement.

Get Started with Maplytics in just
10 Minutes!

[Click here](#) to get 15 days fully functional trial for free! Or Try From Microsoft AppSource

 www.maplytics.com  www.inogic.com

Wish to have a live demo?
Contact us on crm@inogic.com



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