

## PTV Group's new route planning app now available on Salesforce AppExchange

[PTV Map&Market 25h plans and optimizes routes for field sales and service teams](#)

**Karlsruhe, May 07, 2019. PTV Group's mobility experts today announced that they have launched their route planning app PTV Map&Market 25h on Salesforce AppExchange, the world's leading enterprise apps marketplace. Salesforce users can now manage their sales organization more efficiently by making use of PTV's planning intelligence.**

Sales organizations could benefit from spending less time on the road and more time with their clients. And they want to be able to react flexibly to ad hoc changes, e.g. short-term orders or last-minute sales promotions. The PTV Map&Market 25h route planning app could help sales organizations to accomplish this. It provides sales centers with important overview and planning powers as well as the planning functions as a mobile application for the field staff. The new app pools PTV's know-how gained from four decades of experience in trip planning and optimization.

### **PTV Map&Market 25h**

"We offer companies professional planning intelligence – from strategic annual planning to short-term resource planning – and thus much more than just route planning," explained Thorsten Frerk, responsible for Fieldforce-GeoManagement at PTV globally.

The integrated recommendation feature of the app can help sales organizations identify potential customers and/or the "next best action" for each salesrep. On the basis of all stored basic conditions – such as opening hours or sales call frequency and last visit – it helps identify additional customers who could be visited along the sales call route e.g. by corridor search. They can then be easily integrated into the existing CRM/SFA/Office system. Built on the Salesforce Platform, PTV Map&Market 25 h is currently available on the AppExchange at <http://ptv.to/25h-for-salesforce>

"We are happy to welcome PTV Group onto the AppExchange, as they provide customers with an exciting new way to optimize their sales organization in a flexible and efficient manner," said Mike Wolff, SVP, ISV Sales, Salesforce. "The exponential growth of the AppExchange underscores the enormous opportunity the entire Salesforce ecosystem has in creating cutting-edge solutions and driving customer success."

**About Salesforce AppExchange**

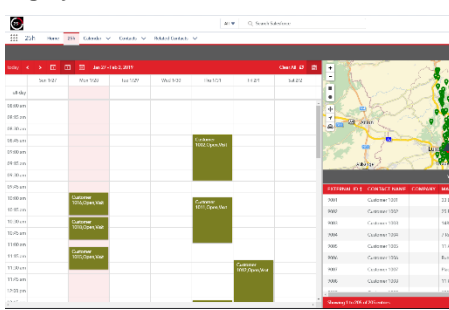
Salesforce AppExchange, the world’s leading enterprise cloud marketplace, empowers companies to sell, service, market and engage in entirely new ways. With more than 5,000 solutions, 6 million customer installs and 80,000 peer reviews, it is the most comprehensive source of cloud, mobile, social, IoT, analytics and artificial intelligence technologies for businesses.

**About PTV - The Mind of Movement.**

PTV Group takes a holistic approach that integrates all aspects of traffic, transport and logistics to create and promote sustainable mobility. Recognized as global market leader, PTV develops intelligent software solutions for transport logistics, traffic planning and traffic management. Thus cities, companies and people save time and money, enhance road safety and minimize the impact on the environment. Based on its unique expertise in every facet of mobility, PTV ensures that people and goods arrive at their destinations safe and sound, and on time.

More than 2,500 cities deploy PTV products. Trips and routes for over one million vehicles are planned with our software. The European transport model, which encompasses all passenger transport and freight movements in Europe, is developed using PTV software. We currently have more than 800 colleagues worldwide committed to driving the high performance of our products. The company’s headquarters located in the heart of the Karlsruhe technology region houses its center of development and innovation. From here, PTV plans and optimizes everything that moves people and goods worldwide – it’s the idea which has accompanied the Group since its foundation in 1979.

**Imagery**



Professional routing: PTV Map&Market 25h allows to plan working weeks easily. It fills calendars automatically and optimizes tours if dates are changed.

**Background information:**

<https://your.mapandmarket.ptvgroup.com/25h>

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