

Geopointe helps Vanguard Renewables save time and make smarter, location-based decisions



It's been a game changer to actually visualize our Salesforce data on a map — including customers, prospects, haulers, and disposal sites — all in one place.

Matthew Lillie
Revenue Ops Manager
Vanguard Renewables

The Challenge:

- The sales and logistics teams relied on spreadsheets to manage third-party disposal sites and customer proximity, a time-consuming process.
- Without a live map view, the team had to manually update geographic data, often using Google Maps or disconnected tools.
- Their business success heavily depends on geographic proximity to customers, yet they lacked the ability to visualize this quickly within Salesforce.

Why Geopointe?

- Enabled the team to visualize live Salesforce data — including customers, prospects, disposal sites, and haulers — in one unified view.
- Provided field reps the ability to find nearby accounts and third parties, improving decision-making and sales outreach.
- Integrated seamlessly with Salesforce, allowing use of tools like the Nearby Lightning Component across standard and custom objects.
- Scaled with the business as more users were added, starting with a few power users before company-wide adoption.

The Results

- ✓ **Time Saved:** Eliminated the need for manual mapping and updates, saving time for sales reps and operational teams.
- ✓ **Improved Prospecting:** Reps can now locate and prioritize accounts based on real-time proximity to waste sites or third-party haulers.
- ✓ **Smarter Sales Routing:** Sales reps use Geopointe to build more efficient routes for prospect visits and customer check-ins.
- ✓ **Better Strategic Visibility:** Leadership teams can now clearly visualize national operations and proximity-based efficiency, enhancing decision-making.