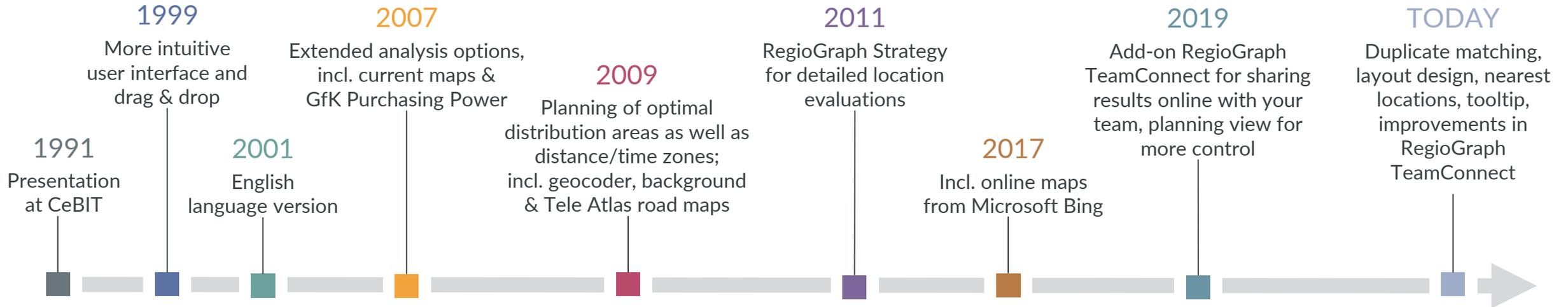


Complex analyses at the touch of a button

RegioGraph –
Geomarketing software for
geospatial analyses



The development journey



- We proudly look back on 33 years of RegioGraph – full of features, enhancements and innovations. With more than 40,000 users, RegioGraph is considered one of the leading software options in the field of geomarketing. Since then, a wide range of analysis tools have supported decision-makers from all industries in the spatial processing of their questions in marketing, sales, controlling and expansion.

RegioGraph

Professional software for wide-ranging analyses

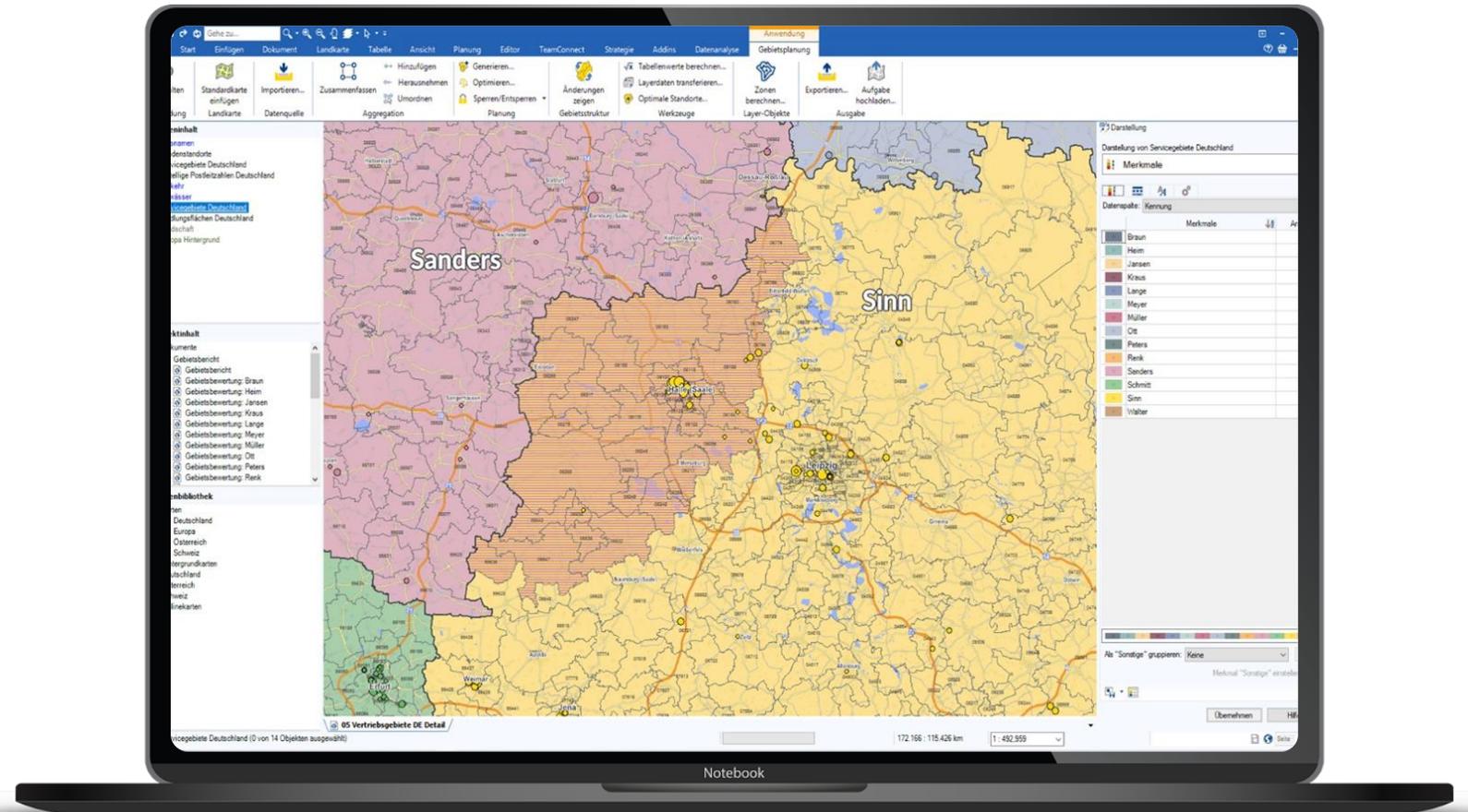


Our award-winning geomarketing software gives you powerful tools for optimizing sales territories, evaluating locations and analyzing markets directly on digital maps. A user-friendly interface allows you to import your company data at the click of a button and then compare it to the included GfK Purchasing Power data.

The desktop version of RegioGraph is the right choice if you want to analyze your markets or plan and evaluate your locations and sales territories using non-standardized criteria and a broad spectrum of powerful analytic tools.

Key benefits

- easy installation and quick importing
- tutorials and training courses* to get you up and running with the software
- comprehensive tools for analyzing and planning on digital maps
- numerous visualization options and free formatting of your data
- easy updating of your project data
- exporting in all common formats (PDF, spreadsheets, graphics, etc.)
- expandable with additional countries
- RegioGraph TeamConnect ADD-ON* available for sharing results online with your team



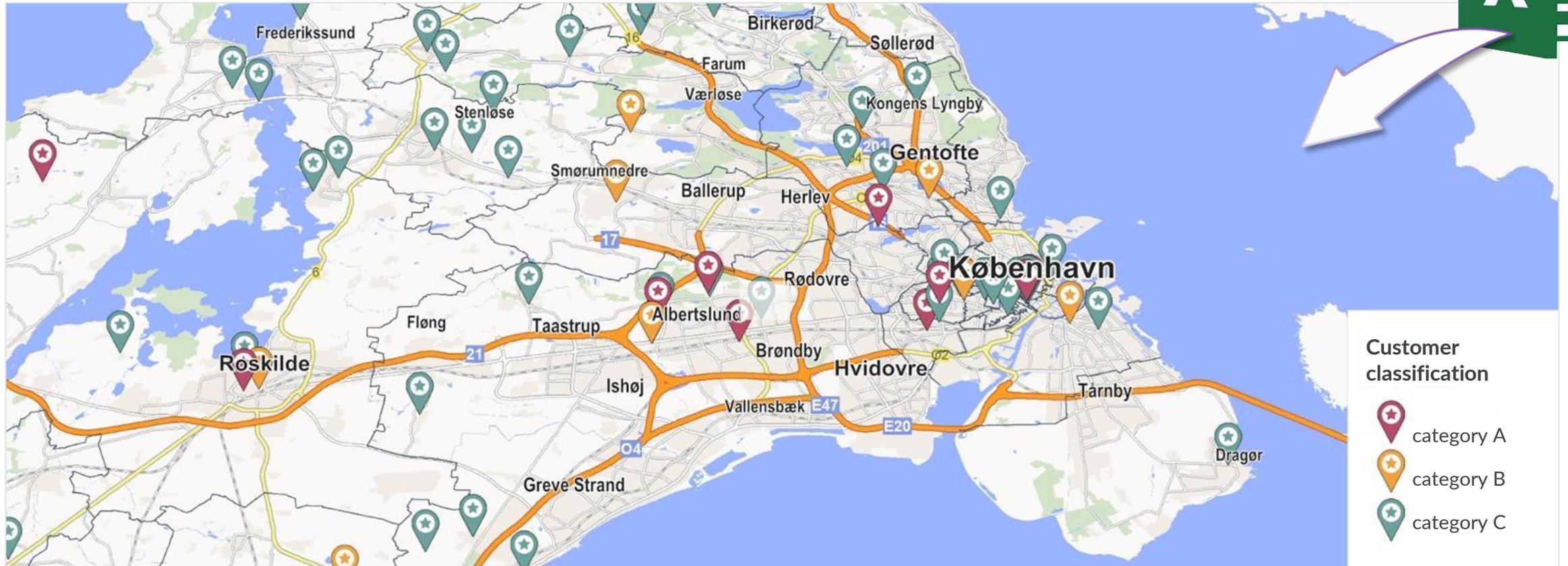
01

RegioGraph
applications

Import your company data for new insights

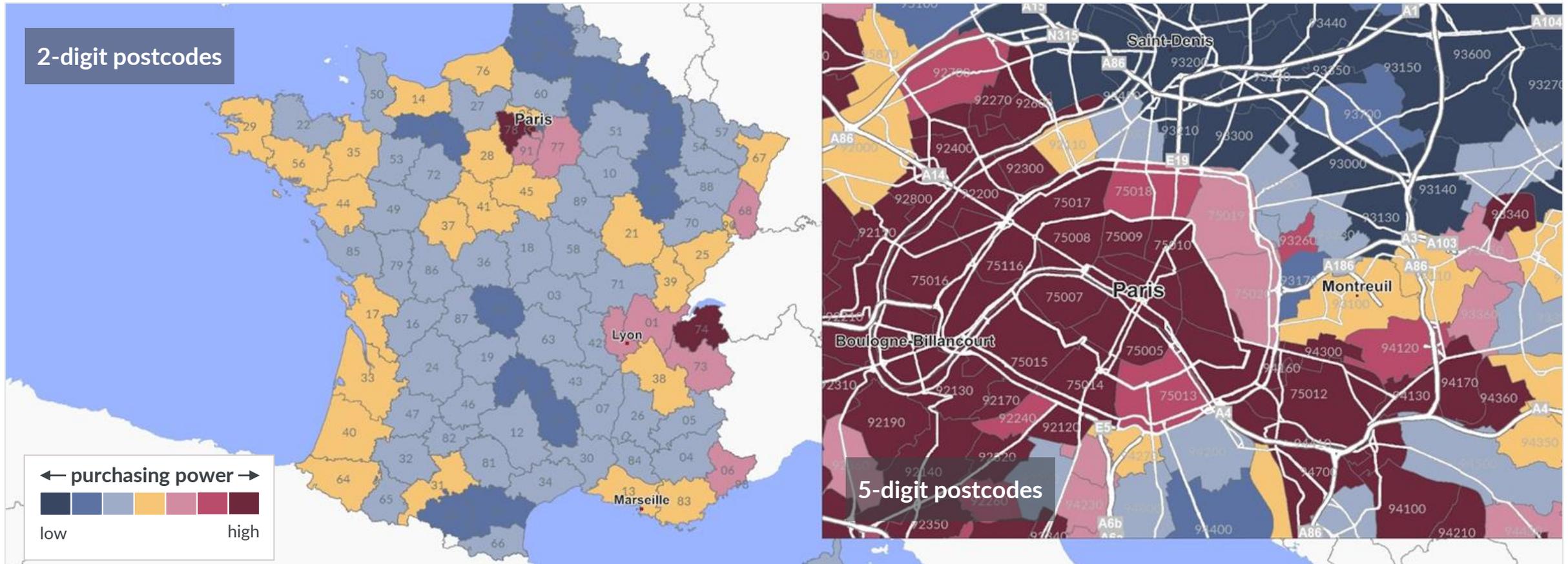
Display your data by dragging & dropping it onto the map.

This quickly reveals your customer and site distribution, turnover performance, sales assignments & product lines.



Pinpoint new market potential

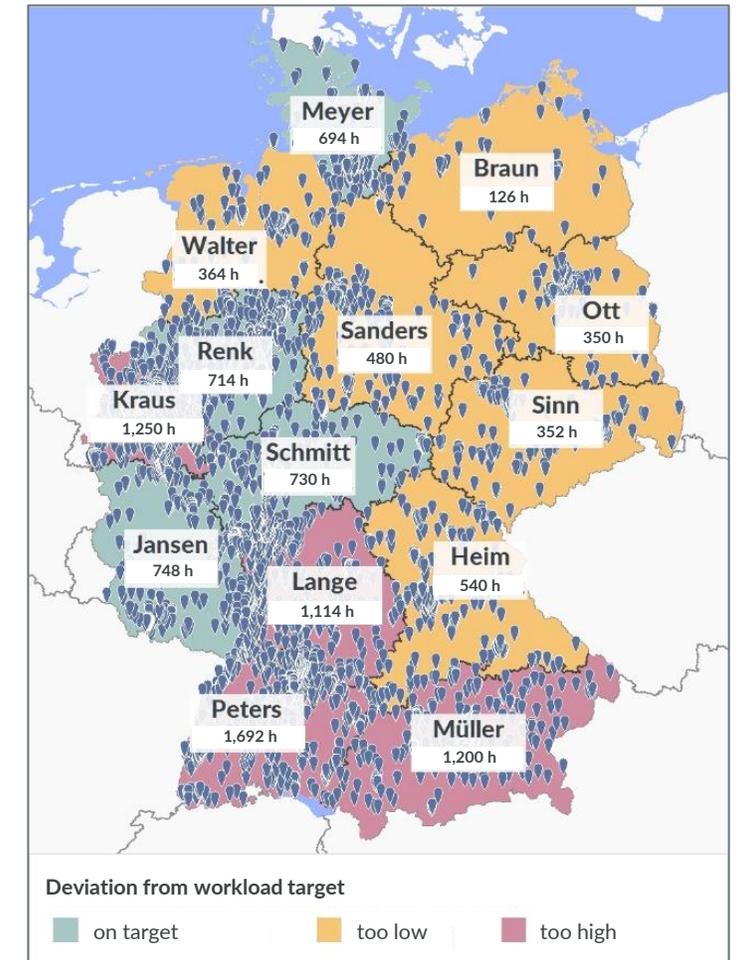
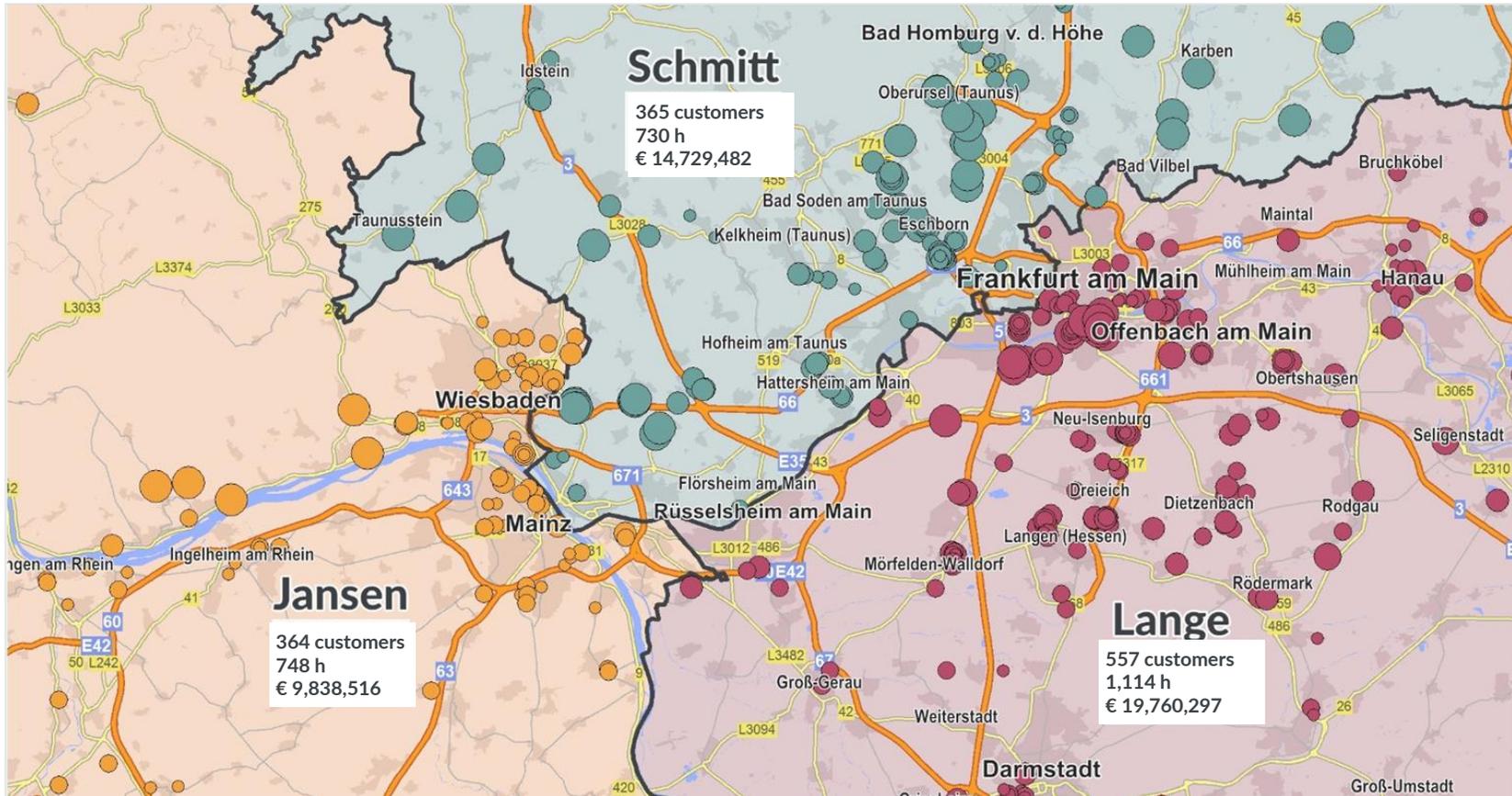
RegioGraph includes detailed, up-to-date data on inhabitants, households and purchasing power. Use these insights to identify new sales opportunities.



Identify your strong and weak regions



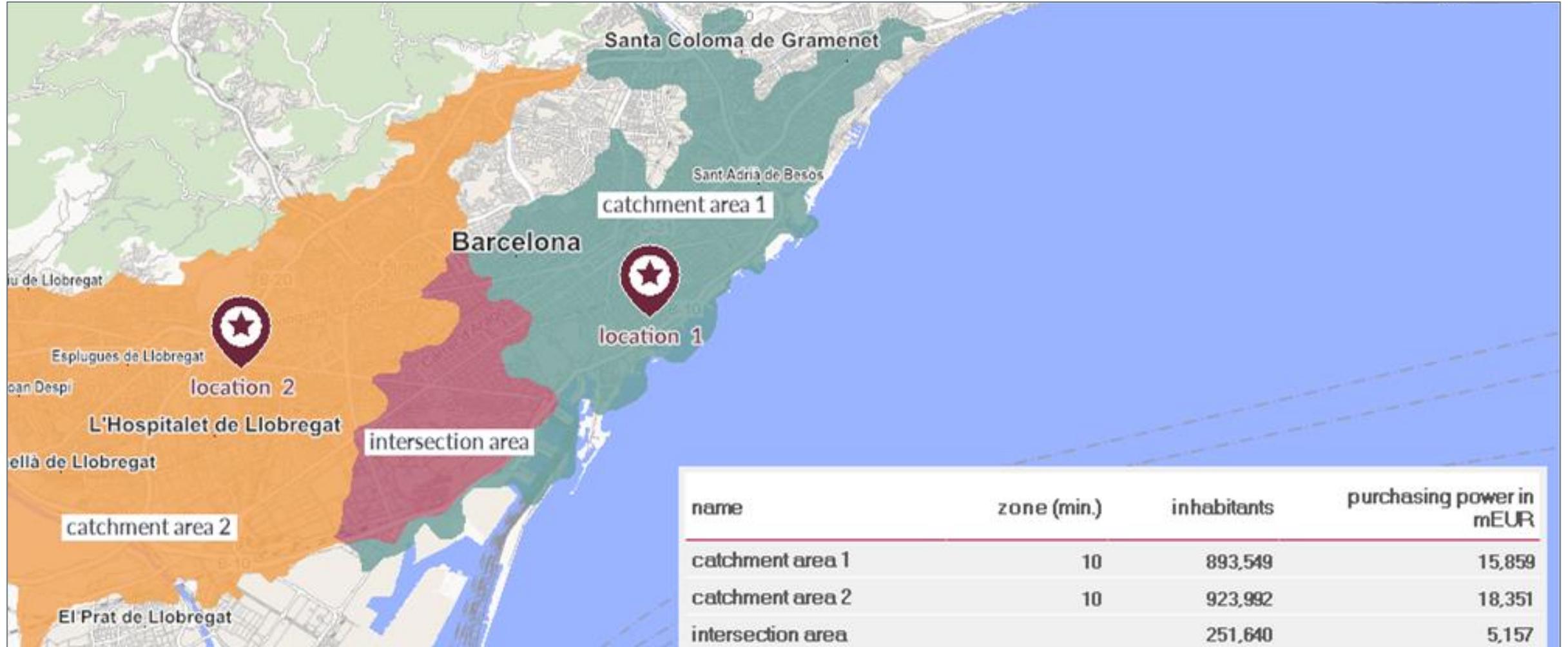
Compare your sales territories based on criteria, such as turnover, customers and workload. This quickly reveals regional differences and provides the basis for optimizations.



Analyze your branch network



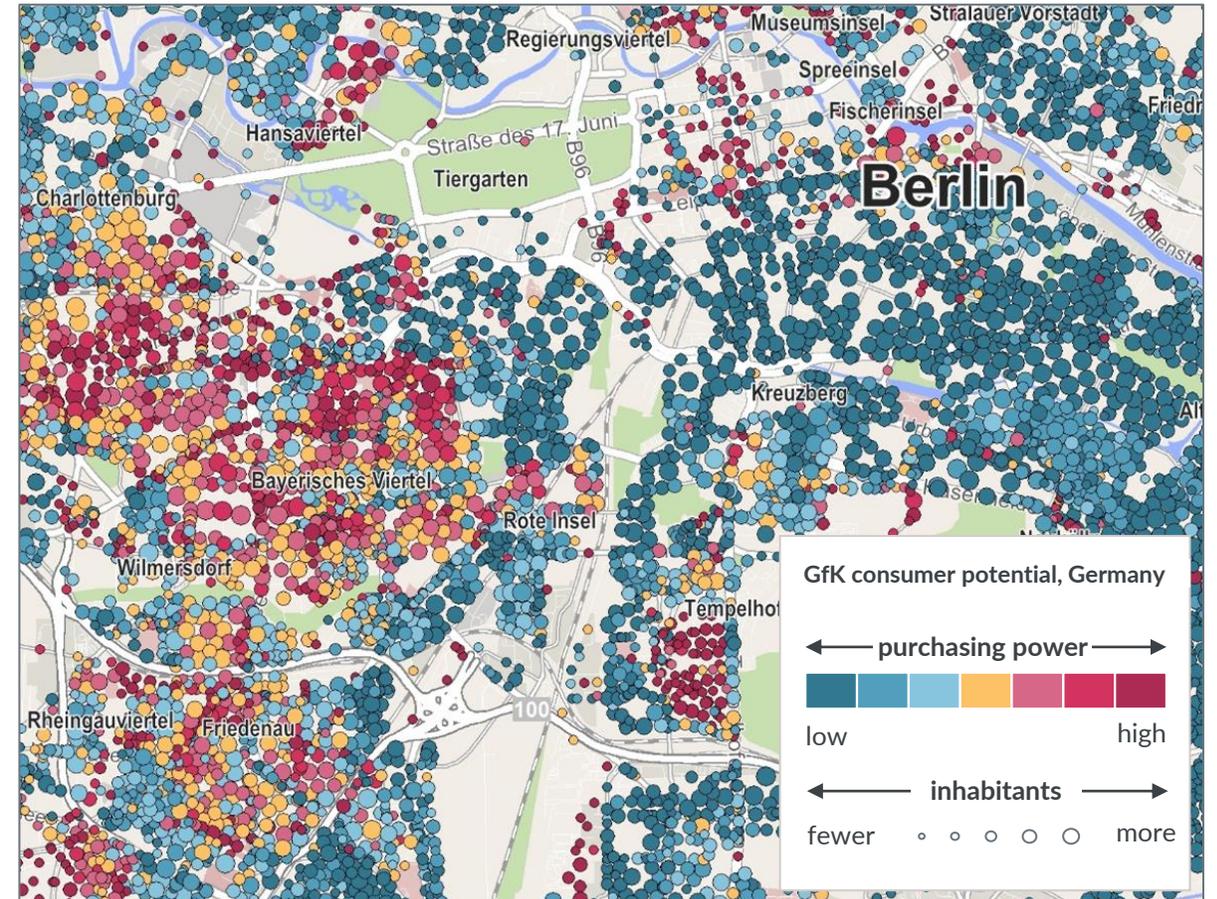
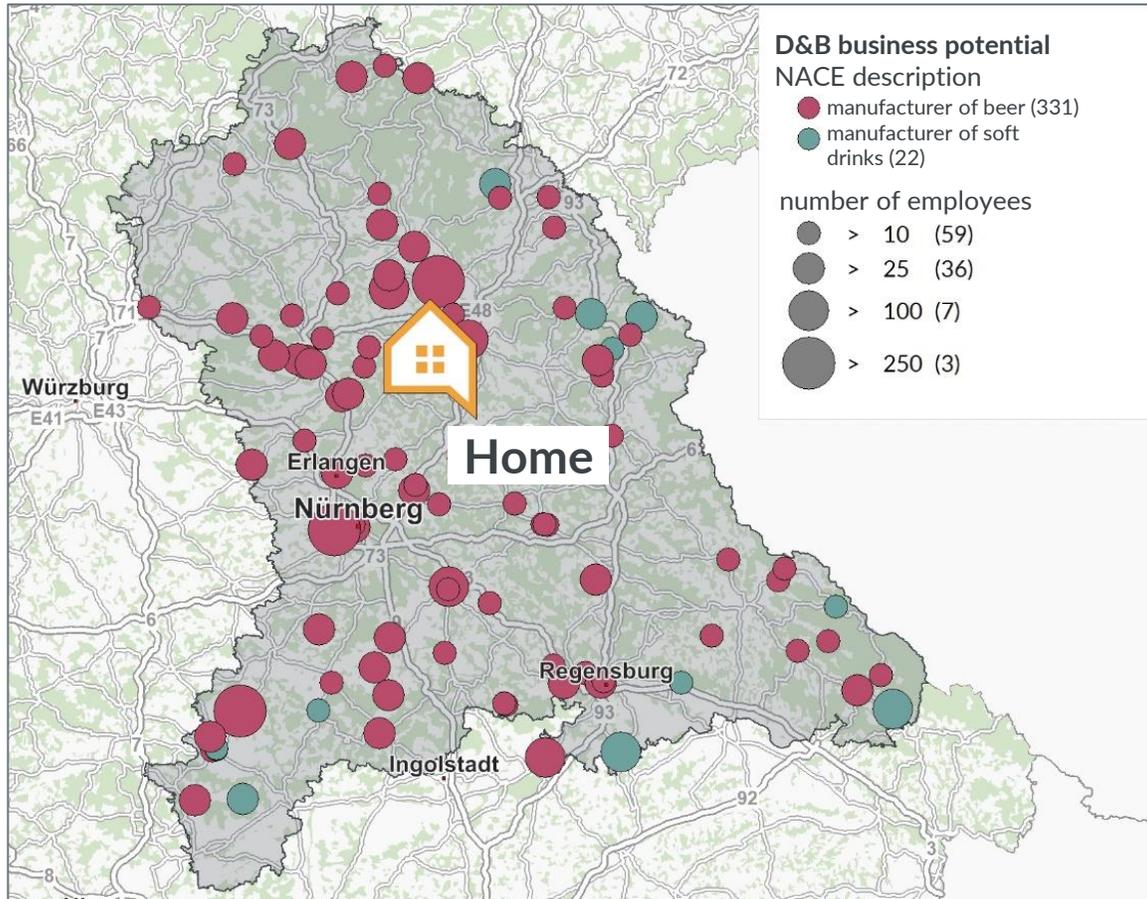
Optimize your catchment areas according to driving distance, driving time or competitor factors. This brings clarity and efficiency to your operations.



Locate your target groups at detailed regional levels

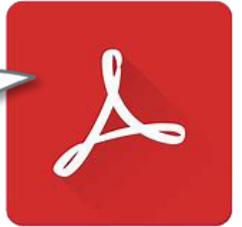


Integrate street segment-level GfK data on end consumers or D&B address data on business potential to pinpoint your target groups.



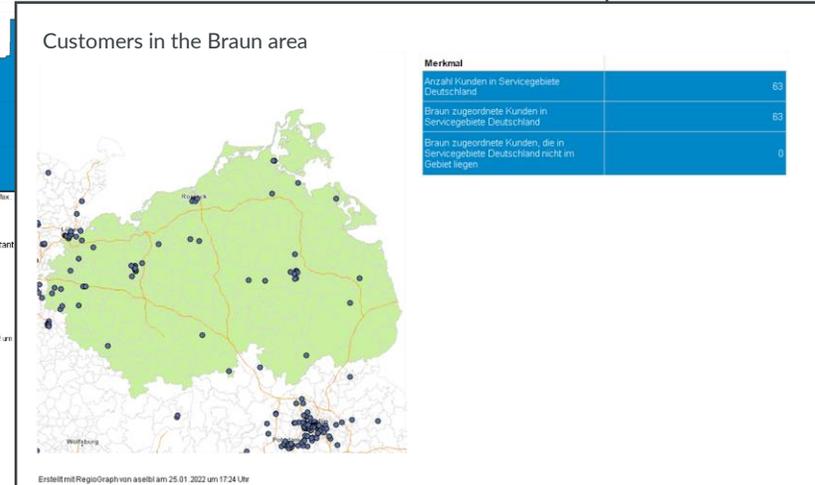
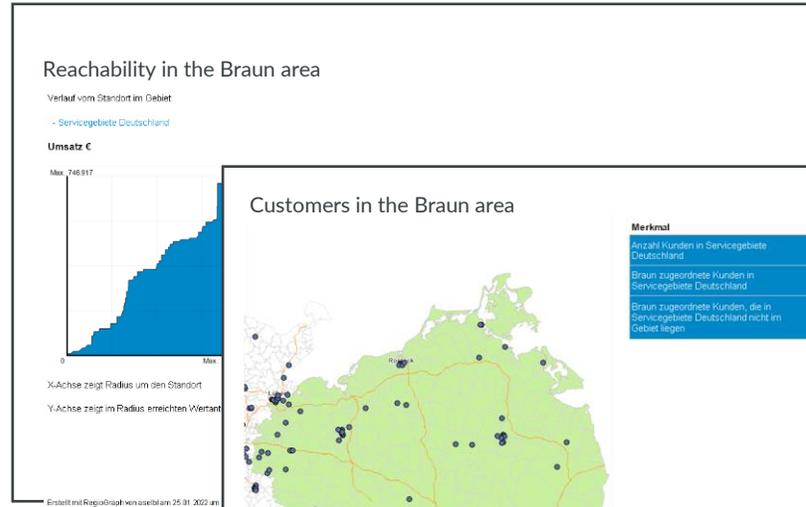
Communicate results with illuminating reports

Create multi-page PDFs that show detailed analyses of locations or territories.



Area assessment for growth opportunities with a growth target of 10%.

Kenning	Umsatz €	Kaufkraft in Mio EUR	Marktausschöpfung	Wachstumsvorgabe in %	Zielumsatz €
Braun	746.917	45.320	0,23	44,0	1.075.357
Ott	13.439.147	129.179	1,44	7,0	14.375.314
Sinn	7.200.801	116.520	0,85	11,7	8.045.227
Walter	1.776.641	96.673	0,25	38,4	2.477.238
Sanders					
Heim					
Meyer					
Renk					
Schmitt					
Jansen					
Lange					
Müller					
Kraus					
Peters					



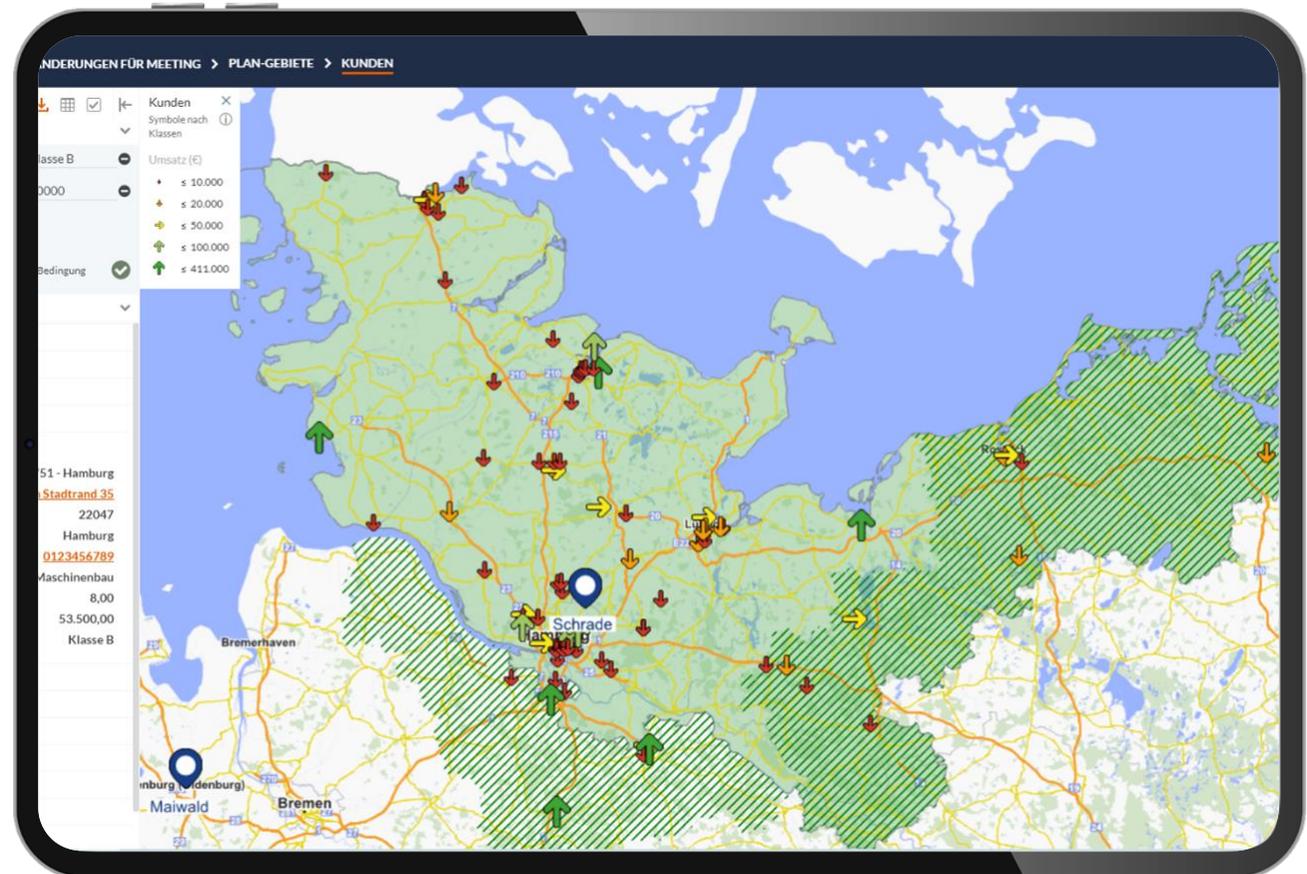
Share results as an interactive map with the RegioGraph TeamConnect add-on



Want your colleagues to have access to your current project from wherever they are?

Use the RegioGraph TeamConnect add-on to share market analyses and quarterly evaluations with your colleagues as an interactive map. You determine who has access and what should be visible. You can perform subsequent updates with just a few clicks.

Your team won't need its own software and can use a wide range of query tools directly in the browser. You can communicate via comments with location reference. This way, you can be sure that everyone is on the same page.



02

Highlights of the
new version

Find duplicates in RegioGraph's table view



Use the “Find duplicates” function to search any column for duplicates and then analyze and delete them if necessary.

ID (A)	Territory structure (B)	Customer number (C)	ZIP (E)	Place (F)	branch (G)	street (H)
1		047903		enkirch	Food Supplier	Lindauerstr. 19
2		047904		ck	Food Supplier	Geminer Str. 88
3		047905		enhofen a.d.Ilm	Food Supplier	Georg-Hipp-Str. 7
4		047906		eldorf	Logistics	Buscherhofstr. 0
5		047907		urg im Breisgau	Logistics	Blankreutestr. 6
6		047908		a.d.Pegnitz	Engineering	Nürnberger Str. 9
7		047909		ye	Engineering	Lindenstr. 170
8		047910		chwartau	Food Supplier	Lübecker Str. 49
9		047911		psburg	Logistics	Oberfeldweg 43
10		047912		igslust	Food Supplier	Kienzwer Str. 5
11		047913		igsburg	Logistics	Kammererstr. 1
12		047914			Engineering	Falkensteinstr. 1
13		047915		erin	Engineering	August-Bebel-Str. 9
14		047916		erstedt	Food Supplier	Am Stammgärtel
15		047917		rstadt	Food Supplier	Brückenstr. 4
16		047918		ldesloe	Engineering	Hamburger Str. 2
17		047919		ngen	Engineering	Bachmühle 2
18		047920		emsdetten	Engineering	Hollefeldstr. 63
19		047921	12099	Berlin	Food Supplier	Tempelhofer D
20		047922	73765	Neuhausen auf den Filc	Engineering	Bernhäuser Str. 4
21		047923	33775	Versmold	Food Supplier	Mittel-Laxden 37
22		047924	88348	Allmannsweiler	Engineering	Biersteiter Str. 1
23		047925	88427	Bad Schussenried	Engineering	Im Eichgrund 12
24		047926	89231	Neu-Ulm	Engineering	Comenius Str. 1

ID (A)	structure (B)	Customer number (C)	Duplicates in Customer number (D)	ZIP (E)	Place (F)
24		047926	047926	89231	Neu-Ulm
25		047926	047926	89231	Neu-Ulm
41		047926	047926	88178	Heimenkirch
4		047906		40597	Düsseldorf
5		047907		79108	Freiburg im Breisgau
6		047908		91207	Lauf a.d.Pegnitz
7		047909		25524	Itzehoe
8		047910		23611	Bad Schwartau
9		047911		76661	Philippsburg
10		047912		19288	Ludwigslust
11		047913		71636	Ludwigsburg
12		047914		24159	Kiel
13		047915		19055	Schwerin

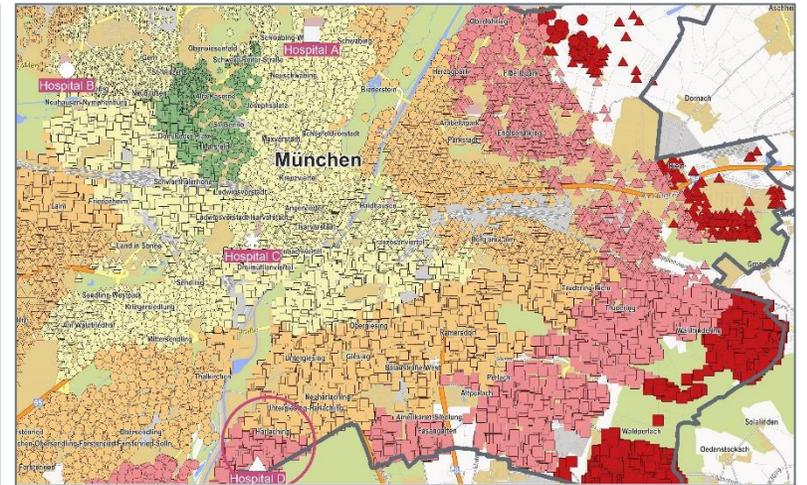
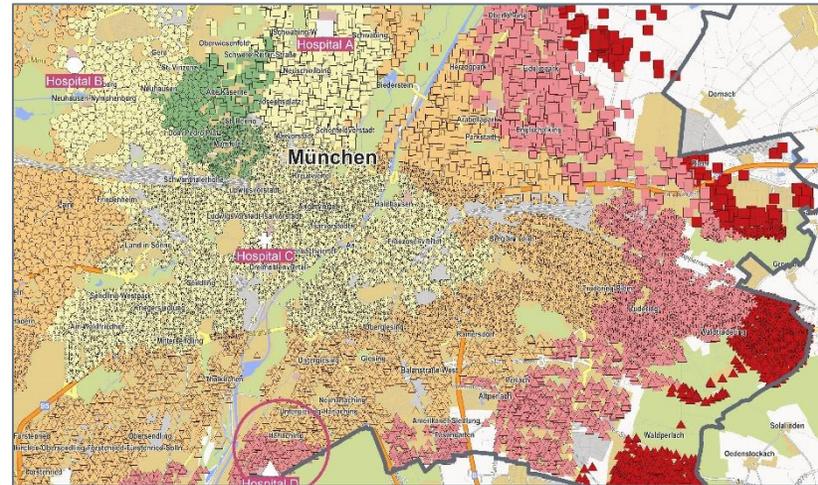
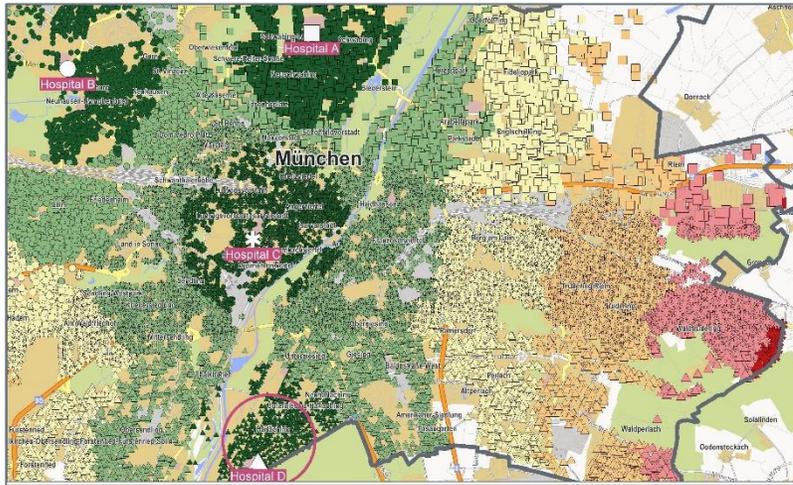
Calculate up to 3 nearest locations

By calculating up to 3 nearest locations based on distance and travel time, you can see which replacement location can take over supply if the nearest location fails and how this will increase travel distances.

Distance to nearest hospital

Distance to second nearest hospital

Distance to third nearest hospital



Street segments Munich

Nearest location

- Klinik A
- Klinik B
- ✳ Klinik C
- ▲ Klinik D

Distance to nearest location (km)

- ≤ 2,50
- ≤ 5,00
- ≤ 7,50
- ≤ 10,00
- ≤ 12,50
- ≤ 15,00

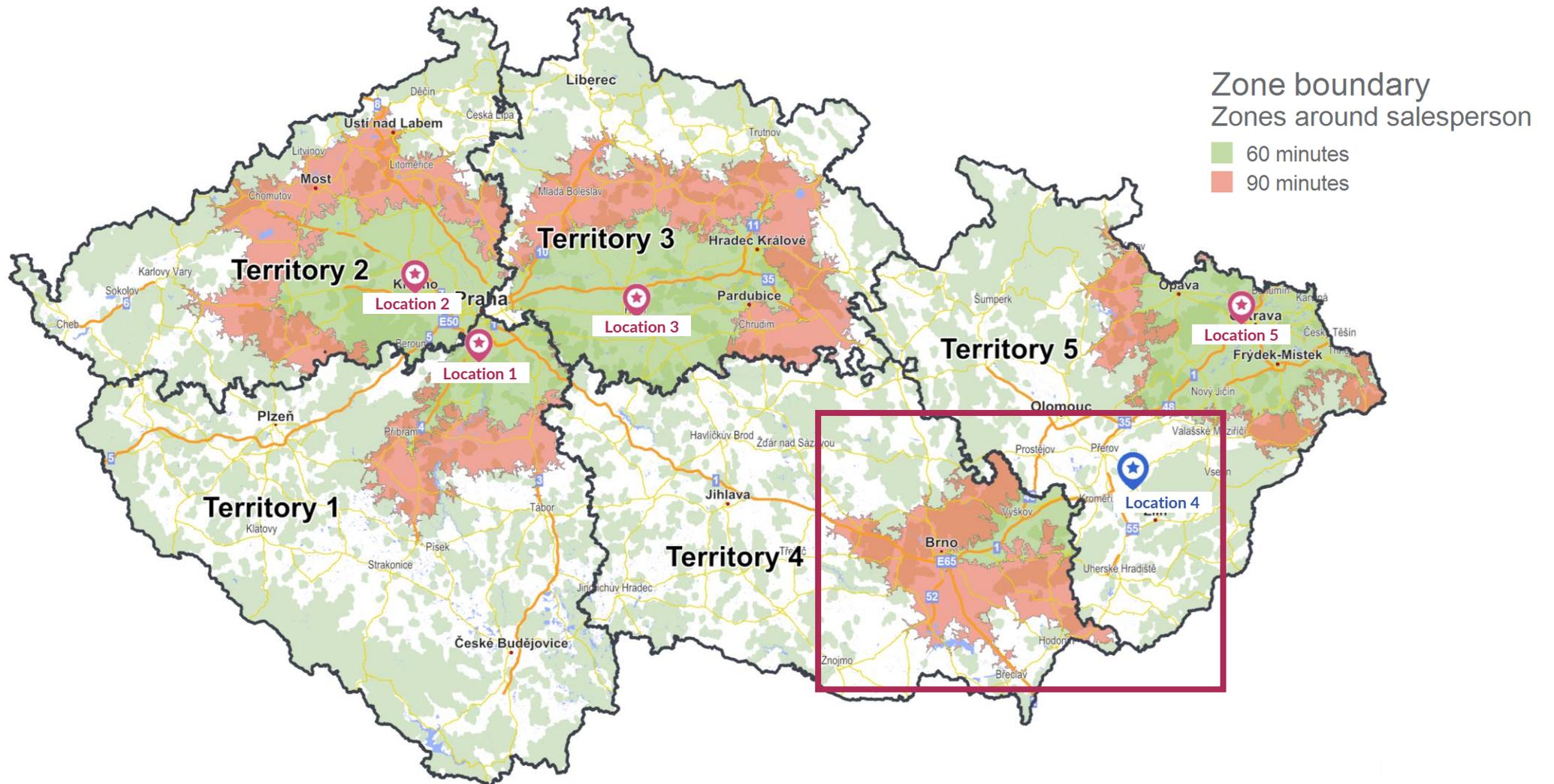
Distance to nearest location (km)

- ≤ 2,50
- ≤ 5,00
- ≤ 7,50
- ≤ 10,00
- ≤ 12,50
- ≤ 18,50

Calculate drive-time zones for field staff who live outside their territory

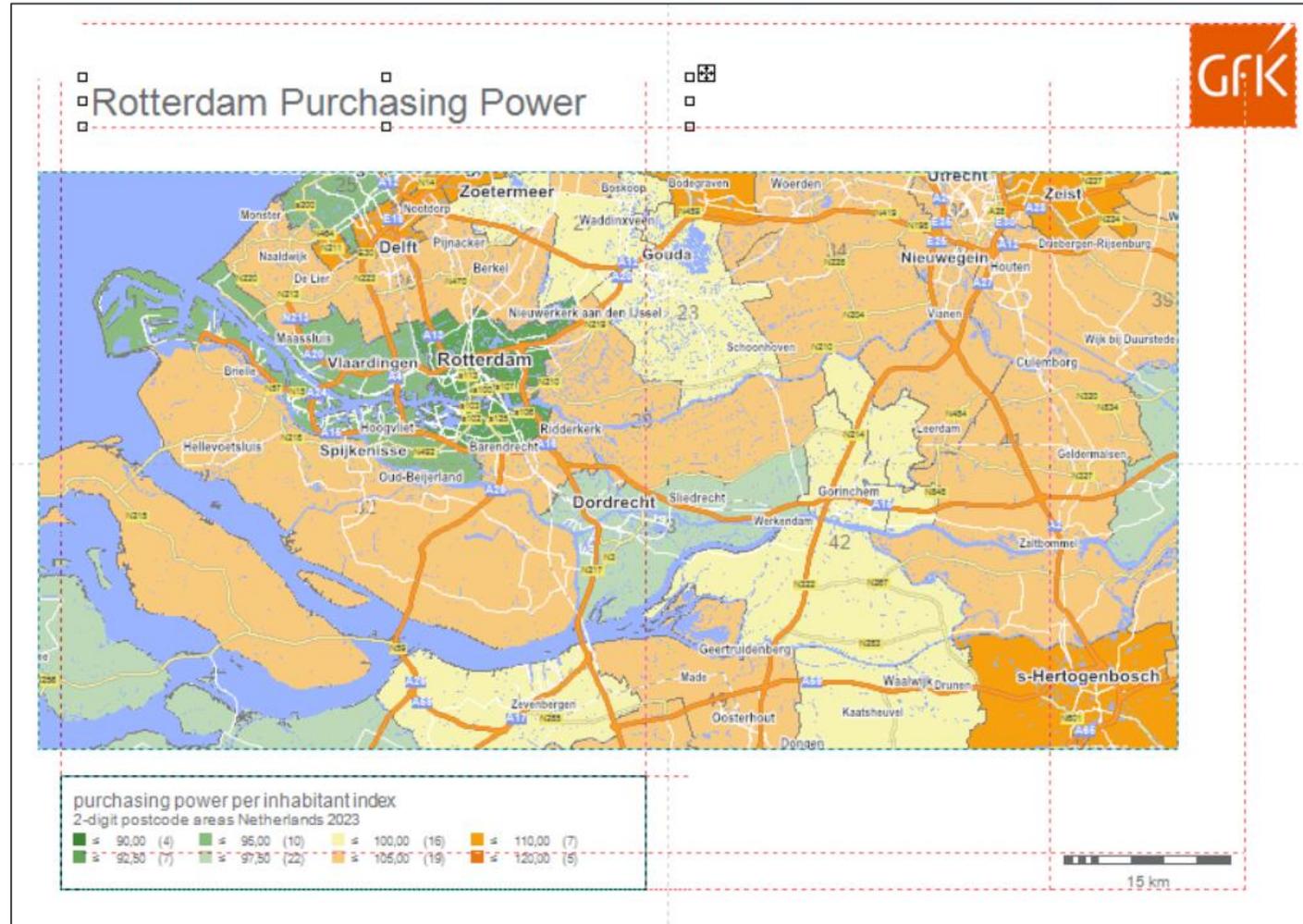


Display and calculate drive-time zones limited by territories for field staff who live outside their territory.



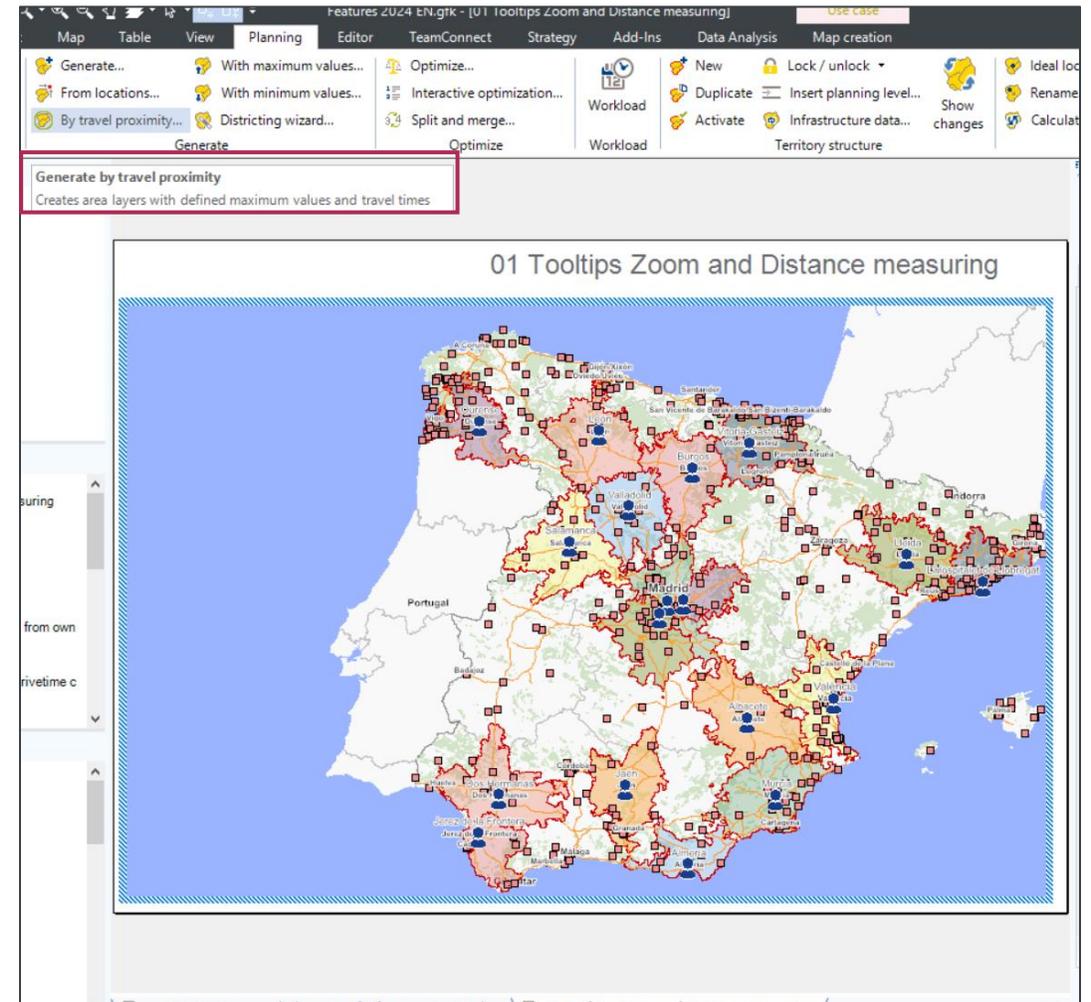
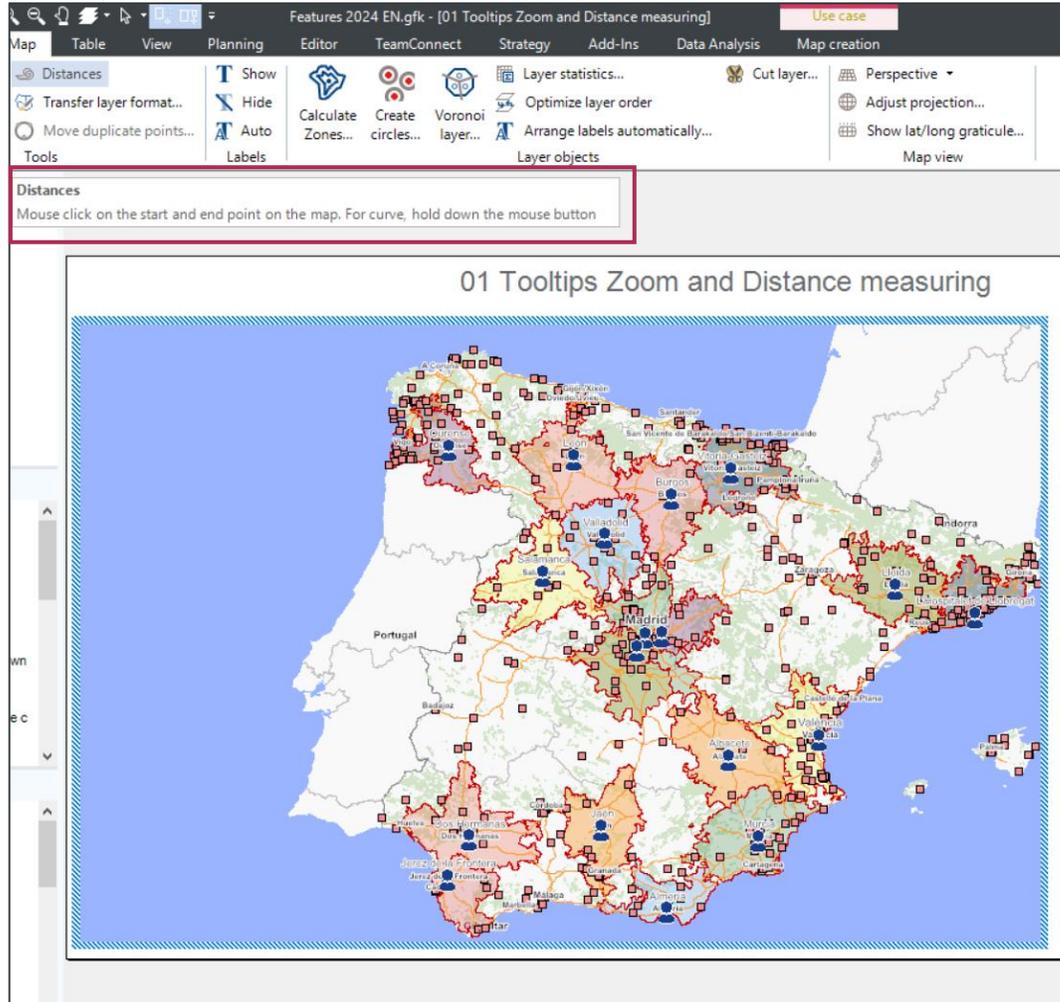
Align your objects to grids or other objects

You can now align layout objects such as headings and legends to a grid or to other layout objects.



Find your way around the functionalities easier

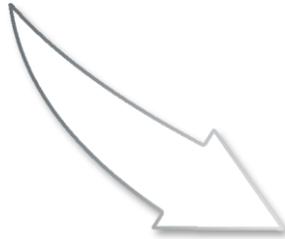
Thanks to the additional quick info line that describes the activity or result, you can now find your way around the software even more easily.



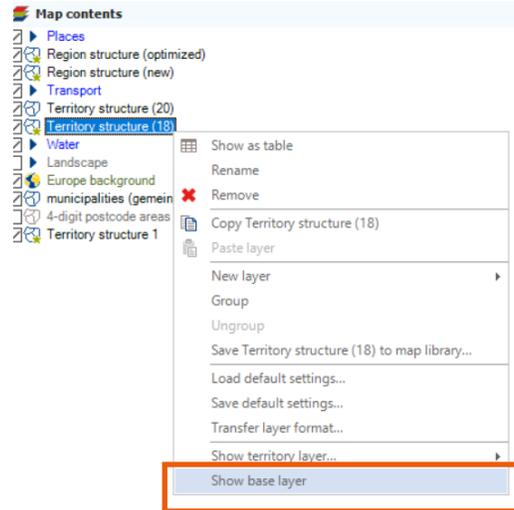
Keep track of things by assigning base and area layers

As of RegioGraph 2024, related base and area layers can be found in the map content with two clicks.

Hierarchy project content



Hierarchy map content



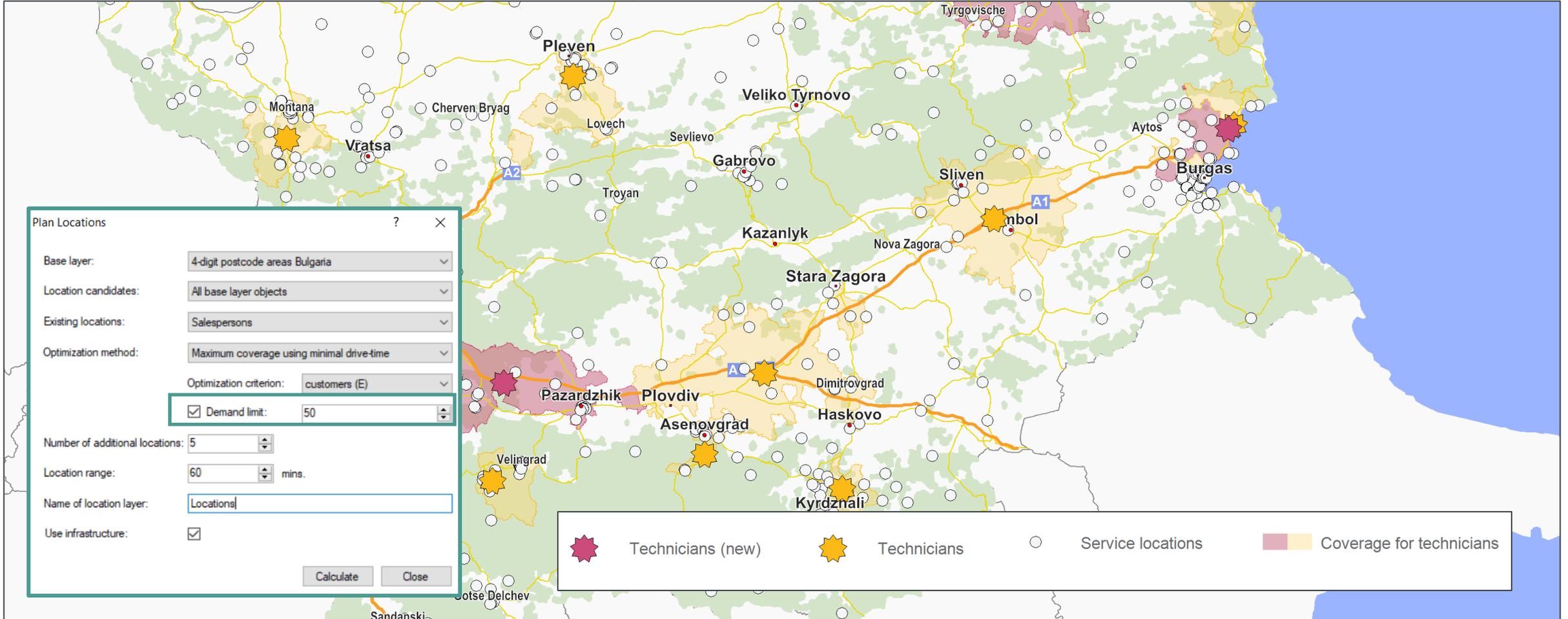
Function: e.g. show base layer



Save yourself the effort of correcting your location planning



From now on, RegioGraph takes the driving ranges and upper value limits into account at the same time. This saves you time and correction effort.

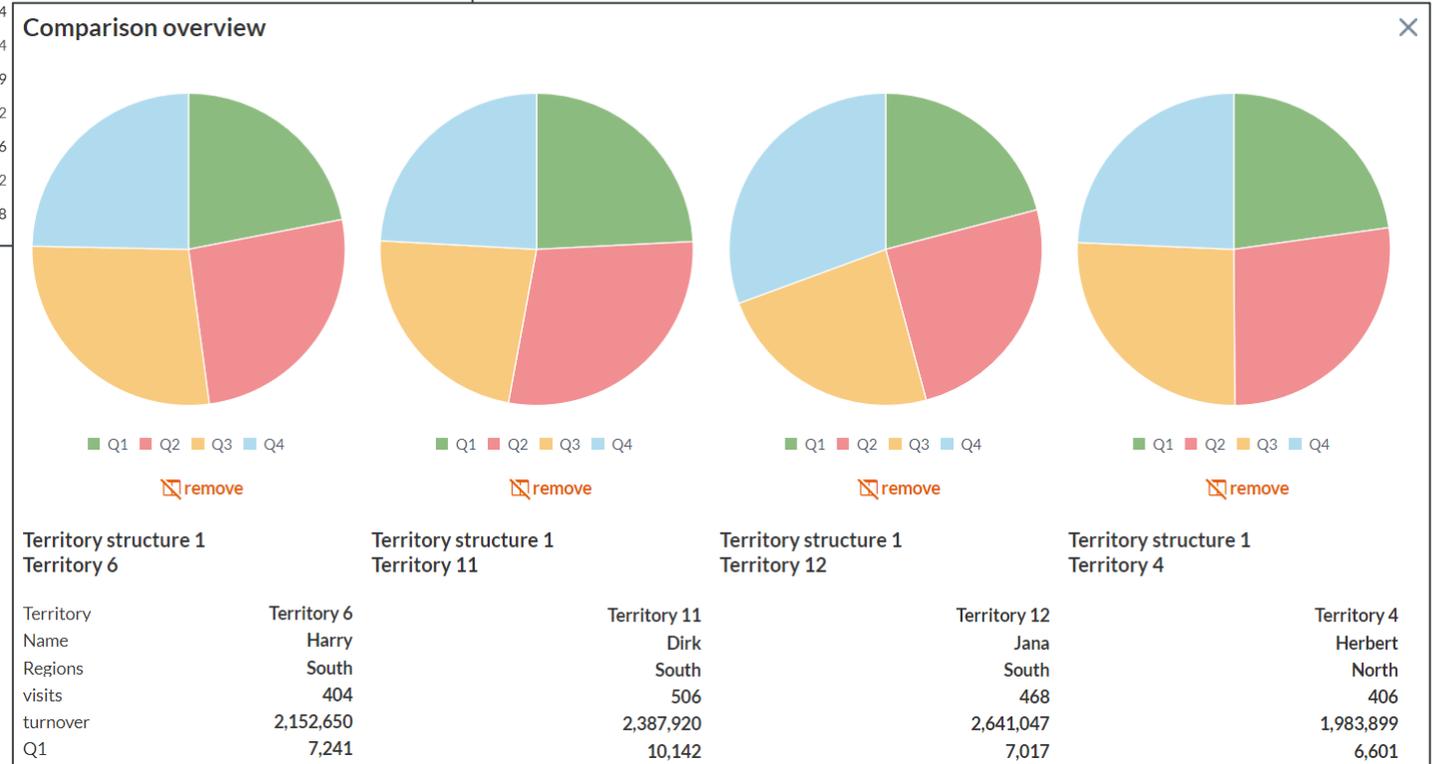


RegioGraph TeamConnect: Compare your results



Compare several areas in diagrams using either the table or map view.

Territory	Name	Regions	visits	turnover	Q1	Q2	Q3	Q4	inhabitants
Territory 1	Ralf	North	328	1.115,392	5,412	6,888	6,313	6,372	6,029,864
Territory 2	Mitzi	North	310	1.288,891	5,633	7,317	6,782	5,999	7,229,548
Territory 3	Lutz	North	278	623,949	3,832	4,618	4,279	4,834	7,083,427
Territory 4	Herbert	North	406	1,983,899	6,601	7,855	7,476	7,043	6,213,382
Territory 5	Volker	North	342	1,397,744	7,336	8,765	8,276	7,821	7,711,240
Territory 6	Harry	South	404	2,152,650	7,241	8,564			
Territory 7	Jens	South	200	883,757	3,580	3,924			
Territory 8	Berit	North	190	1,543,939	3,072	4,209			
Territory 9	Hilke	South	282	1,841,165	5,041	5,012			
Territory 10	Lise	South	332	1,618,388	5,720	6,496			
Territory 11	Dirk	South	506	2,387,920	10,142	12,012			
Territory 12	Jana	South	468	2,641,047	7,017	8,358			



RegioGraph TeamConnect: Faster overview thanks to our guided tour



You can now use the help function in the user interface to take a tour of the RegioGraph TeamConnect functionalities on various subject areas.

Help

★ TeamConnect

Map view

Data view

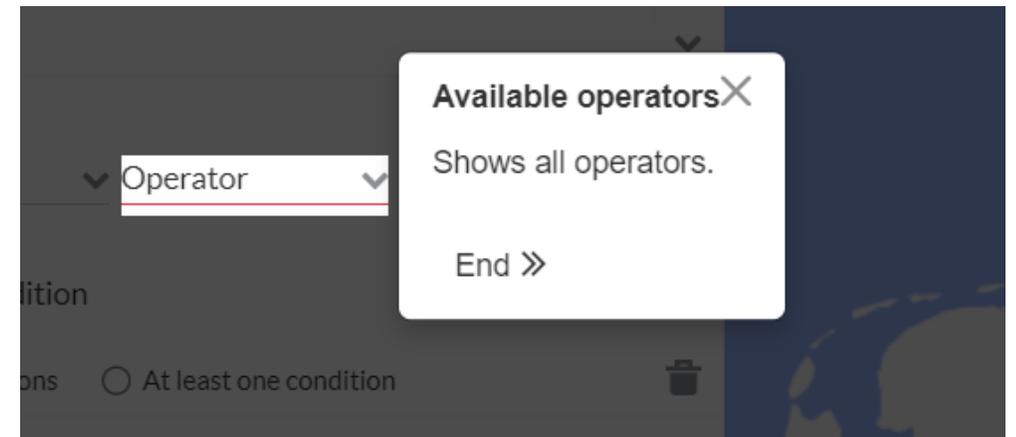
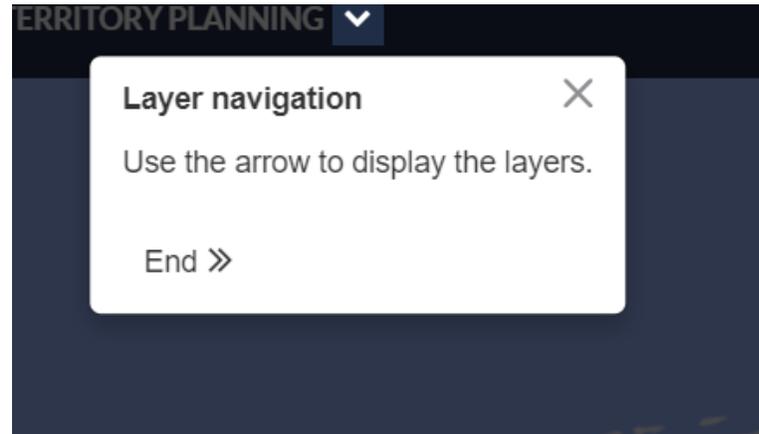
Selection

Filter

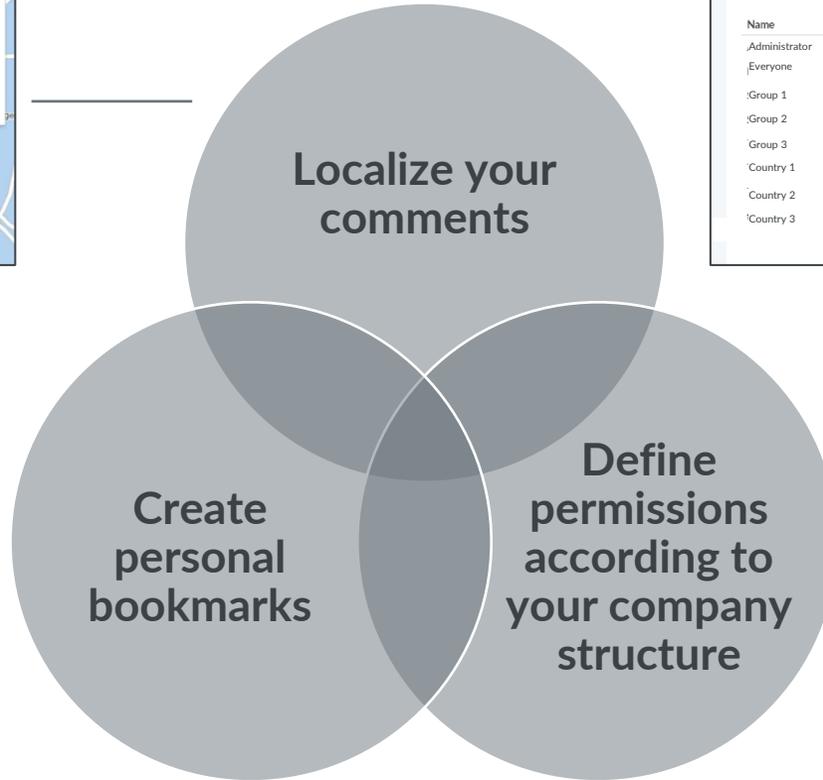
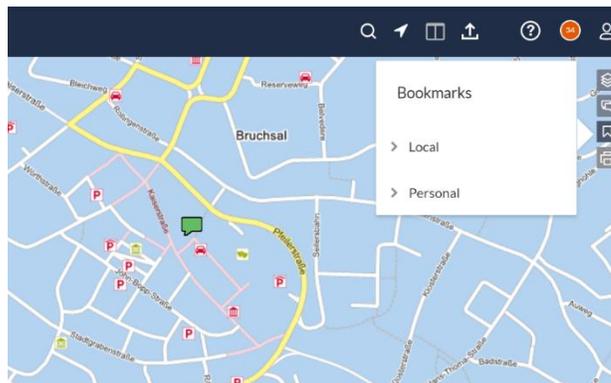
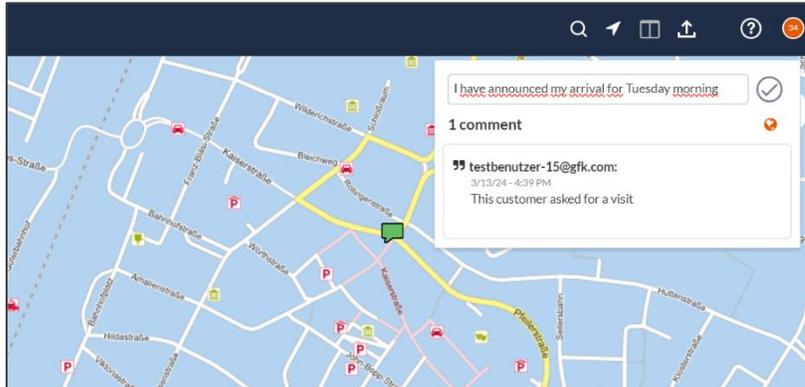
Sort data

Table view

Further settings



RegioGraph TeamConnect: Further improvements



User groups

[Add new group](#)

Name	Administrator Rights	Upload Rights
.Administrator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
.Everyone	<input type="checkbox"/>	<input type="checkbox"/>
.Group 1	<input type="checkbox"/>	<input checked="" type="checkbox"/>
.Group 2	<input type="checkbox"/>	<input type="checkbox"/>
.Group 3	<input type="checkbox"/>	<input type="checkbox"/>
.Country 1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
.Country 2	<input type="checkbox"/>	<input type="checkbox"/>
.Country 3	<input type="checkbox"/>	<input type="checkbox"/>

Key new features



Version 2024

- **Find duplicates**
After importing data, the "Find duplicates" function can be used to search any columns for duplicates in order to check and delete them if necessary.
- **Calculate multiple nearest locations**
Starting with the new version, users can calculate the distances and drive times for up to three nearest locations. This allows them to see which replacement location can take over the supply if the nearest location fails and how this will increase travel distances.
- **Improved calculation of drive-time zones**
In RegioGraph 2024, drive-time zones limited by territories can also be displayed and calculated for field staff who live outside their territory.
- **New design options when creating documents**
Layout objects such as headings and legends can now be aligned to a grid or to other layout objects.
- **RegioGraph TeamConnect improvements**
New comparison options, guided tour, simplified user rights assignment, bookmarks, location of comments

Version 2023 and later:

- **Create connected locations planning**
Branch customer visits are assigned to a network center – across regional boundaries. At a glance, you can see how many visits have to be made in the network.
- **Creation of an activity log**
Sales territory planning takes place automatically in a new layer with a new area structure and is stored in the log file. This way you can track your work steps at any time.
- **Subdivide your areas into weekday territories**
Sales territories can be divided into weekday areas. This allows you to plan your customer visits even more efficiently.
- **Calculate drive-time zones within area boundaries**
Drive-time zones are optimally calculated through area limitations. This way you can see exactly how far the employee can drive and achieve maximum accessibility in the area.
- **Add-on RegioGraph TeamConnect**
Select polygon areas on the map, then filter and sort your results. This gives you an overview of the information relevant to you.

Select the software version that's right for you

Learn more about the applications of the software versions in a short video: www.gfk-regiograph.com/comparison.



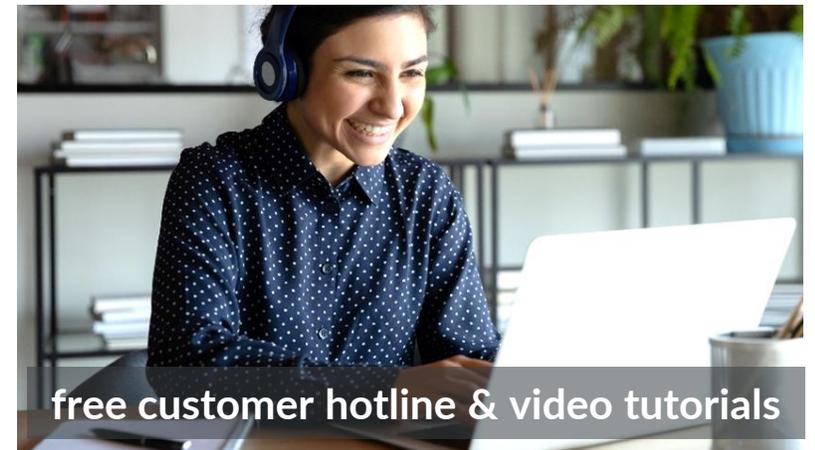
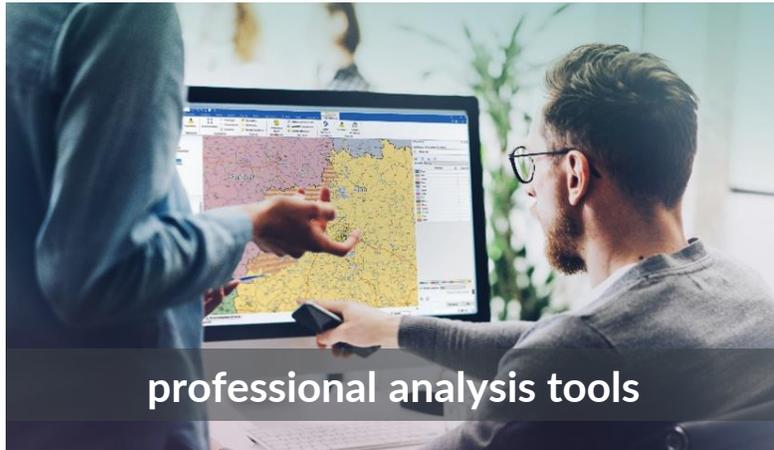
<h2>RegioGraph Analysis</h2> <p>offers the fundamental tools necessary for analyzing your customers, turnover and potential.</p>	<h2>RegioGraph Planning</h2> <p>includes intelligent tools for sales territory planning and optimization as well as street-level customer analyses.</p>	<h2>RegioGraph Strategy</h2> <p>provides powerful tools for detailed location evaluations based on potential and competitor influences.</p>	<h2>Add-on RegioGraph TeamConnect</h2> <p>allows you to share results online with your team for current insights into your planning.</p>
<p>Basic version:</p>	<p>In addition to all contents of Analysis:</p>	<p>In addition to all contents of Planning:</p>	<p>+ RegioGraph Analysis, Planning, or Strategy required for project creation</p>
<ul style="list-style-type: none"> easy data import by postal codes (geocoding) updating of data diverse market analyses (ABC, customer density, portfolio, charts, score, index, etc.) and customizable formatting NEW: detect duplicates, calculate nearest replacement locations, improved calculation of drive-time zones, new design options when creating documents results exportable as a PDF, MS Excel file, image, etc. <p>from €980 per year*</p>	<ul style="list-style-type: none"> easy data import by address (geocoding) professional sales territory optimization tools planning view with dashboard interface, including map, charts and a table NEW: calculation of nearest replacement locations based on road distances calculation of workload calculation of catchment areas detailed reporting <p>from €2,780 per year*</p>	<ul style="list-style-type: none"> street segment-level analyses e.g. competition, prospective customers location evaluation and planning with consideration of competitors detailed reporting for micro-data in data analysis mode NEW: consideration of driving ranges and upper value limits in location planning <i>optional integration of detailed data on end consumers and business potential possible</i> <p>from €4,760 per year*</p>	<ul style="list-style-type: none"> easy uploading of project results to your company's own web server incl. 10 viewers with browser-based access to shared projects from various end devices (extension for additional viewers possible) assign access rights for selected viewers presentation of diverse market analyses and sales structures on the interactive map overview of all data in an overall table with search, filter, and sort functions NEW: comparison options via diagrams, tour, simplified user rights assignment, bookmarks, location of comments <p>from €2,780 per year*</p>



All prices exclude VAT. GfK GeoMarketing licensing conditions and general terms and conditions apply (www.gfk-geomarketing.com/licensing).

* Price for the first year within a 3-year subscription with an annual increase of max. 3%.

Key facts RegioGraph



What our customers say



We've been using RegioGraph for 26 years. The visualization of sales territories and the identification of potential using so-called "heat maps" have raised the planning of our future territories to a new level and have a very high level of acceptance in our sales department. RegioGraph is therefore an important part of the planning activities for our sales structure.

Martin Pühra

Teamlead Territory Planning E3
Hilti Deutschland AG



With RegioGraph, we convince our customers and colleagues with clear and professional visualizations on maps. The software enables us to identify and communicate sometimes confusing correlations between data in an understandable way and with little effort.

Matthias Schäfer

Project Manager Logistics, MAZMAIL GmbH

MAZMAIL

We work with market leading companies



DENON



FERRERO



Thomas Sabo



L'ORÉAL®



MEDIA - SATURN

Alcon®



mediserv



Questions?

Contact us at any time.



Your Geomarketing team

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 geomarketing@gfk.com

 www.gfk-regiograph.com

More about our solutions:

PRODUCT CATALOG

WEBSHOP