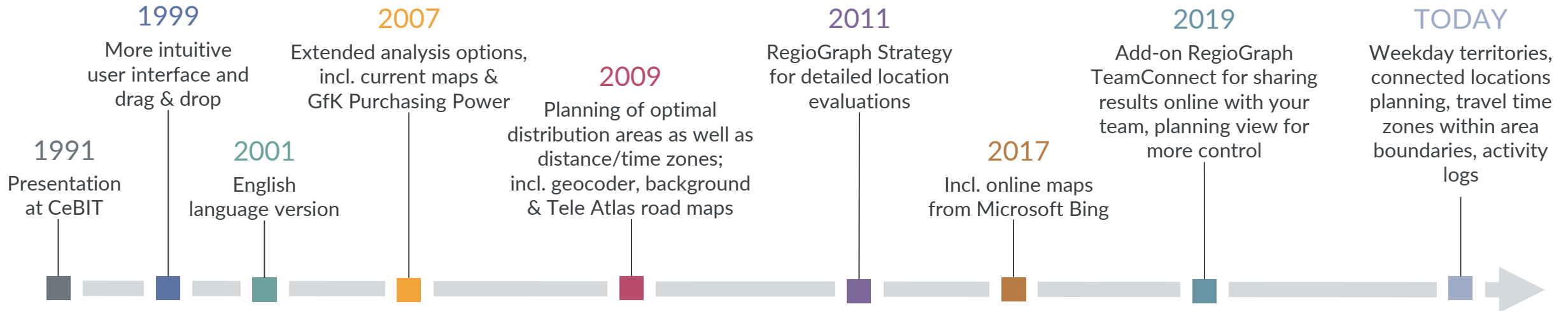


Complex analyses at the touch of a button

RegioGraph –
Geomarketing software for
geospatial analyses



The development journey



- We proudly look back on 32 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

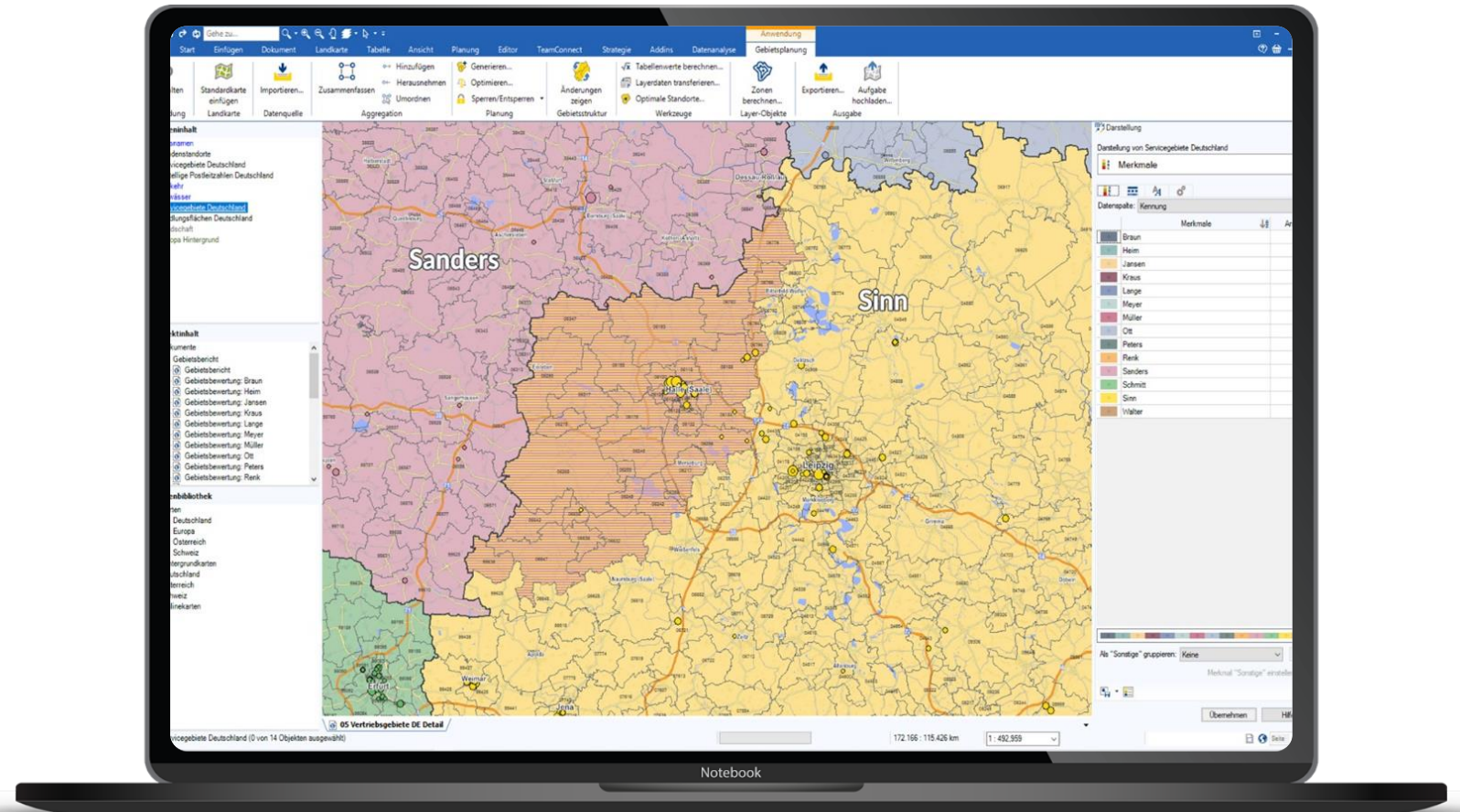


Our award-winning geomarketing software gives you powerful tools for optimizing sales territories, evaluating locations and analyzing markets directly on digital maps. A user-friendly interface allows you to import your company data at the click of a button and then compare it to the included GfK Purchasing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



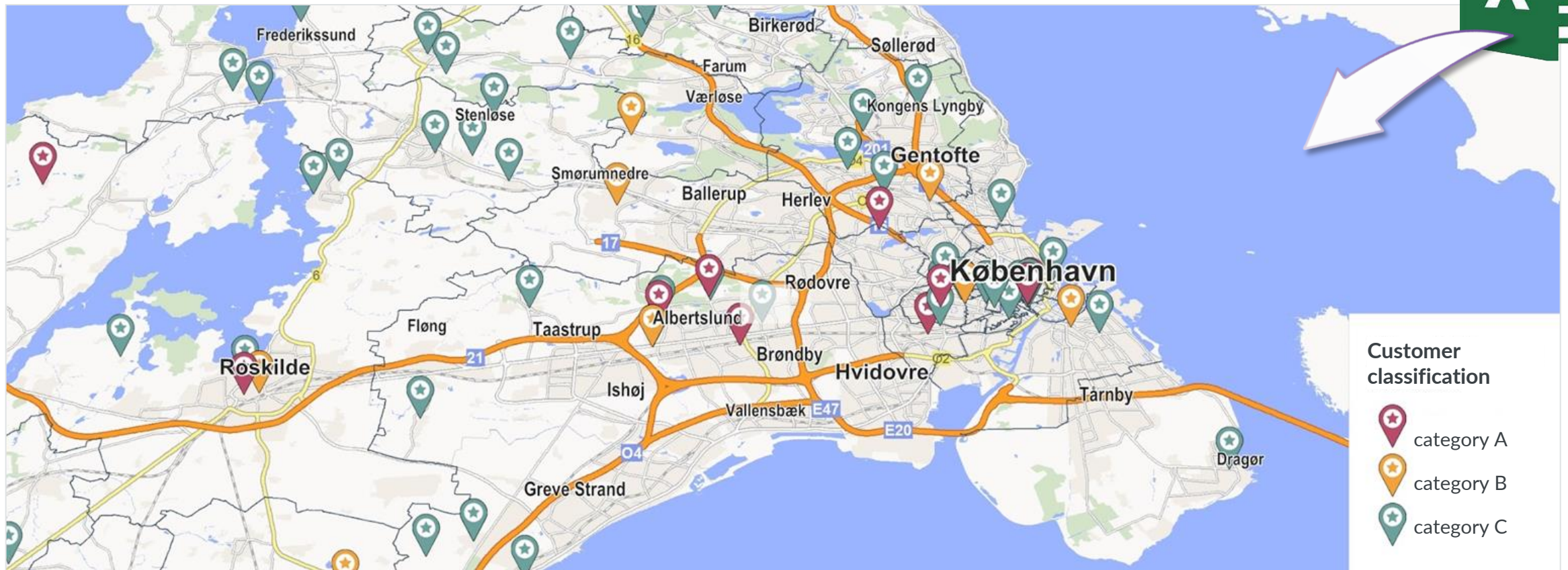
01

RegioGraph applications

Import your company data for new insights

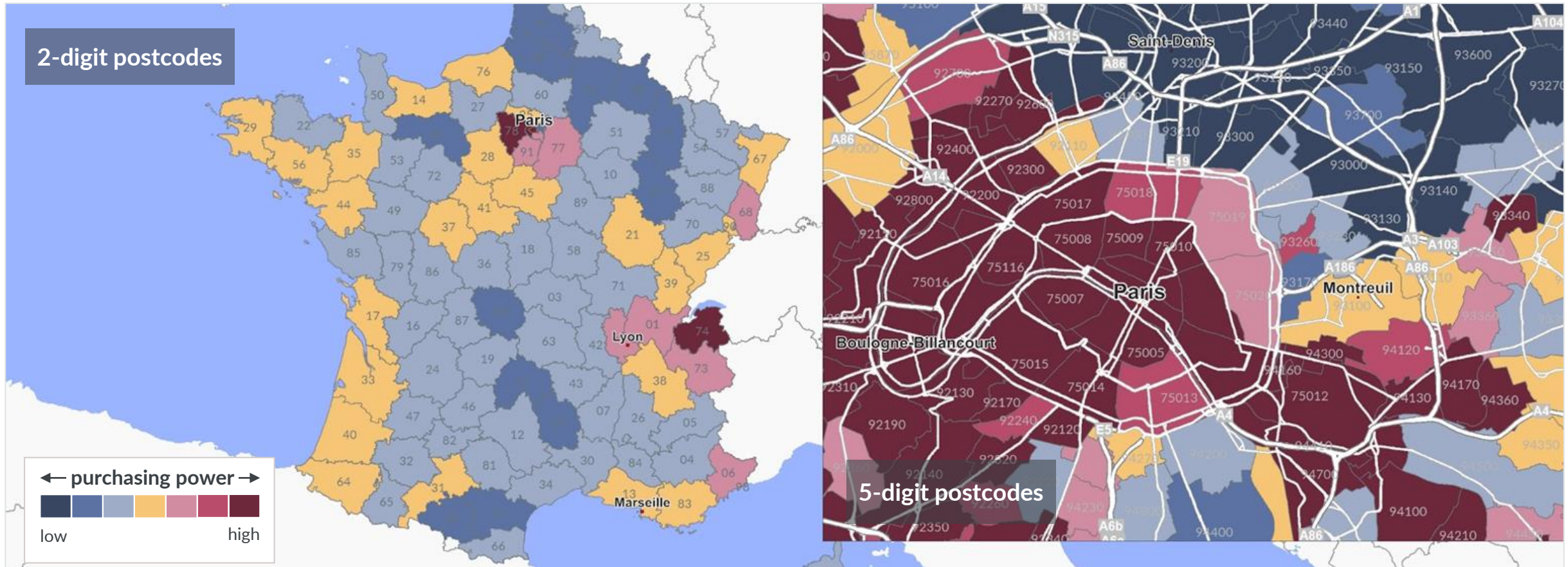
Display your data by dragging & dropping it onto the map.

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



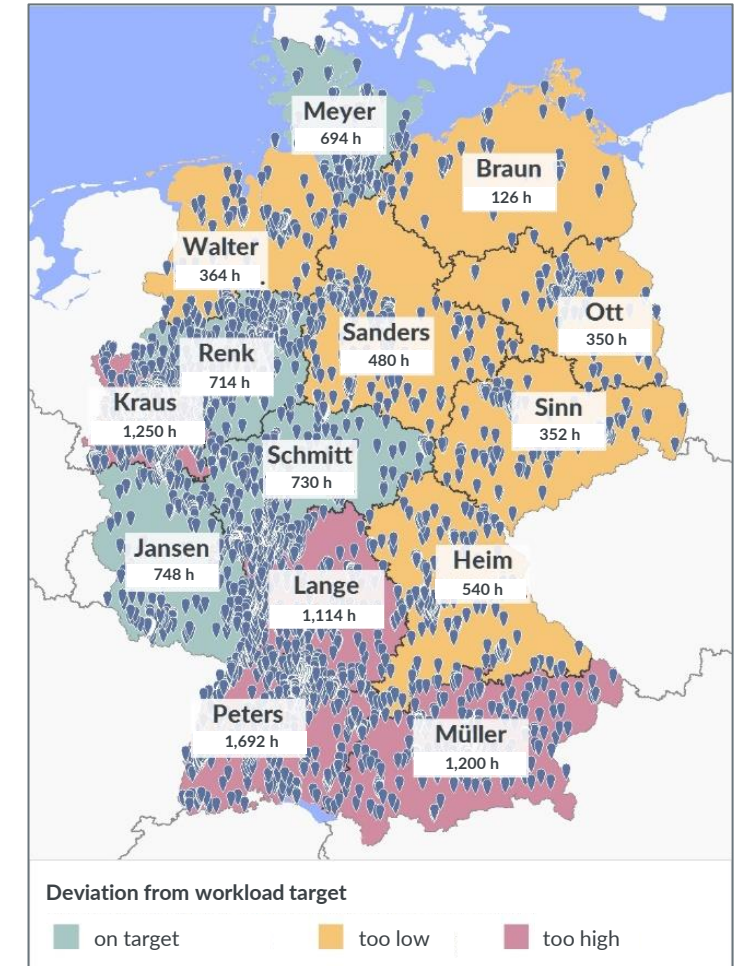
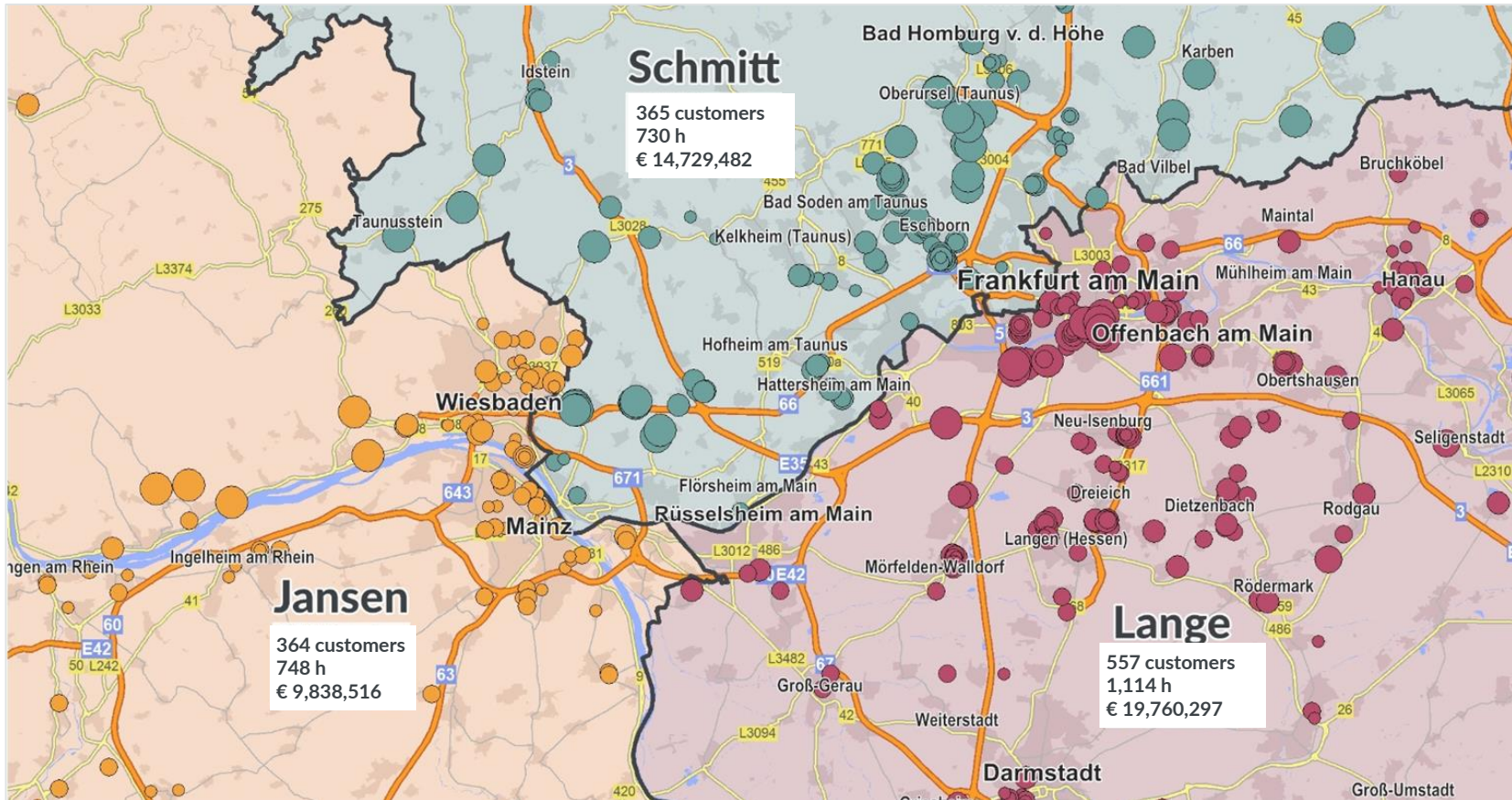
Pinpoint new market potential

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

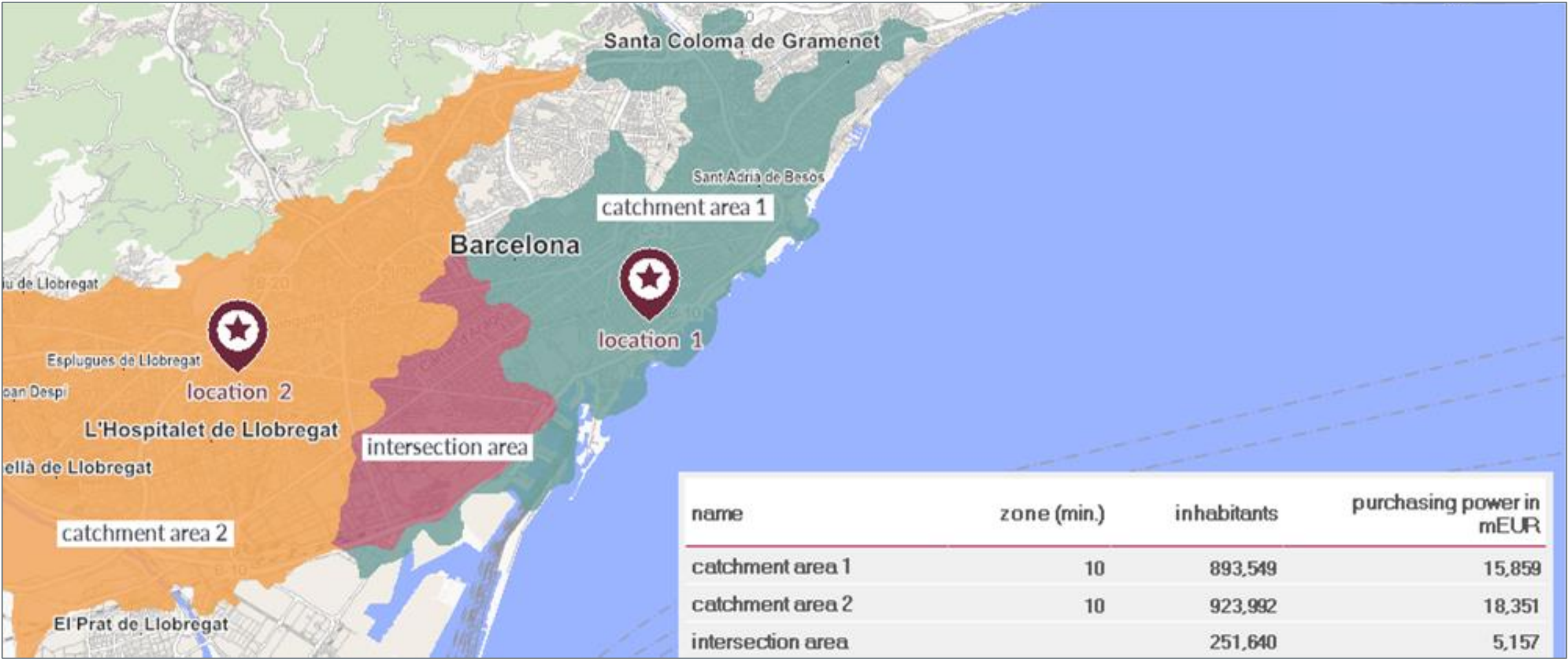
Compare your sales territories based on criterias, such as turnover, customers and workload. This quickly reveals regional differences and provides the basis for optimizations.



Analyze your branch network

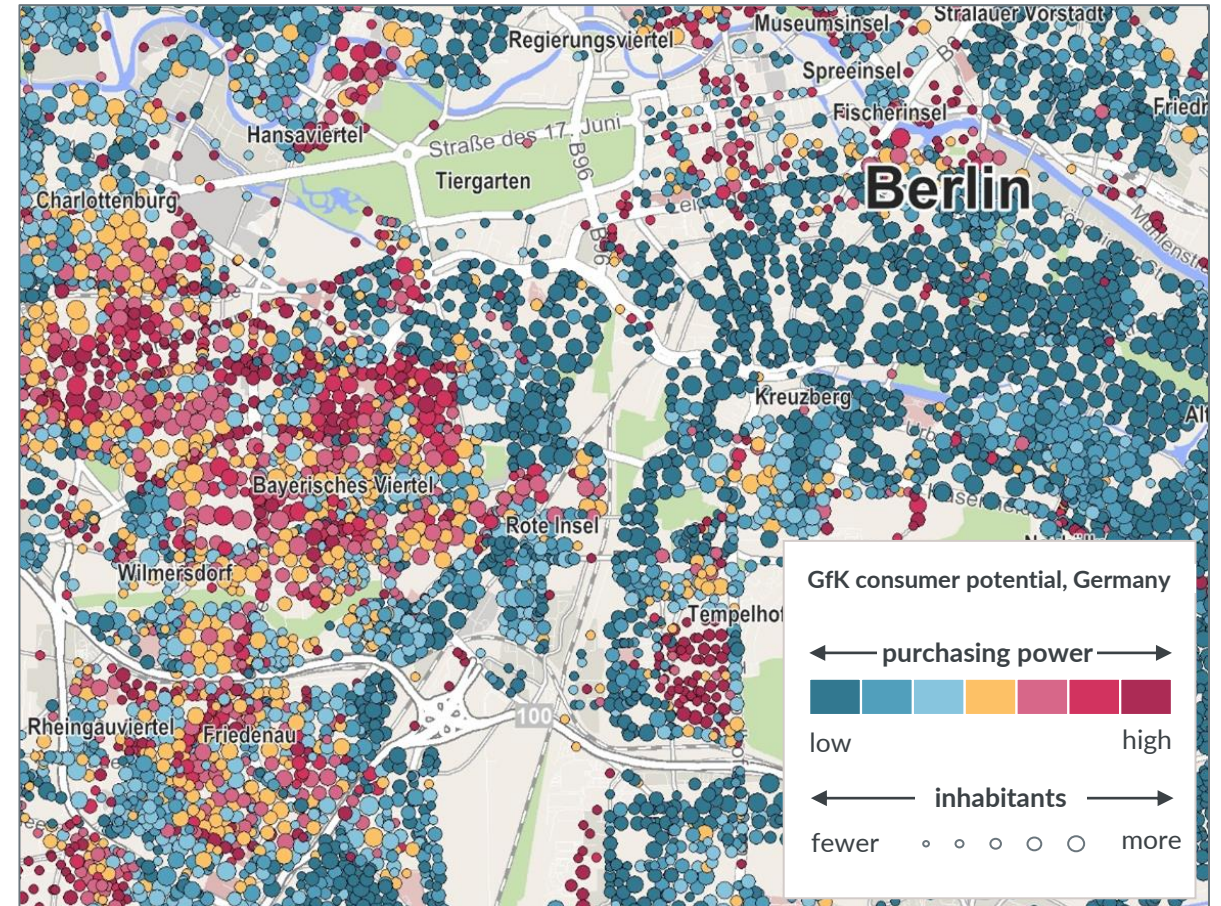
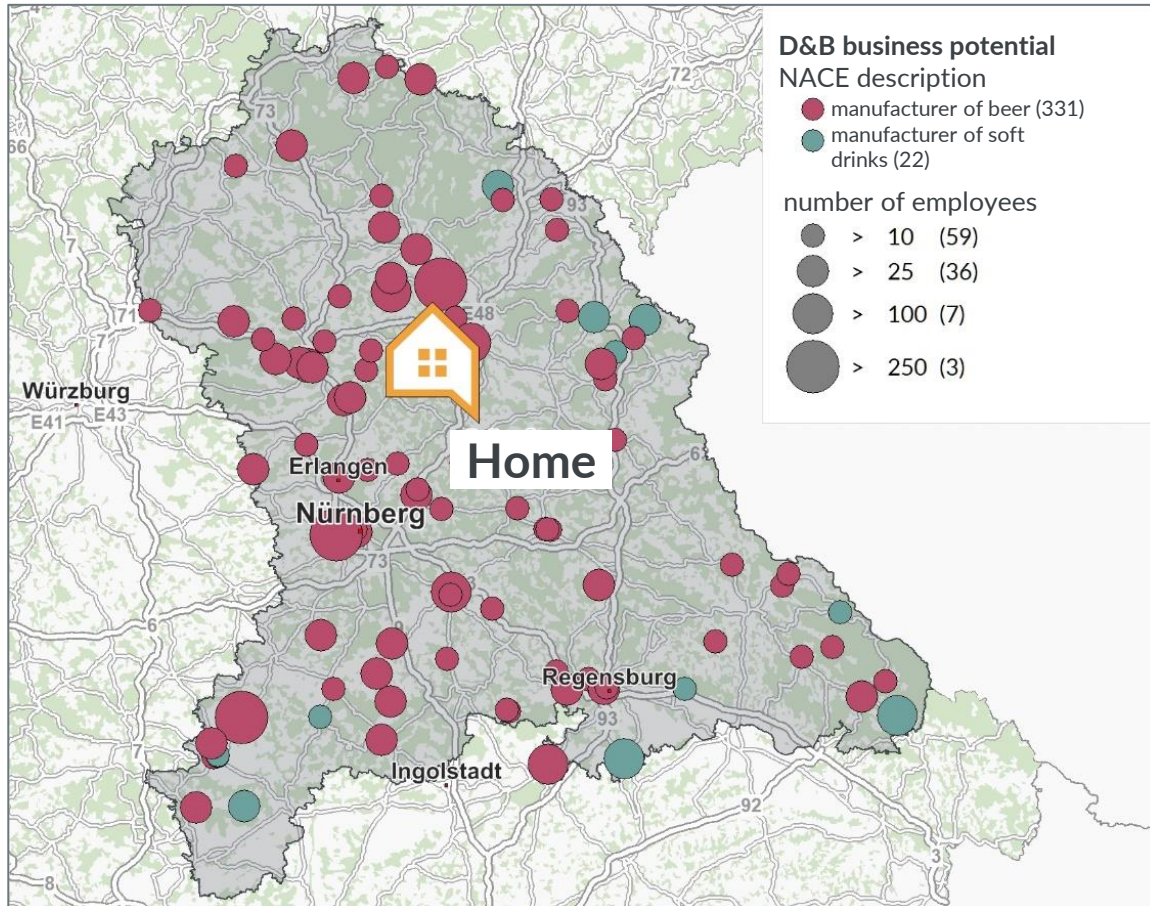


Optimize your catchment areas according to driving distance, driving time or competitor factors. This brings clarity and efficiency to your operations.



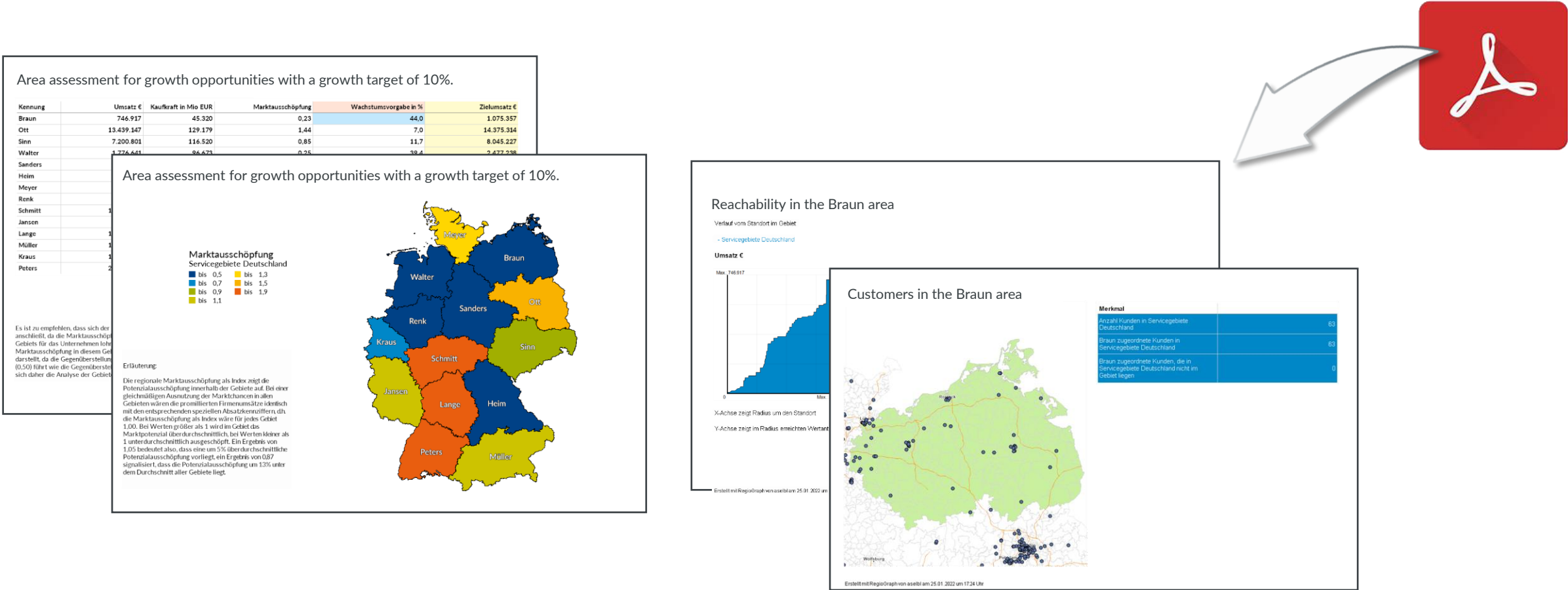
Locate your target groups at detailed regional levels

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.



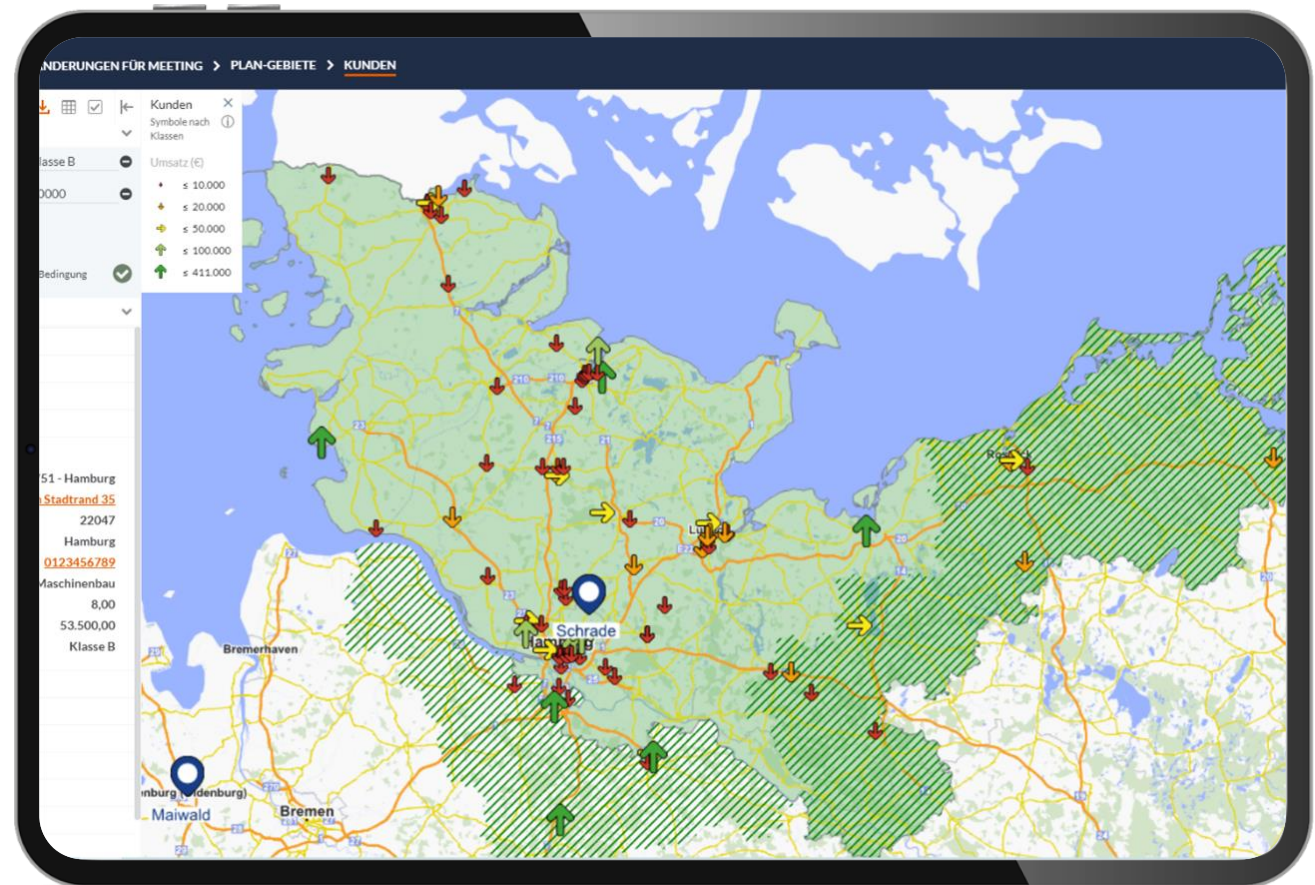
Share results as an interactive map with the RegioGraph TeamConnect add-on



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

Subdivide your areas into weekday territories

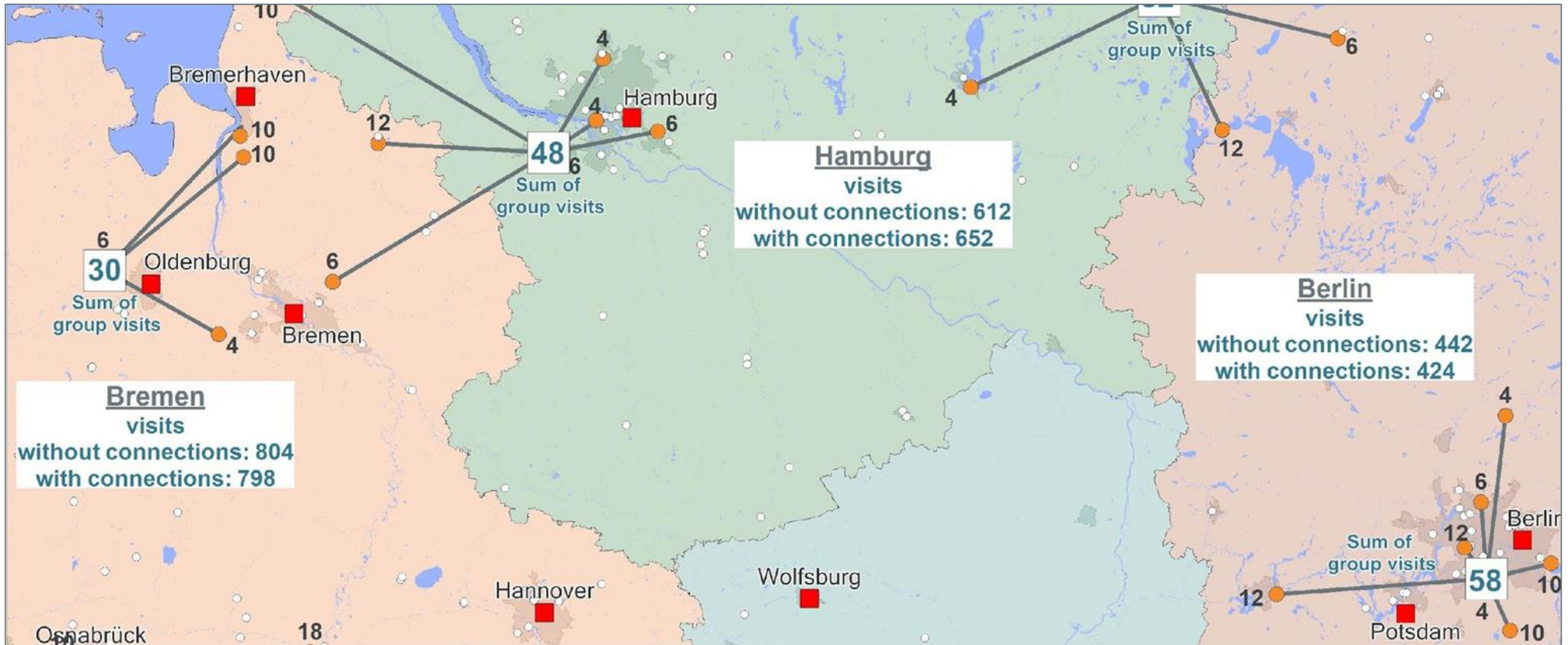
Sales territories can be divided into weekday areas.

This allows you to plan your customer visits even more efficiently.



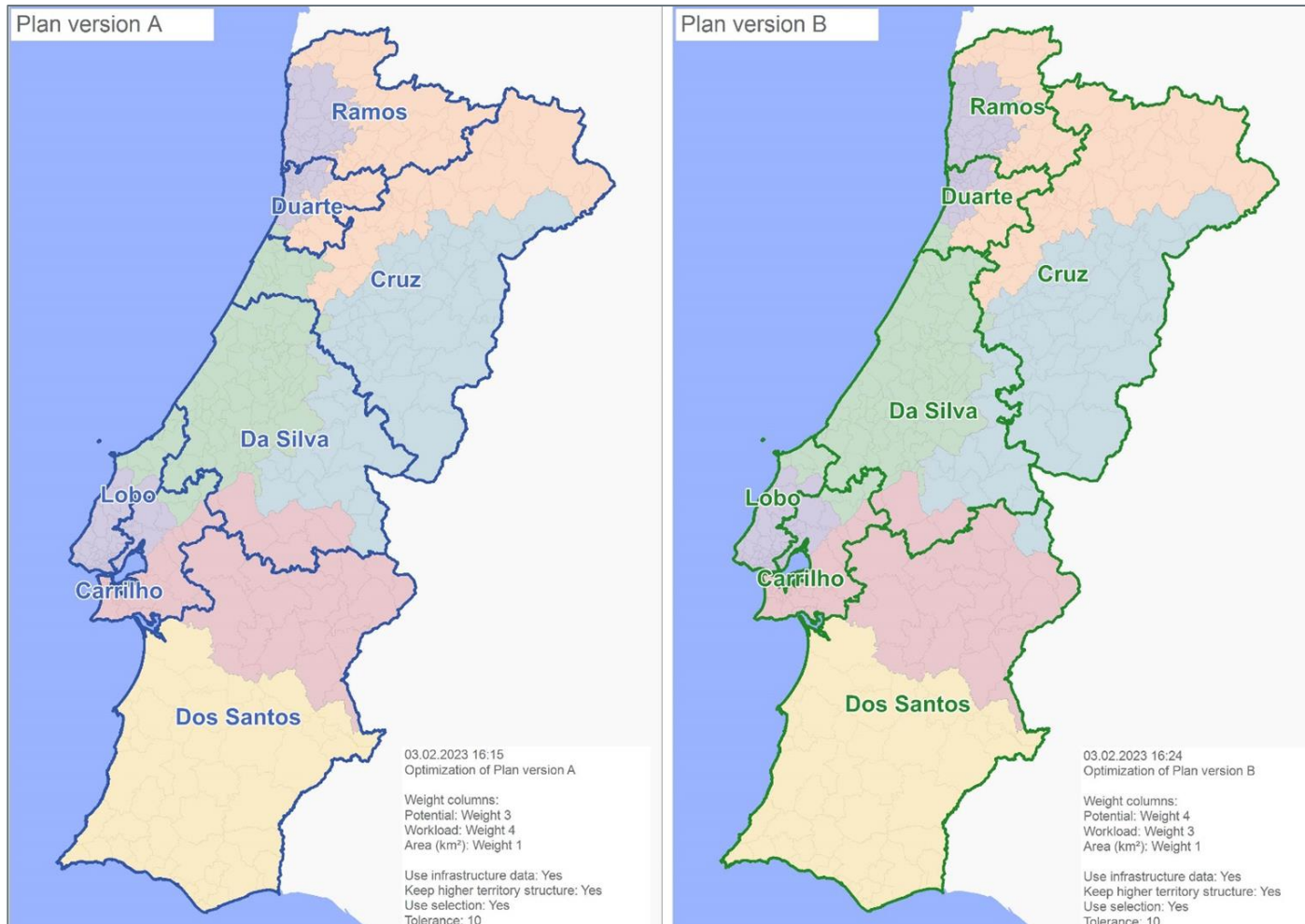
Create connected locations planning

Branch customer visits are assigned to a network center – across regional boundaries. See at a glance how many visits should be planned 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, so you can track your work steps at any time.



Optimize Planung Variante A

☐ Optimise in territory structure copy, keep old structure
☒ Optimise existing structure

Territory structure's name: Planung Variante A

☒ Optimize independently of locations
☐ Use locations as centroids: Kunden (aktiv)

Optimization criteria:

Use	Column name	Weighting
<input checked="" type="checkbox"/>	potential (G)	
<input type="checkbox"/>	turnover (H)	
<input checked="" type="checkbox"/>	workload (I)	
<input checked="" type="checkbox"/>	area (km²) (J)	

Territory weighting column: Equally weighted

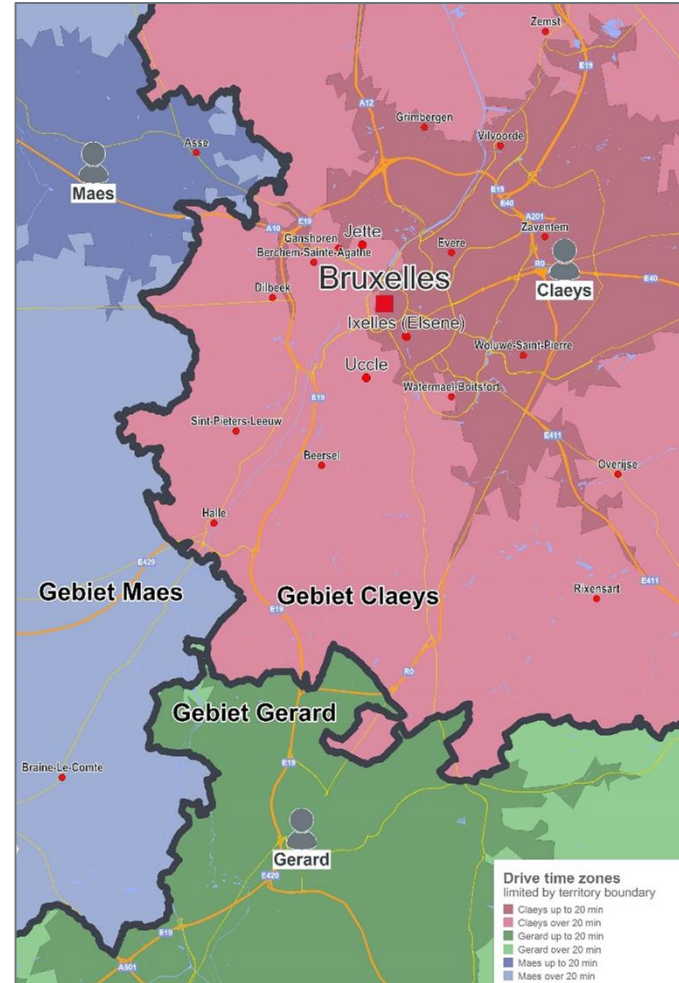
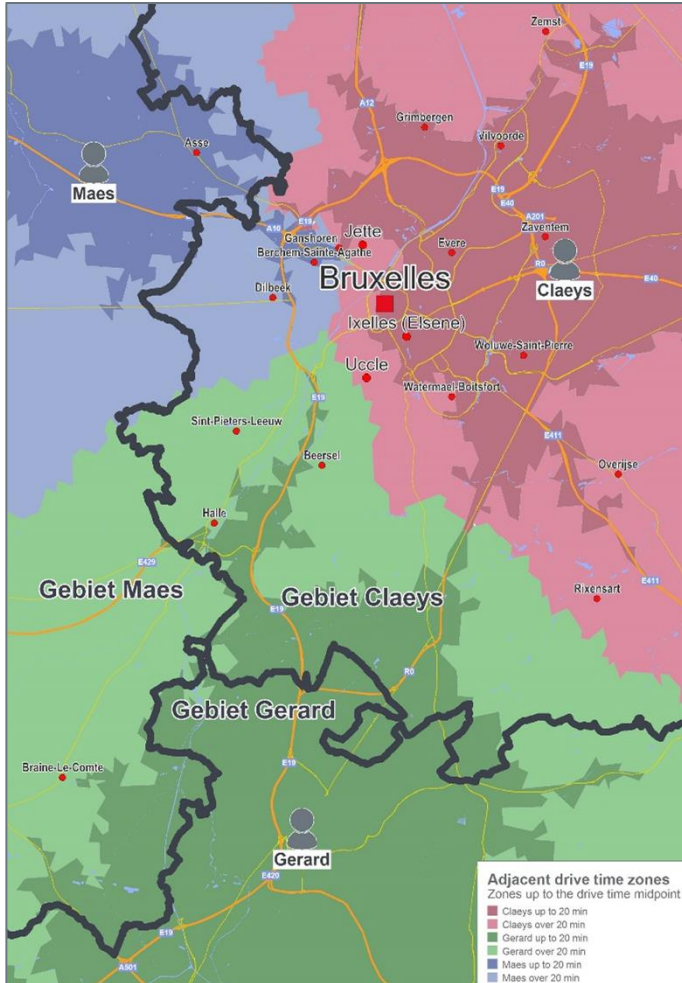
Tolerance:

☒ Keep active higher territory structure

Advanced OK Cancel

Calculate drive-time zones within area boundaries

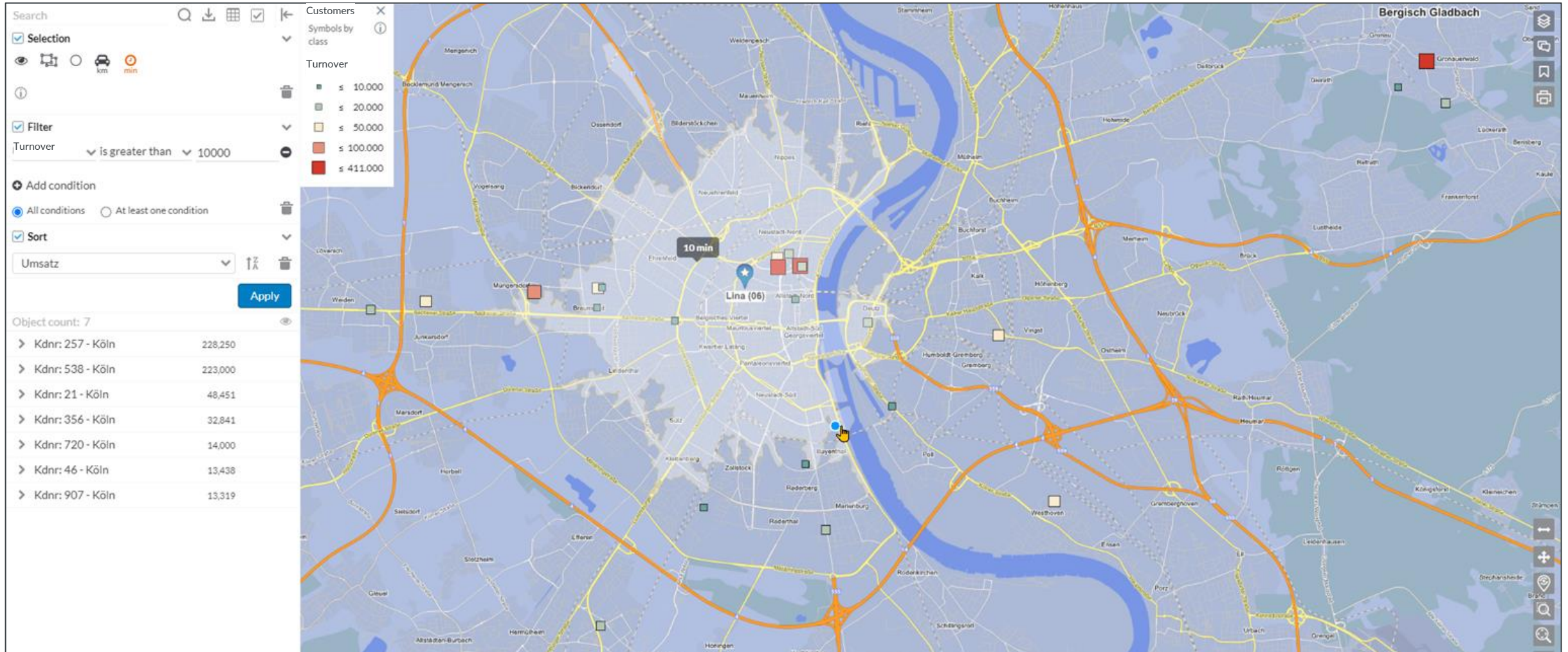
Drive-time zones are optimally calculated through area limitations. This way you can see exactly how far the employee can drive and achieve maximum accessibility in the area.



RegioGraph TeamConnect: Select your customers by drive-time zone



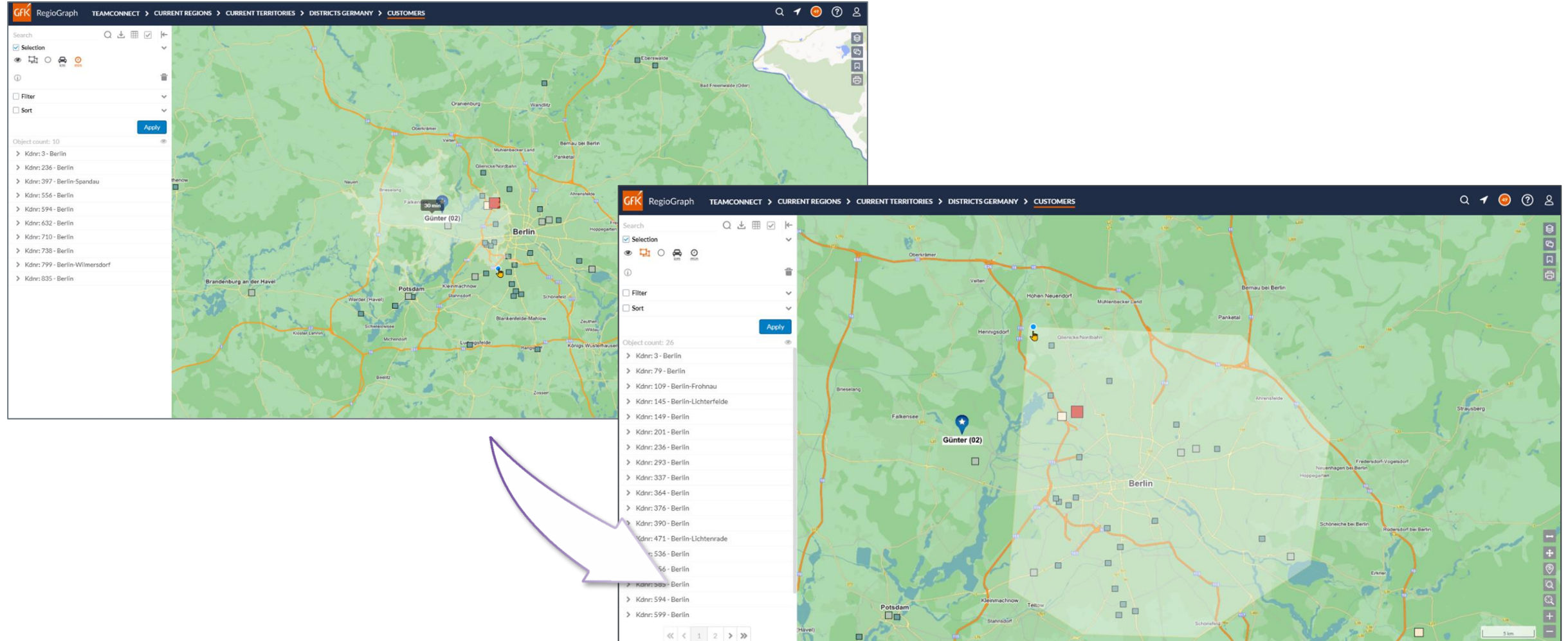
Calculate your drive-time zone in RegioGraph TeamConnect and select additional filter criteria. This gives you an overview of relevant information.



RegioGraph TeamConnect: polygon selection



Choose your preferred catchment area from various geographic components such as drive-time zone, distance, viewing window or free polygon.



Key new features



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.

Version 2022 and later:

- **Menu ribbon according to workflow**
Create your own menu ribbon with relevant functions or use predefined menu ribbons for the use cases map creation, sales territory planning or location evaluation. This means you can work to your ideal workflow and achieve results faster!
- **Calculate the portfolio matrix**
Put strategies into practice more easily. Use the portfolio matrix to identify where you have opportunities for growth. Then use the results in the table to provide your sales force with concrete information.
- **Save selection criteria**
As of 2022, you can save your preferred settings for future selections. This saves valuable time!
- **Add-on RegioGraph TeamConnect**
As of 2022, the add-on will allow you to measure distances between customer points or locations to estimate your next route. Using a circle, rectangle, or polygon will help you to quickly select customer points or locations within a perimeter on a map.

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.



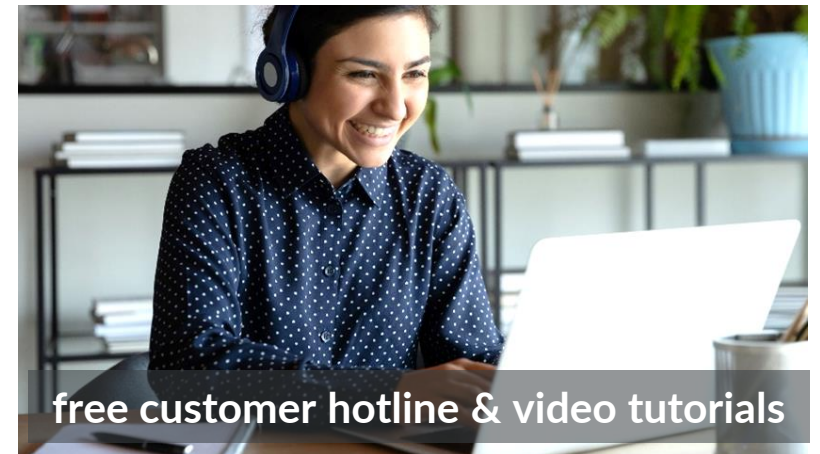
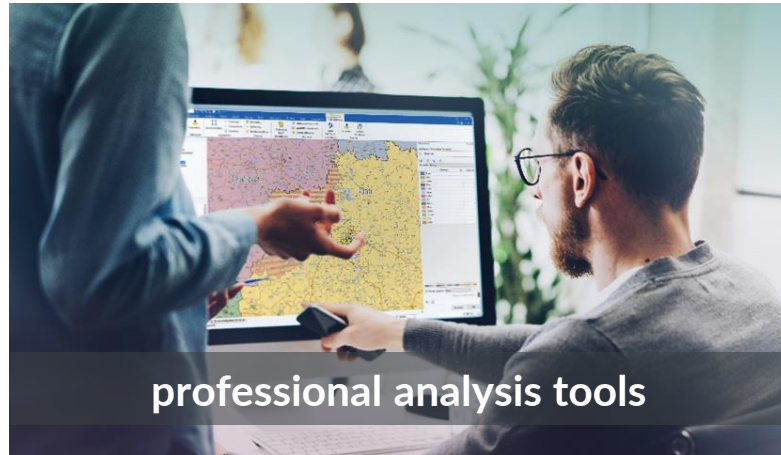
RegioGraph Analysis	RegioGraph Planning	RegioGraph Strategy	Add-on RegioGraph TeamConnect
offers the fundamental tools necessary for analyzing your customers, turnover and potential.	includes intelligent tools for sales territory planning and optimization as well as street-level customer analyses.	provides powerful tools for detailed location evaluations based on potential and competitor influences.	allows you to share results online with your team for current insights into your planning.
Basic version:	In addition to all contents of Analysis:	In addition to all contents of Planning:	+ RegioGraph Analysis, Planning, or Strategy required for project creation
<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: distance circles account for area boundaries 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: weekday areas, drive-time zones account for area boundaries, activity log for area planning, connected locations planning 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 <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: polygon area selection on the map as well as filter function and sorting of results comments with location reference <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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 www.gfk-regiograph.com

More about our solutions:

PRODUCT CATALOG

WEBSHOP