Comparison of RegioGraph 2023 versions

GfK — Growth from Knowledge

Base functions	Analysis	Planning	Strategy
Import data of all standard formats (e.g., *.xlsx, *.txt, *.mdb, *.csv)	x	x	x
Import customer and site addresses at the street level (geocoding)[1]		x	x
Search addresses[1]	x	x	x
Export data (tables, graphics, presentations, PDFs, printing)	x	x	x
Visualize data on maps: ABC, clusters, pictograms, portfolio, charts, etc.	x	x	x
Link all your data and model spatial variables	x	x	x
Create customized documents with maps, charts and lists	x	x	x
Work with your data more easily using a table design view	x	x	x
Carry out calculations (filter, select, distances, regions, trends, etc.)	x	x	x
Perform data analyses (score, index, portfolio matrix, ABC, promillation, percentages, deviations, …)	x	x	x
Automatically update data, map layers, analyses and territories	x	x	x
Transfer layer formatting and analyses for quicker, more consistent planning	x	x	x
Layout generator for cutting sales territories (documents, bookmarks, printing)	x	x	x
Automatically create reports		x	x
Maximize maps and present in full-screen mode	x	x	x
Utilize a map editor for professional digitization		x	x
Georeference raster map images and bitmap files		x	x
Insert and work with grid layers		x	x
Add-on available: RegioGraph TeamConnect			
Share project insights online with colleagues as interactive map (uploading of maps to your company server or to a hosting service provider's server, access from various end devices while on the go, granting of access rights for all users)	Add-on	Add-on	Add-on
Sales territory planning			
Manually plan new territory structures	x	x	x
Show territory changes in both map and table form	x	x	x
Calculate workload		x	x
Work with simultaneous access to a map, table and chart in planning view		x	x
Plan and optimize territories on the basis of computer-assisted algorithms		x	x
Generate territories according to accessibility, customer distribution or specified minimum/maximum values[1]		x	x
Optimize territories with full or partial automation		x	x
Create parallel or multi-level territory structures		x	x
Plan and optimize regions within territories		x	x
Lock selected territories for more control when planning		x	x
Determine optional locations within territories		x	x
Calculate substitutes for sales representatives		x	x
Connected locations planning		x	x
Generate territory reports, compare territories and identify growth opportunities		x	x
Location planning			
Calculate drive-time zones and street distances[1]		x	x
Determine optimal locations in your branch network			x
Calculate distance matrices for location networks[1]			x
Automatically calculate and compare location potential[1]			x
Analyze locations with a Huff model (determine market share zones and catchment areas)[1]			x
Integrated data and maps			
All administrative and postcode maps for a European country of choice	x	x	x
Pre-formatted comprehensive map images for a European country of choice	x	x	x
Map of two-digit postcodes in Europe	x	x	x
Maps and aerial imagery from Microsoft Bing available via Internet*		x	x
Data on inhabitants, households & purchasing power down to the postcode level for a European country of choice	x	x	x
GfK end-consumer potential (inhabitants, households, GfK Purchasing Power) **OR** D&B business potential (location, industry, no. of employees, turnover) at the street level (only available for Germany)			optional
Customer support & training courses			
Free user hotline & video tutorials in the new GfK Support Portal	x	x	x
Option to book GfK training courses & coaching sessions – online or on site	optional	optional	optional

[1] requires geocoding function
* Usage license applies for 12 months or until the next update.

Which software version is right for you?
Watch our video to learn more: www.gfk-regiograph.com/comparison