

# Comparison of RegioGraph 2021 versions



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) <sup>1</sup>		x	x
Search addresses <sup>1</sup>	x	x	x
Export data (tables, graphics, HTML documents, 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, % of total, % of max., deviation from average, per mil of total, etc.)	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
Use a layout generator for HTML pages, worksheets, printing and bookmarks	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
Prepare maps and data for browser-based Web use			x
<b>Add-on available: RegioGraph TeamConnect</b>			
Share project insights online with colleagues as interactive map (uploading of maps to your secure company server, including 10 viewers with access from various end devices while on the go, granting of access rights for all users)	Add-on	Add-on	Add-on
<b>Sales territory planning</b>			
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 <sup>1</sup>		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
Generate territory reports, compare territories and identify growth opportunities		x	x
<b>Location planning</b>			
Calculate drive-time zones and street distances <sup>1</sup>		x	x
Determine optimal locations in your branch network			x
Calculate distance matrices for location networks <sup>1</sup>			x
Automatically calculate and compare location potential <sup>1</sup>			x
Analyze locations with a Huff model (determine market share zones and catchment areas) <sup>1</sup>			x
<b>Integrated data and maps</b>			
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
<b>Customer support &amp; training courses</b>			
Free customer support hotline & online RegioGraph tutorials	x	x	x
Option to book GfK training courses & coaching sessions	optional	optional	optional

<sup>1</sup> 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](http://www.gfk-regiograph.com/comparison)