

# Comparison of RegioGraph 2020 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 (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 (uploading of maps to your secure company server, multi-user access from various end devices while on the go, granting of access rights for all users, incl. 5 licenses for RegioGraph desktop)		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
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
Analyze the geographic origins of Internet access data (IP geocoding)		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</b>			
Free customer support hotline	x	x	x
Online RegioGraph tutorials	x	x	x

<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)