Reach your goal with fewer clicks

**RegioGraph 2022 –
location optimization and street-level
analyses of potential**

Agenda

1   **RegioGraph tour**

2   **RegioGraph Strategy – applications**

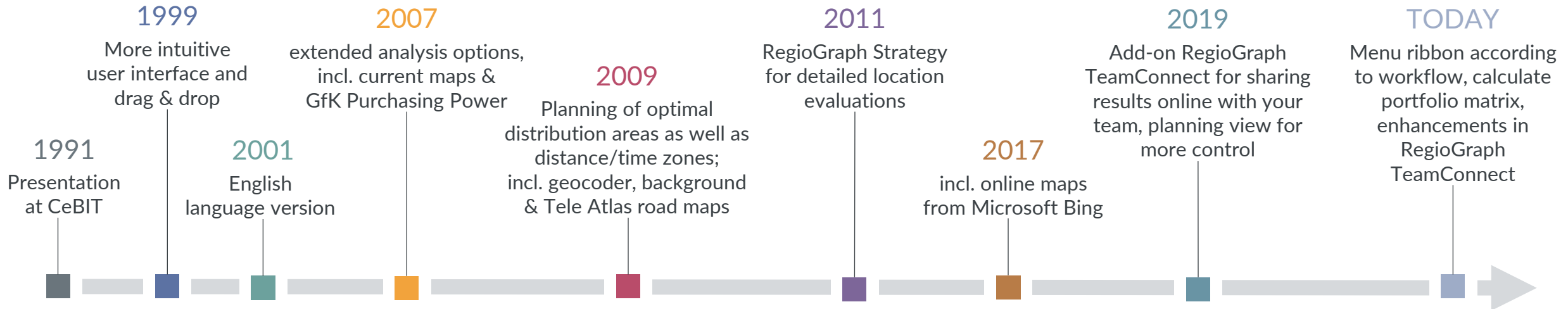**3**   **Integration of data on B2B sector or B2C end consumer potential**

4   **RegioGraph TeamConnect add-on**

RegioGraph tour

The development journey

1991
Presentation at CeBIT

1999
More intuitive user interface and drag & drop

2001
English language version

2007
extended analysis options, incl. current maps & GfK Purchasing Power

2009
Planning of optimal distribution areas as well as distance/time zones; incl. geocoder, background & Tele Atlas road maps

2011
RegioGraph Strategy for detailed location evaluations

2017
incl. online maps from Microsoft Bing

2019
Add-on RegioGraph TeamConnect for sharing results online with your team, planning view for more control

TODAY
Menu ribbon according to workflow, calculate portfolio matrix, enhancements in RegioGraph TeamConnect

- We proudly look back on 30 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.
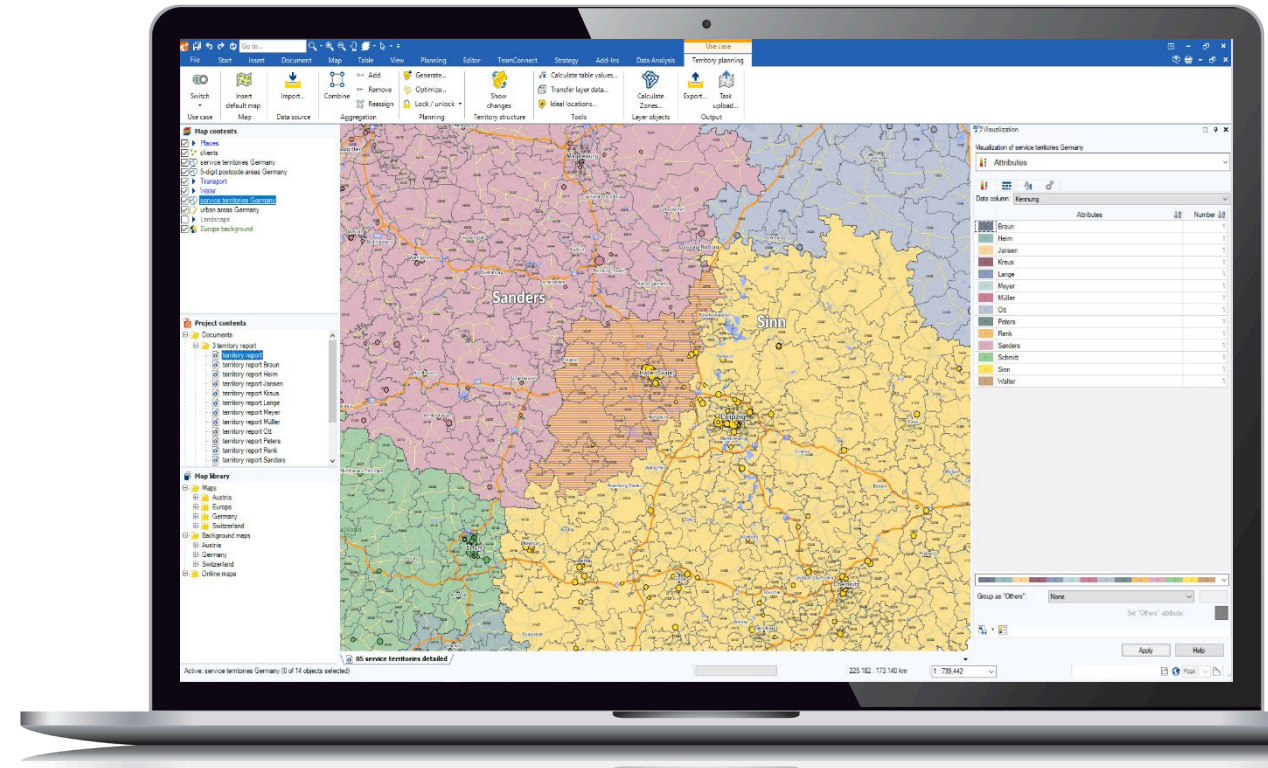
RegioGraph 2021

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 features:

- 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
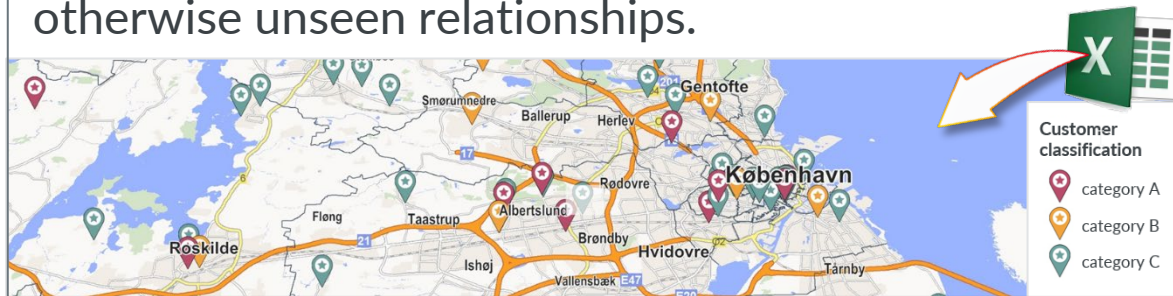

*requires an additional fee
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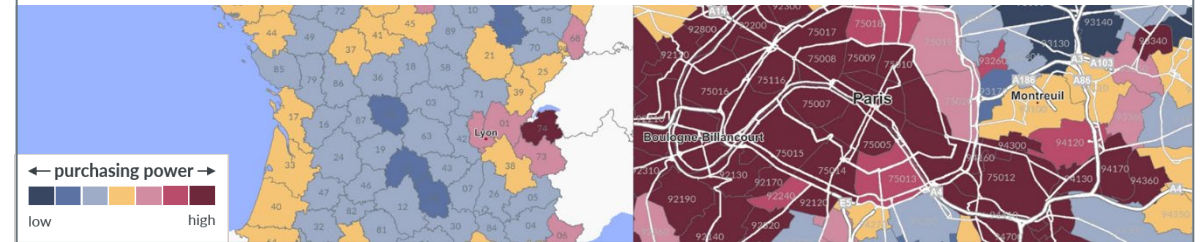
Limitless options
for analysis & optimization

Import your company data

Drag & drop your data onto the map to reveal otherwise unseen relationships.
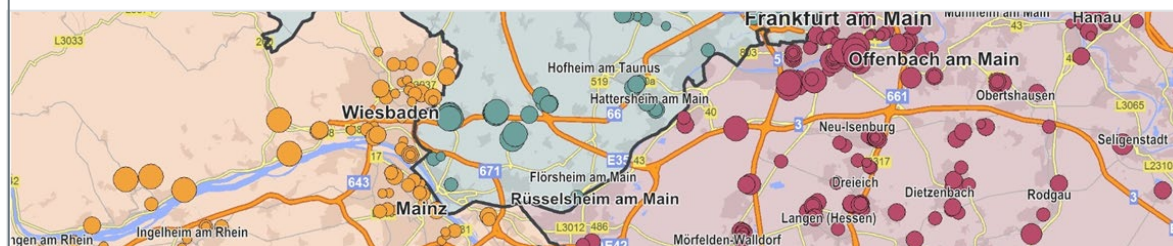
Customer classification
- ★ category A
- ★ category B
- ★ category C

Locate new market potential

RegioGraph includes detailed, up-to-date data on inhabitants, households and GfK purchasing power.

← purchasing power →

low   high

Spot strong and weak regions

Compare your turnover results to the actual market potential. Charts highlight areas in need of attention.

Analyze your branch network

Calculate and evaluate your catchment areas based on driving distance, driving time or competitor factors.

catchment area 1

location 1

location 2

intersection area

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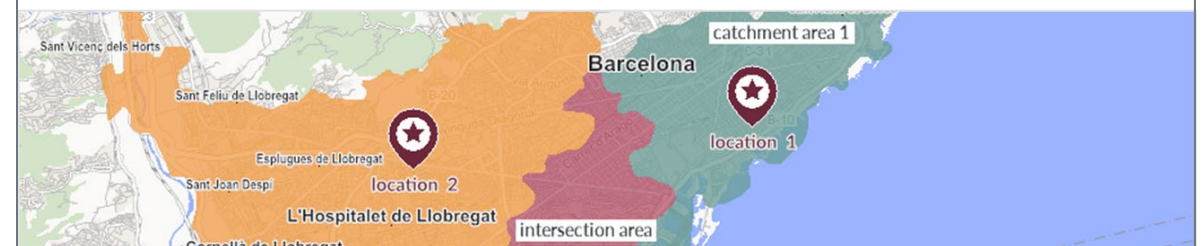
Limitless options
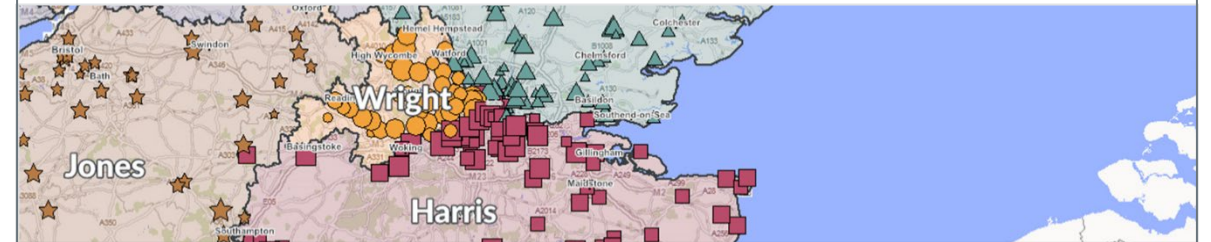# for analysis & optimization

Pinpoint your target groups

Integrate granular GfK data on end consumers or D&B data on business potential to locate your target groups.
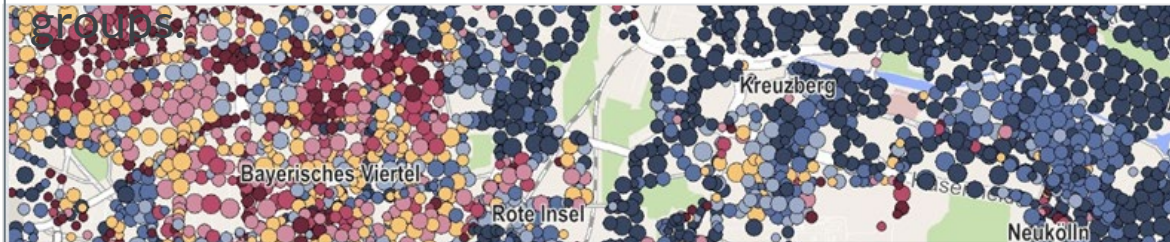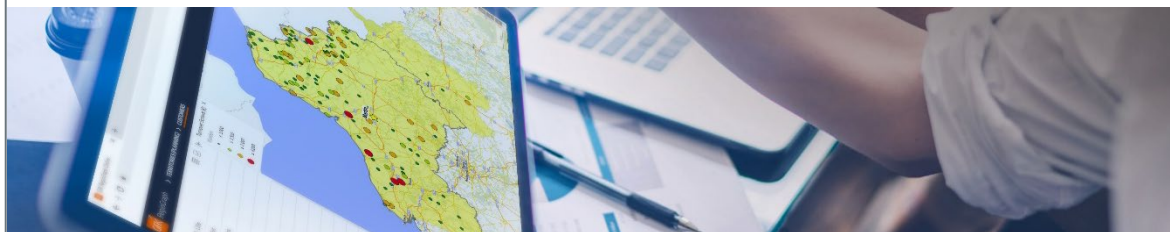

Optimize your sales territories

A simultaneous view of a map, table and chart gives you more control and oversight when planning.
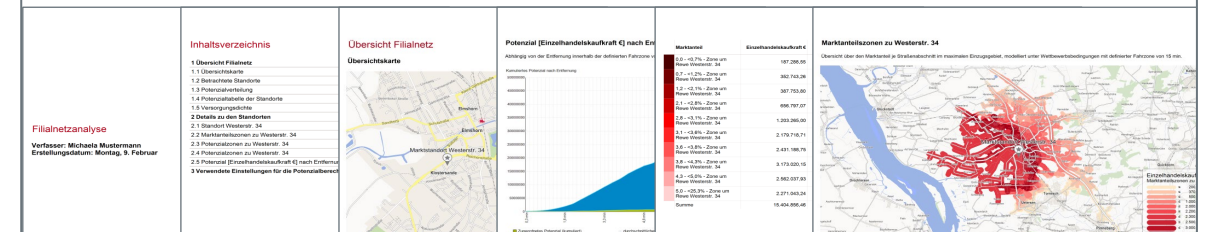

Share results online

Give you team online access to project results for more streamlined communication and decision-making.

Create high-impact reports

Export detailed analyses of your locations or territories as multi-page PDFs for your colleagues.

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Key new features

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 allows you to work according to an 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 select customer points or locations within a perimeter or area faster on a map.

Version 2021 and later:

- **Calculate workload**
  Using the new calculation wizard you can determine the ideal workload of your sales force for customer visits. This provides you with a realistic basis to plan and optimize your targets.

- **Calculate a score (comparison value)**
  RegioGraph calculates a score based on your criteria and weighting. This allows you to compare the performance of your locations or the potential in regions.

- **Set value limits with histogram**
  The newly integrated histogram helps you set the ideal value limits to achieve better informative value sof your analyses.

- **Cut layer**
  You can cut all layers of a project to the selected area, such as a state or your individual sales territory.

- **Add-on RegioGraph TeamConnect**
  Communicate with your team via the new notifications function to exchange information directly online, referring to a map section. Search, filter and sort functions have been added to the overall table.

RegioGraph Strategy applications

Applications

Location planning tool
for finding optimal locations for expansion

Gravity model
for analyzing locations based on potential and competitor factors

Calculation of distance matrices
for determining distances to support logistics

Tools for analyzing micro-data
*(integration of address-level data on potential is possible)*

RegioGraph TeamConnect add-on for sharing project results online
(available for an additional charge)

Location planning tool

for finding optimal locations for expansion

RegioGraph Planning finds the optimal location for each territory, while RegioGraph Strategy finds the best-possible location (e.g., warehouse) anywhere in the market coverage of a given country.

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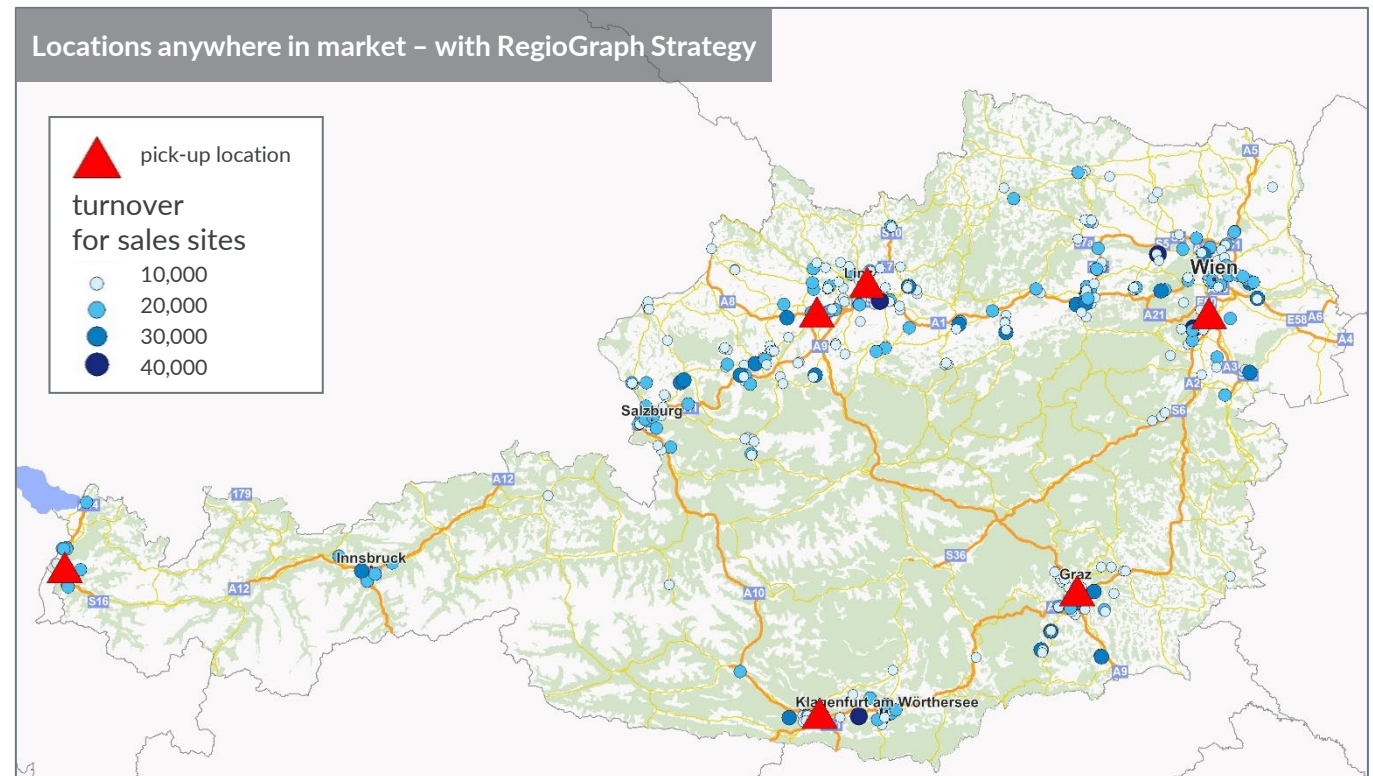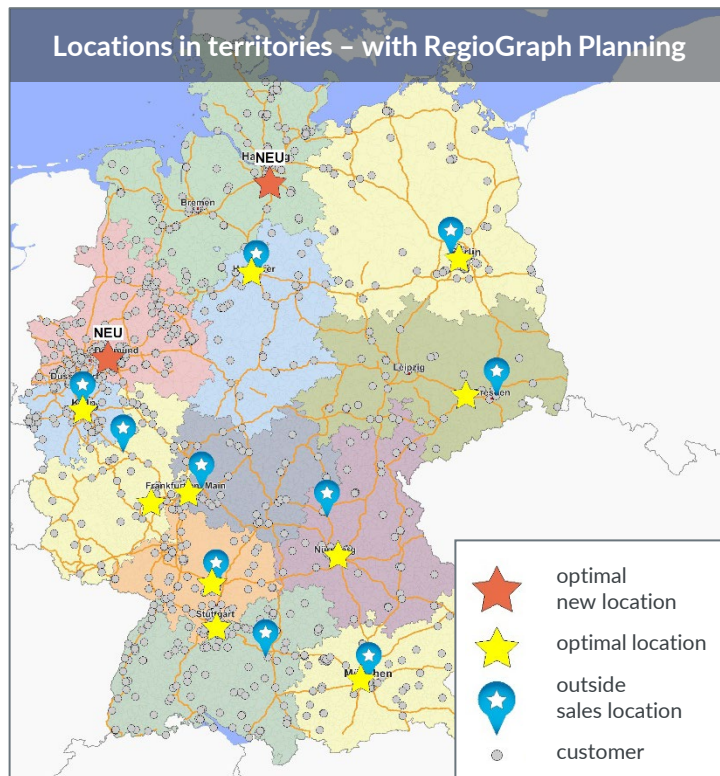
Location planning tool

Applications

After you specify the number of locations, RegioGraph Strategy calculates the optimal distribution of these new locations and recommends candidates for closure.

How you benefit:

✓ Concentrate your expansion efforts on the most promising regions.

✓ Achieve a location presence with the minimally necessary resources.

✓ Use these insights to guide your strategy for entering foreign markets.

Plan Locations

Base layer:	5-digit postcode areas Germany
Location candidates:	All base layer objects
Existing locations:	Distribution Center
Optimization method:	Maximum coverage using minimal drive-time
	Optimization criterion: Turnover
Number of additional locations	3
Location range:	45 mins.
Name of location layer:	New Distribution Center
Use infrastructure:	☑

Calculate   Close

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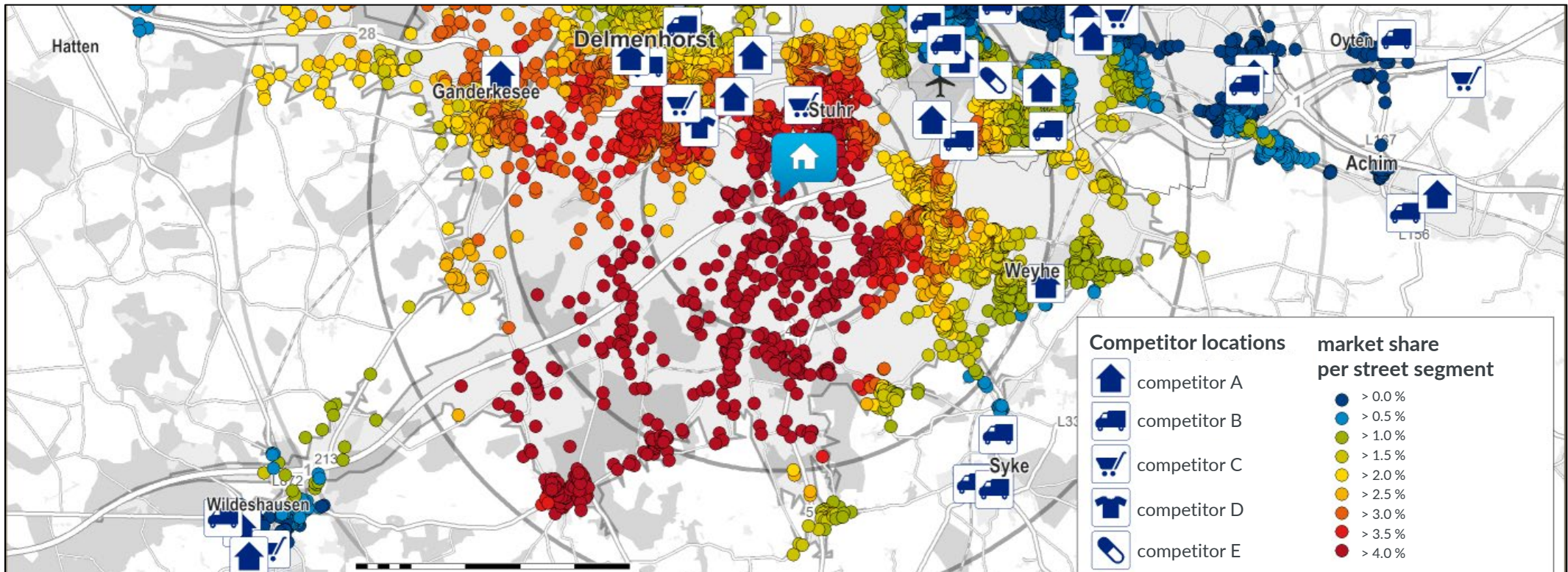
Gravity model

for analyzing locations based on potential and competitor factors

Assess competitor influences and evaluate what-if scenarios on a map.

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Gravity model

Applications

Analyze what-if scenarios to optimize your retail network.

Site openings:

✓ What is the potential associated with our new site?

✓ How much market potential can we poach from the competition at this location?

✓ Does the opening of our new site affect the potential of our other locations?

Site closures:

✓ How much more potential can our surrounding locations tap after the closure of a certain site?

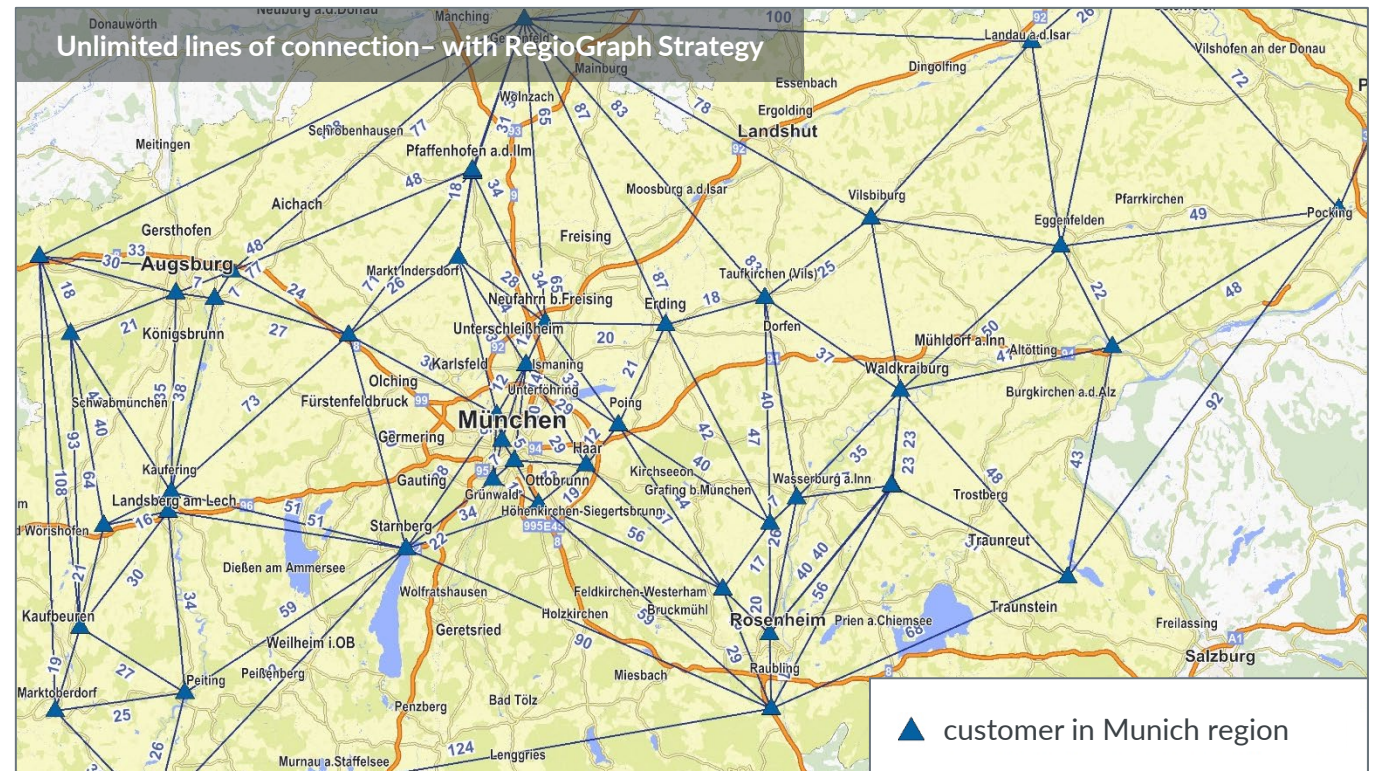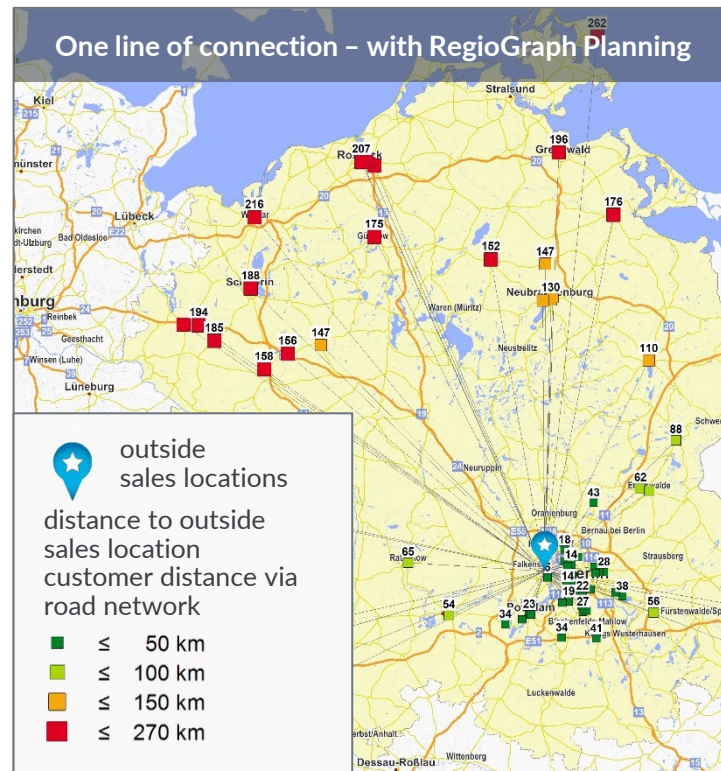✓ How much potential will be poached by competitors instead of being redirected to our other sites?

Calculation of distance matrices

Determining distances to support logistics

RegioGraph Planning lets you calculate the distance between customers to <u>one</u> location, while RegioGraph Strategy lets you calculate the distance between <u>all</u> locations in a network

One line of connection – with RegioGraph Planning

outside sales locations

distance to outside sales location customer distance via road network

- ≤ 50 km
- ≤ 100 km
- ≤ 150 km
- ≤ 270 km

Unlimited lines of connection– with RegioGraph Strategy

▲ customer in Munich region

© GfK | www.gfk-regiograph.com | Maps created with RegioGraph

Calculation of distance matrices

Applications

Use the distance table to analyze distances between locations in your supply regions. The driving times are shown both on the map and in a table.

How you benefit:

✓ Determine optimal delivery routes.

✓ Deploy your service staff for maximum impact.

✓ Plan optimal locations that take into account driving times.

	A	B	C	D	E	F	G	H	I
1	Einheit: h:min	912	910	908	854	838	818	793	787	732
2	102	00:16	00:53	01:10	01:41	02:11	01:24	00:16	02:00	01:0
3	104	01:31	00:54	00:45	01:30	01:20	01:14	01:30	01:08	01:4
4	143	00:56	00:18	00:17	01:09	01:40	00:52	00:56	01:29	01:1
5	158	00:29	01:06	01:22	01:53	02:23	01:37	00:29	02:12	01:2
6	161	00:46	00:08	00:28	01:01	01:32	00:44	00:45	01:21	00:5
7	186	01:02	01:14	01:24	01:41	02:25	01:25	00:57	02:14	00:3
8	19	00:49	00:08	00:19	01:06	01:38	00:50	00:48	01:27	01:0
9	190	01:54	01:17	01:06	01:58	02:01	01:41	01:53	01:47	02:0
10	204	01:54	01:17	01:06	01:58	02:00	01:41	01:53	01:46	02:0
11	224	00:57	00:23	00:29	00:48	01:17	00:31	00:56	01:06	01:0
12	235	00:52	00:22	00:27	00:54	01:25	00:38	00:51	01:13	01:0
13	238	00:43	01:20	01:36	02:07	02:38	01:51	00:43	02:26	01:3
14	246	01:18	00:43	00:34	01:11	01:17	00:55	01:17	01:06	01:2
15	271	01:49	01:12	01:04	01:53	01:16	01:36	01:48	01:03	01:5
16	286	01:33	00:56	00:45	01:37	02:03	01:20	01:32	01:50	01:4
17	290	00:46	00:49	00:59	01:15	02:00	00:59	00:41	01:49	00:2
18	318	02:10	01:33	01:27	02:22	02:07	02:06	02:10	01:54	02:2
19	327	01:47	01:15	01:07	01:20	01:05	01:24	01:46	00:54	01:5
20	367	00:43	00:55	01:05	01:22	02:06	01:07	00:38	01:55	00:2
21	381	01:37	01:00	00:52	01:41	01:39	01:24	01:36	01:25	01:4
22	384	01:35	00:58	00:41	01:39	02:07	01:22	01:34	01:56	01:4
23	399	00:43	00:23	00:39	01:22	01:54	01:05	00:42	01:43	01:1
24	437	01:29	00:52	00:46	01:41	02:13	01:25	01:28	02:02	01:4
25	476	01:37	00:59	00:54	01:49	02:20	01:32	01:36	02:09	01:5
26	496	00:46	00:12	00:28	01:12	01:43	00:55	00:45	01:32	01:0
27	550	02:41	02:04	01:55	02:10	00:52	02:22	02:40	01:06	02:5
28	554	00:37	01:15	01:31	02:03	02:33	01:46	00:38	02:22	01:2
29	56	01:15	00:44	00:49	00:39	01:39	00:02	01:14	01:28	01:1

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Integration of B2B data

Tools for analyzing micro-data

Filter and evaluate integrated D&B data on business potential according to specific criteria and regions.

- For example, you can filter by:

  - industry (e.g., mechanical engineering)
  - no. of employees (e.g., at least 50 employees)

- Analyze your selection directly on a map at different regional levels, such as postcodes or your own sales territories.

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Tools for analyzing micro-data

Evaluate your catchment area

RegioGraph calculates drive-time zones around existing retailer locations and automatically aggregates data on customers and potential by zone.

Combine data from the analysis with other assessments, such as a drive-time analysis. This lets you answer questions such as:

- Which engineering companies can be reached by an outside sales staff member within 45 minutes?

- Which companies are located outside of the region?

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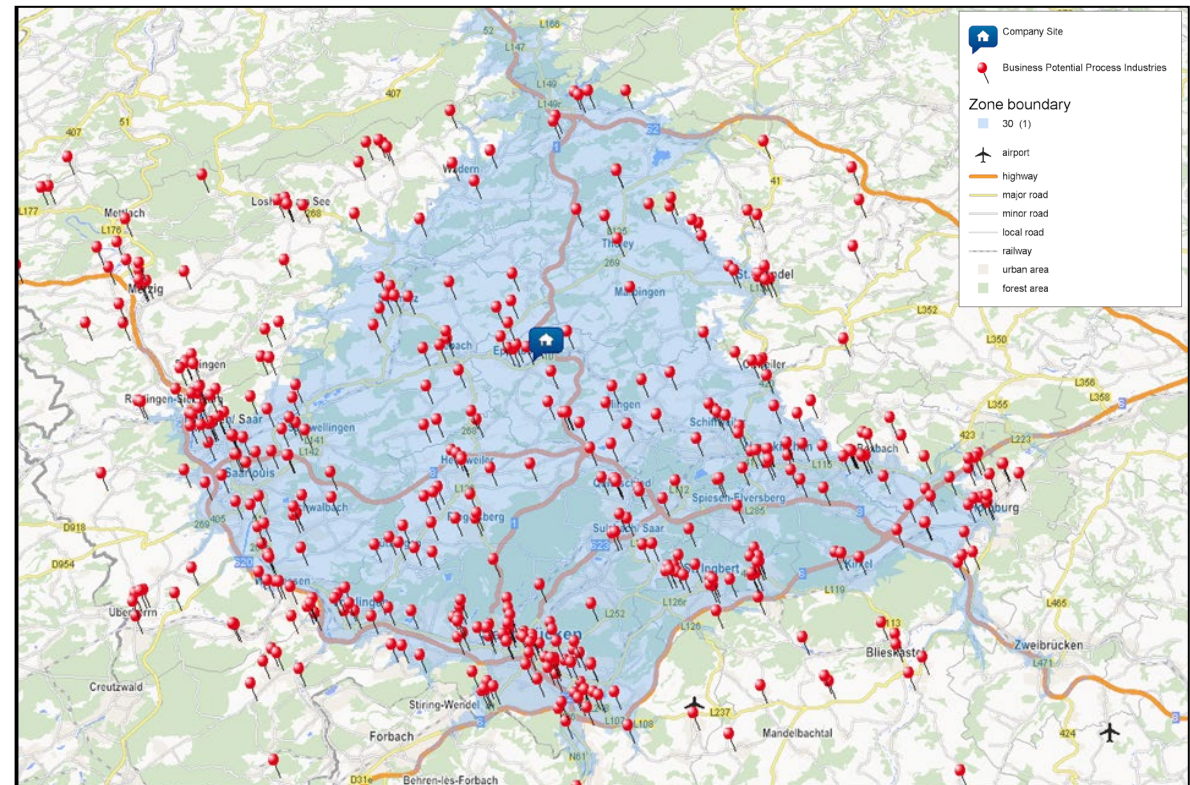
Key features

RegioGraph Strategy – B2B

Detailed postcode and administrative maps for Germany, Austria and Switzerland, or a European country of choice

Street maps from TomTom for map illustrations and routing

Anonymized address data on business potential, with breakdown (source: D&B; number of addresses depends on the chosen country):

- D&B ID
- company location (street, postcode, place)
- sector
- SIC main code and description
- NACE main code and description
- employees and no. of employees (classification)
- turnover in € and turnover classification in €
- contact person available? (yes/no)
- location profile (independent company, parent company, subsidiary, branch/site)

Integration of data
on B2C end consumer potential

Tools for analyzing micro-data

Filter and evaluate integrated B2C data on end consumer potential according to specific criteria and regions.

The first page of a data analysis report offers an overview map of the query area (green) and query objects (red circles).

The second section of the data analysis report provides a statistical summary of all data.

RegioGraph distinguishes between

- absolute values
  (e.g., number of inhabitants), and
- relative values
  (e.g., purchasing power per inhabitant)

> If desired, you can include numerous additional indicators in the statistical evaluation.

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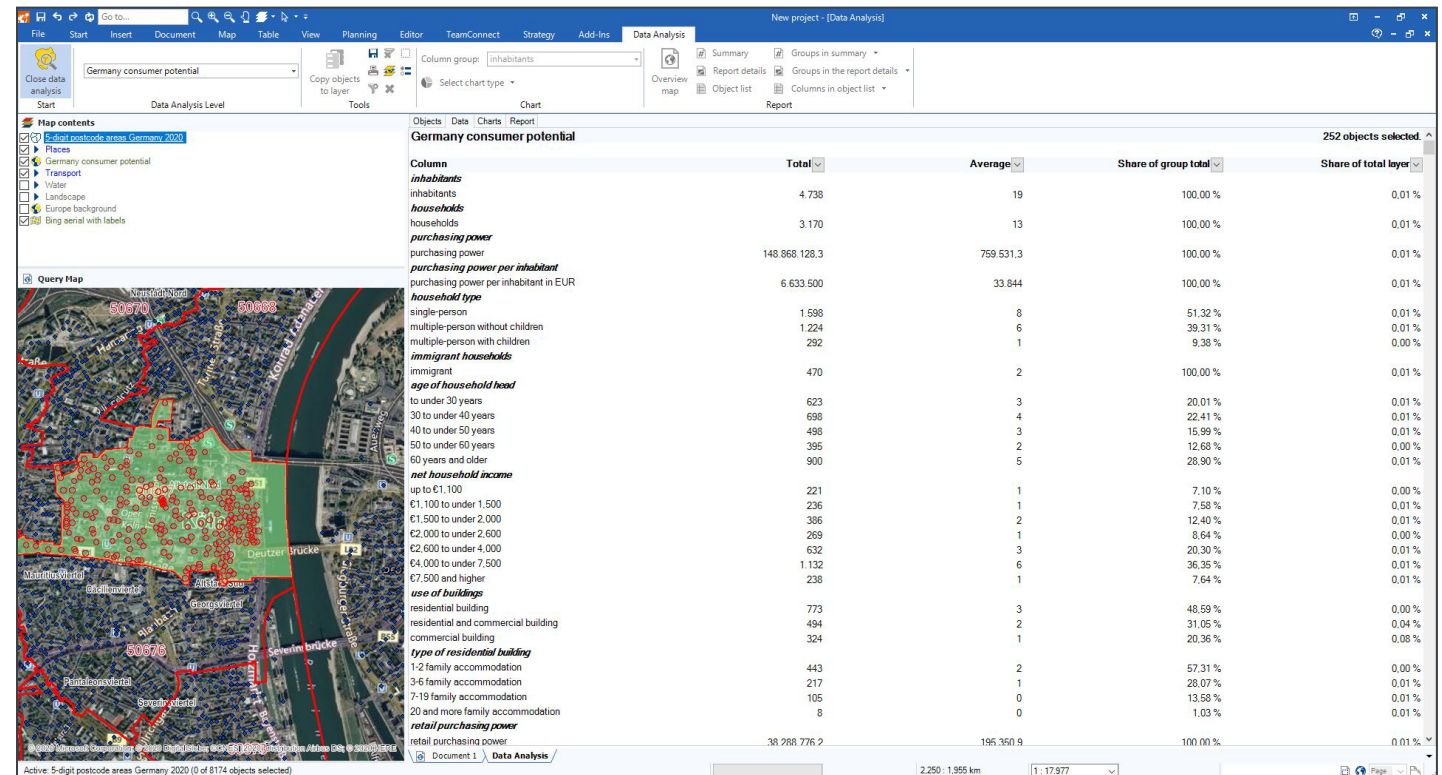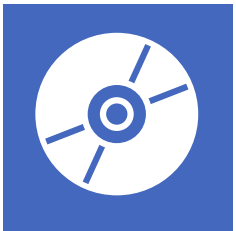
Key features

RegioGraph Strategy – B2C

Detailed postcode and administrative maps
for the country of your choice

TomTom street maps for visualizations and routing (if available)

Data at the level of muncipalities and postcodes for **Germany, Austria and Switerzland** (and at the street-segment level for **Germany**):

- inhabitants
- households
- GfK Purchasing Power

RegioGraph TeamConnect

Collaborate more effectively

Share results as interactive map using the TeamConnect add-on

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

Use the 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.
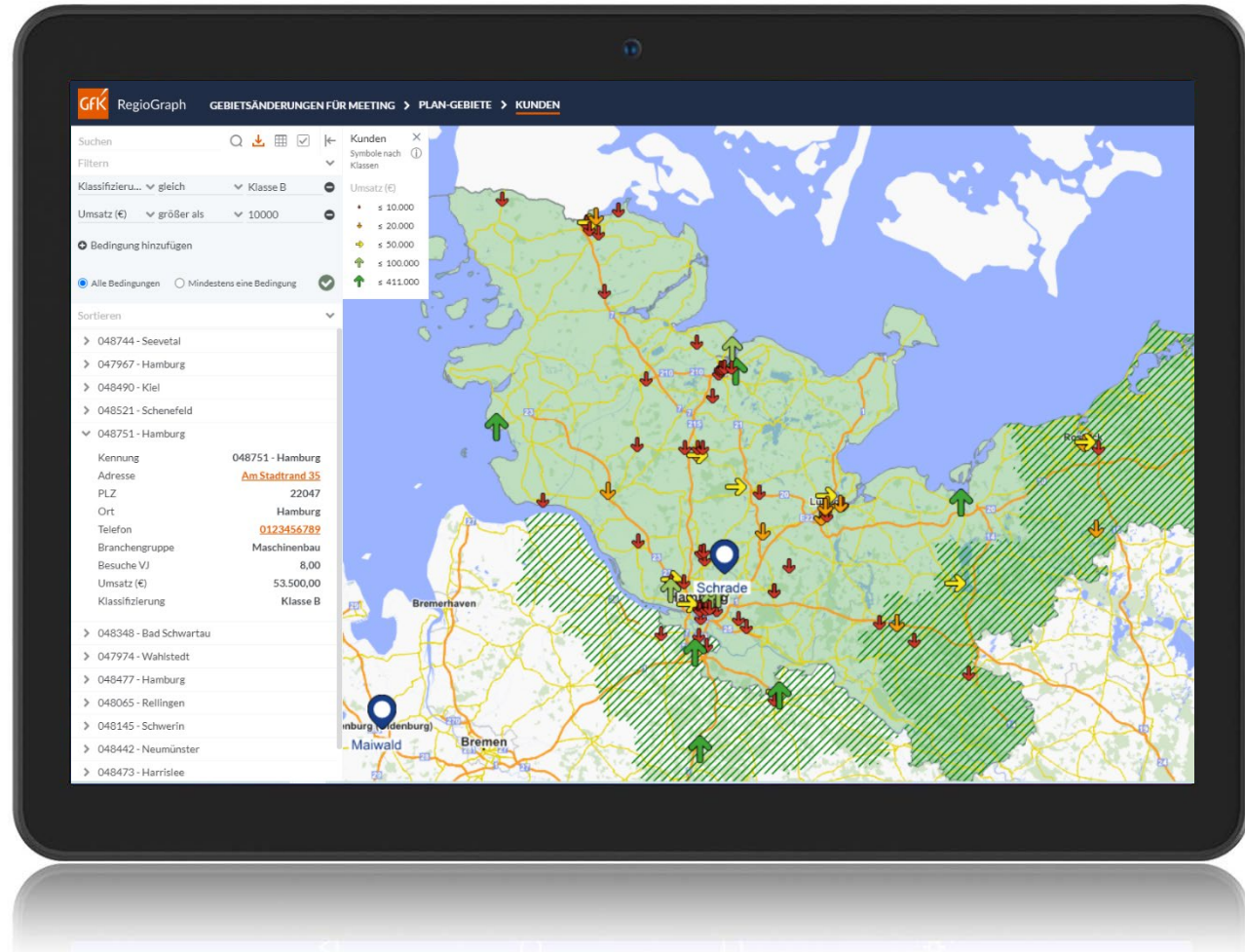
Select the software version that's right for you

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

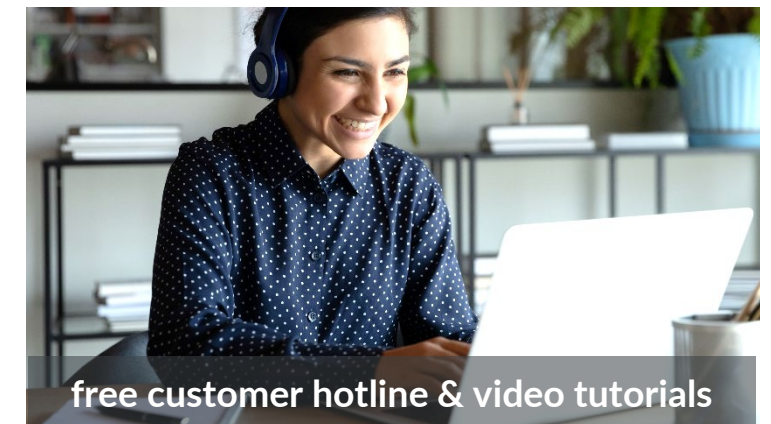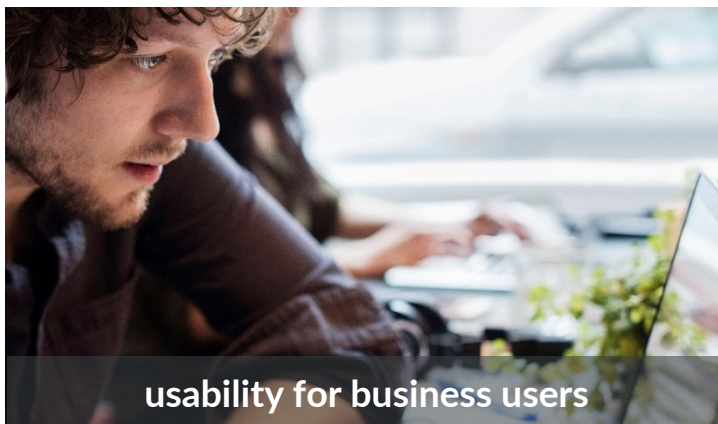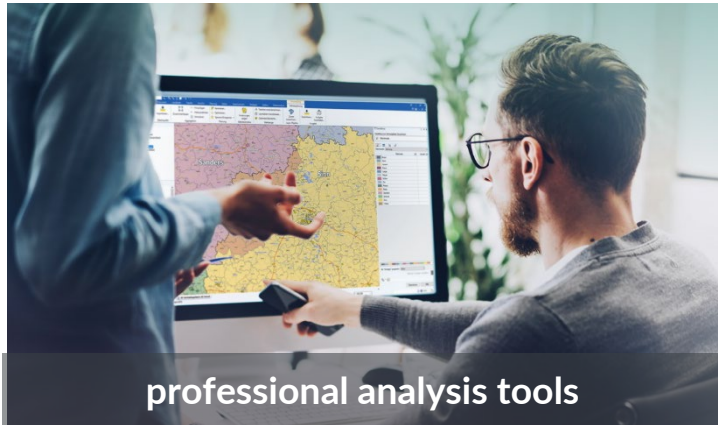| RegioGraph Analysis	RegioGraph Planning	RegioGraph Strategy	Add-on RegioGraph TeamConnect
offers the fundamental tools necessary for analyzing your customers, turnover and potential.	includes intelligent tools for sales territory planning and optimization as well as street-level customer analyses.	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**
▪ easy data import by postal codes (geocoding) ▪ updating of data ▪ diverse market analyses (e.g., ABC, customer density, portfolio, charts, score, index etc.) and customizable formatting ▪ NEW: calculation of portfolio matrix ▪ results exportable as a PDF, MS Excel file, image, etc.	▪ easy data import by address (geocoding) ▪ professional sales territory optimization tools ▪ planning view with dashboard interface, ▪ including map, charts and a table ▪ NEW: menu ribbon according to workflow ▪ calculation of workload ▪ calculation of catchment areas ▪ detailed reporting	▪ 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 ▪ *optional integration of detailed data on end consumers and business potential possible*	▪ easy uploading 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 the 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: selection using a circle, rectangle, or polygon on a map as well as distance measuring ▪ comments with location reference
from €940 per year*	**from €2,640 per year***	**from €4,500 per year***	**from €2,640 per year***

with data from
dun & bradstreet
WORLDWIDE NETWORK

with maps from
Maps by
TOMTOM

All prices exclude VAT. GfK GeoMarketing's 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%.

How RegioGraph adds value

professional analysis tools

actual, integrated GfK maps and data

share results online & communicate

usability for business users

quick start thanks to GfK training courses

free customer hotline & video tutorials

30 years of RegioGraph, more than 40,000 users

We say "Thank you!" for your loyalty

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

We work with market leading companies

Questions?

Contact us at any time.

Your Geomarketing team

📞 +49 7251 9295 200

✉ geomarketing@gfk.com

🌐 www.gfk-regiograph.com

More about our solutions:

PRODUCT CATALOG

WEBSHOP