REGIOGRAPH 2015

Know "where"

GfK GeoMarketing
November 16, 2015

Award-winning geomarketing software

REGIOGRAPH

Display company data on maps

Use optimized map layout for presentations

Spot complex **regional trends and relationships**

Import data from all standard formats at the level of street segments

Visualize data and maps **on any devices**
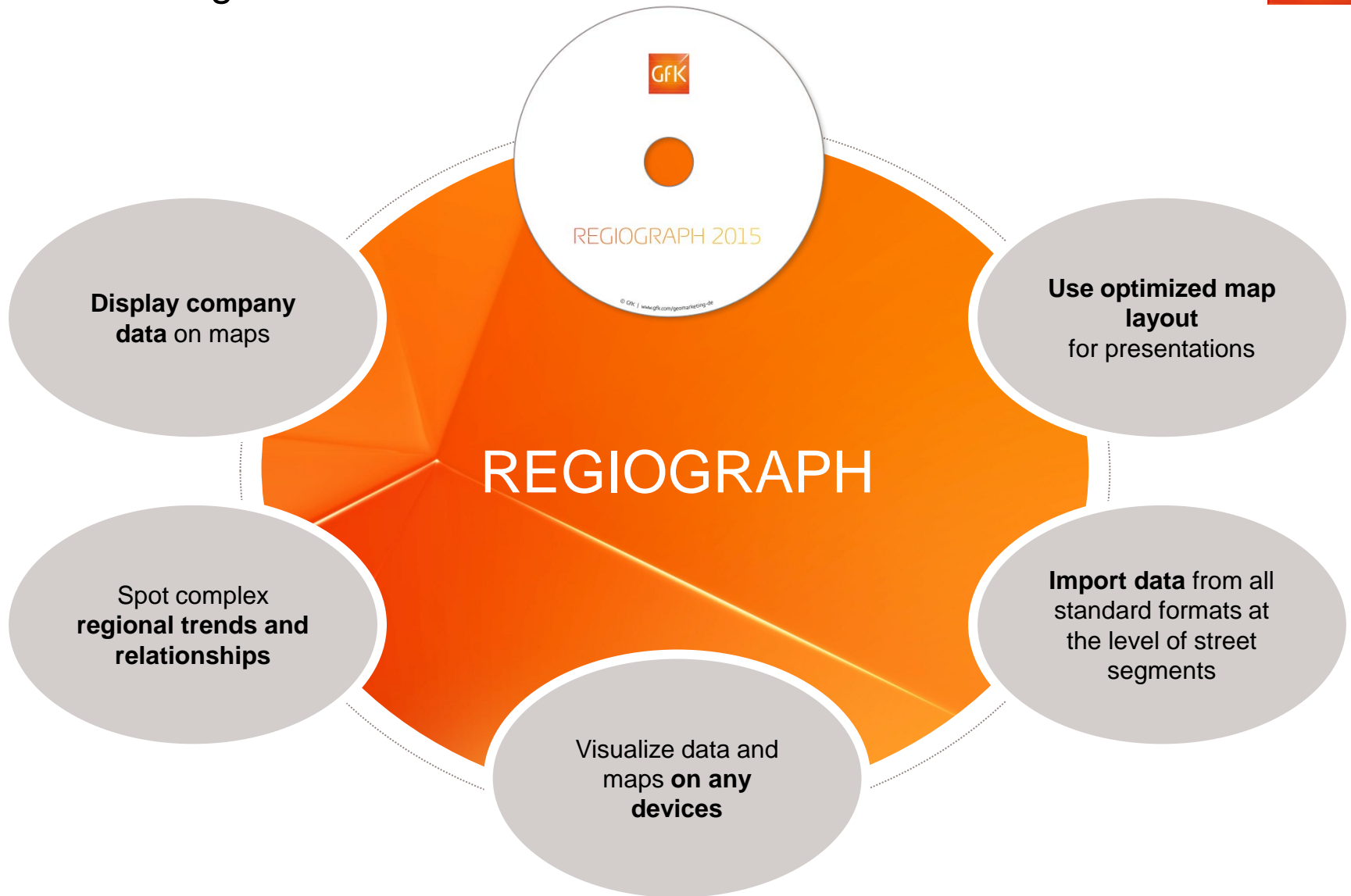
Import your company data into maps

Drag and drop your data into a map. Quickly differentiate your customers according to generated turnover, assigned sales force representative or regional affiliation.

Customer location status
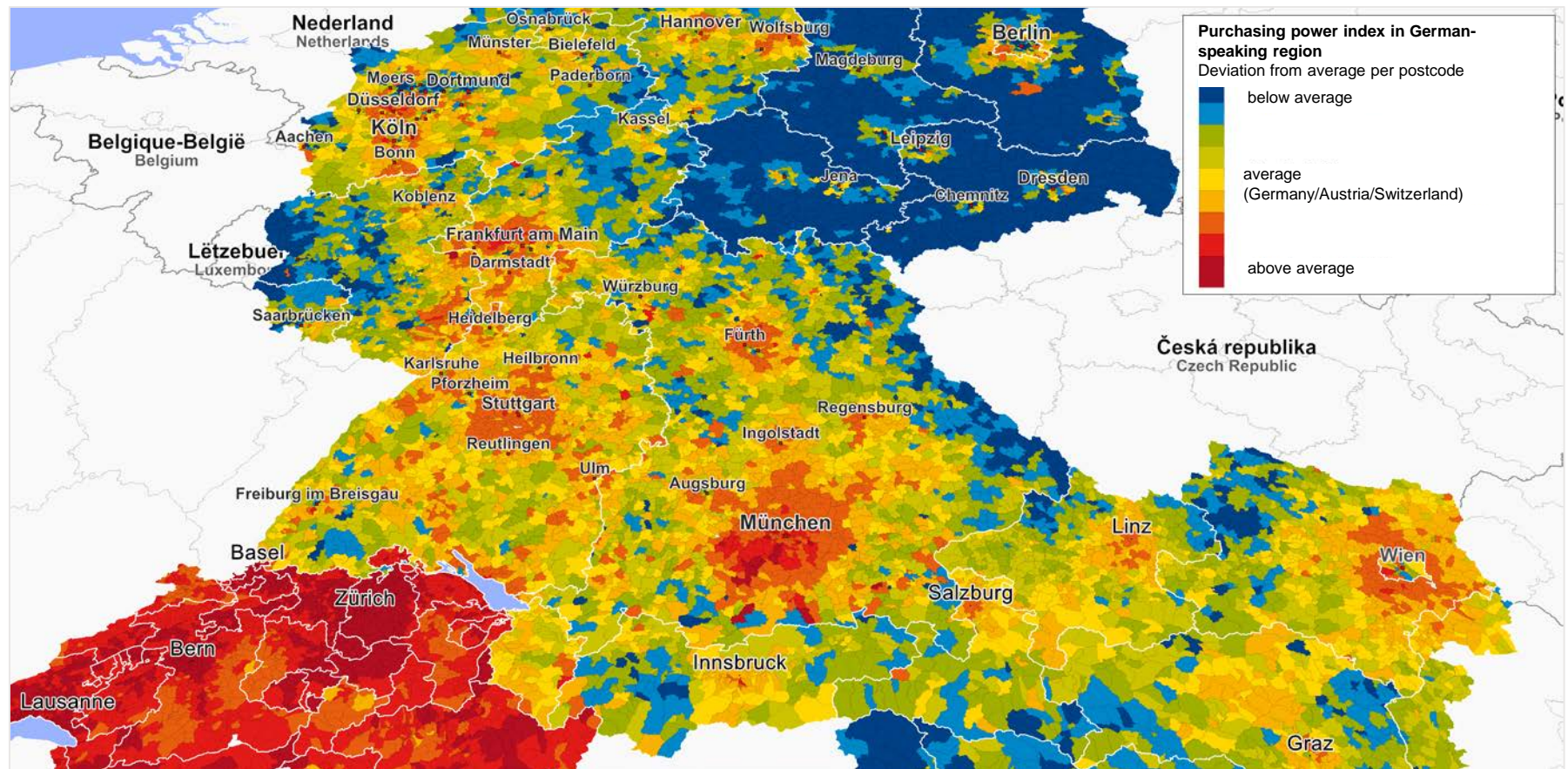
⭐ key account
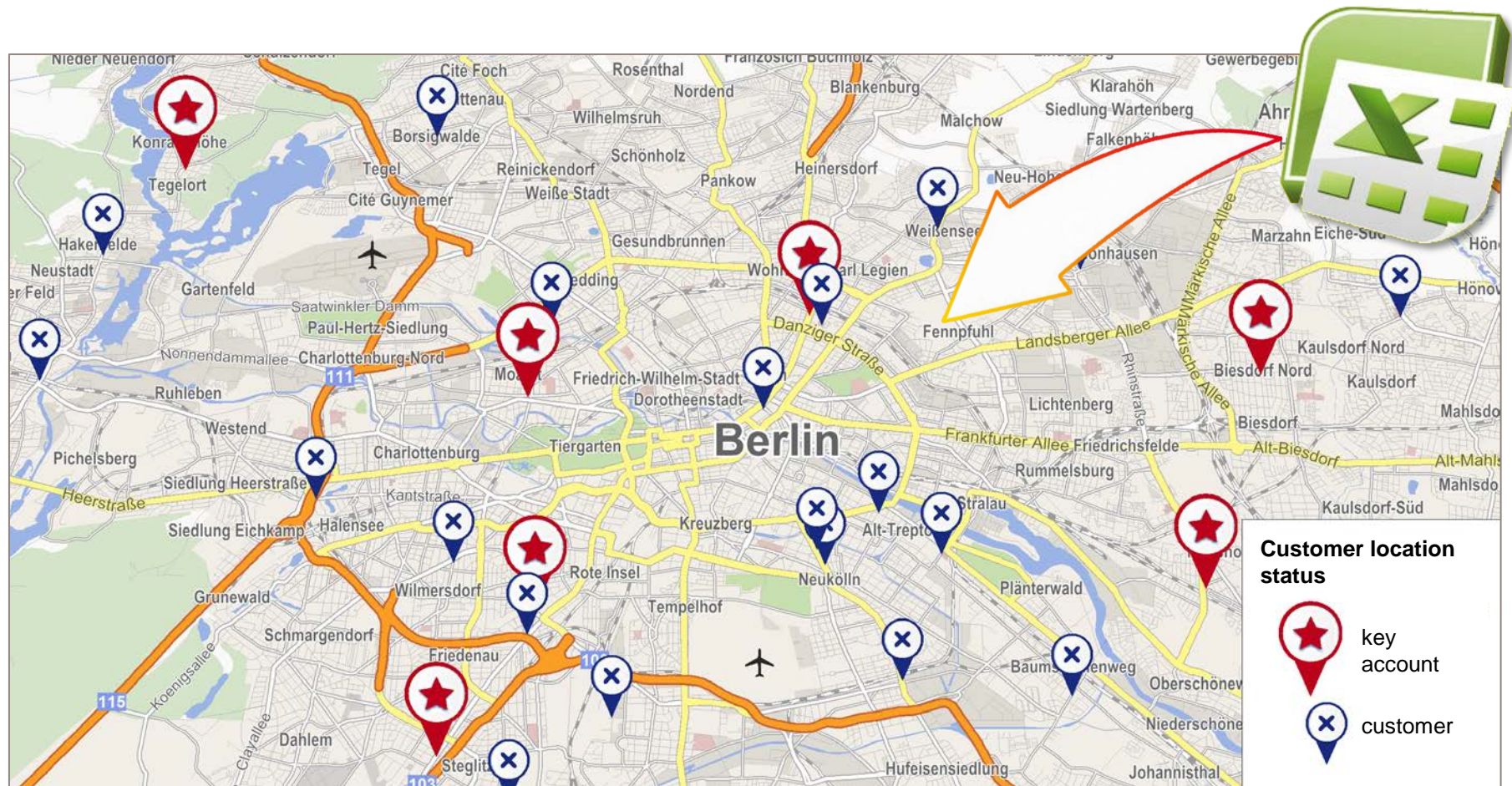
❌ customer

Analyze the IP footprint of your online customers

Use the new IP geocoder to analyze your website traffic from around the world.
Import your data into maps at the street level. This feature is available for all of Europe*
and many other regions.

legend:
- ⭐ domain location
- ○── origin of access
- ▮▮▮ country

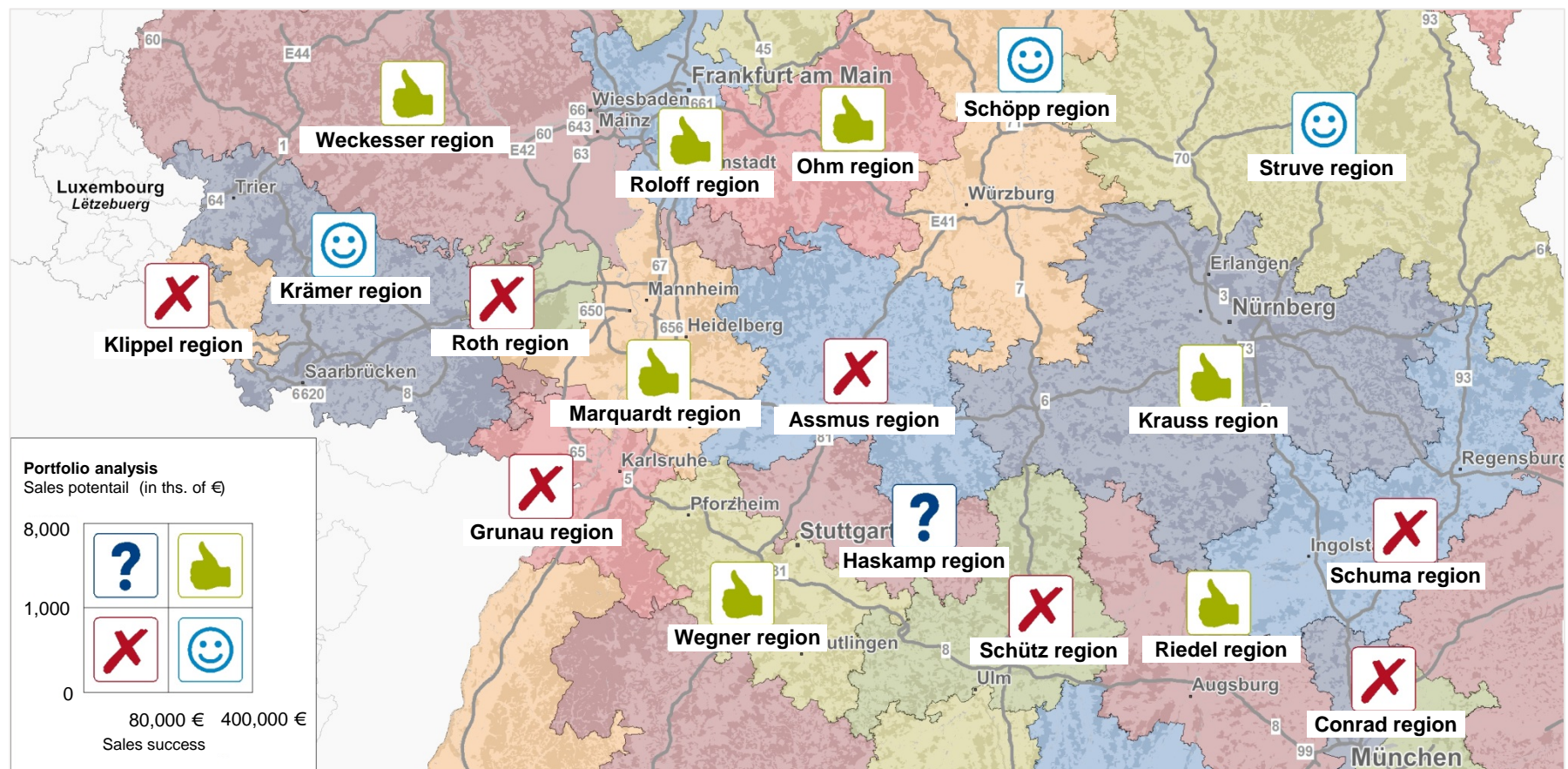*Excludes Albania, Belarus, Bosnia Herzegovina, Macedonia and Moldova

Pinpoint new turnover potential

RegioGraph includes detailed data on potential for inhabitants, households and purchasing power. Use this data to locate new sales opportunities and turnover potential.

Purchasing power index in German-speaking region
Deviation from average per postcode

- below average
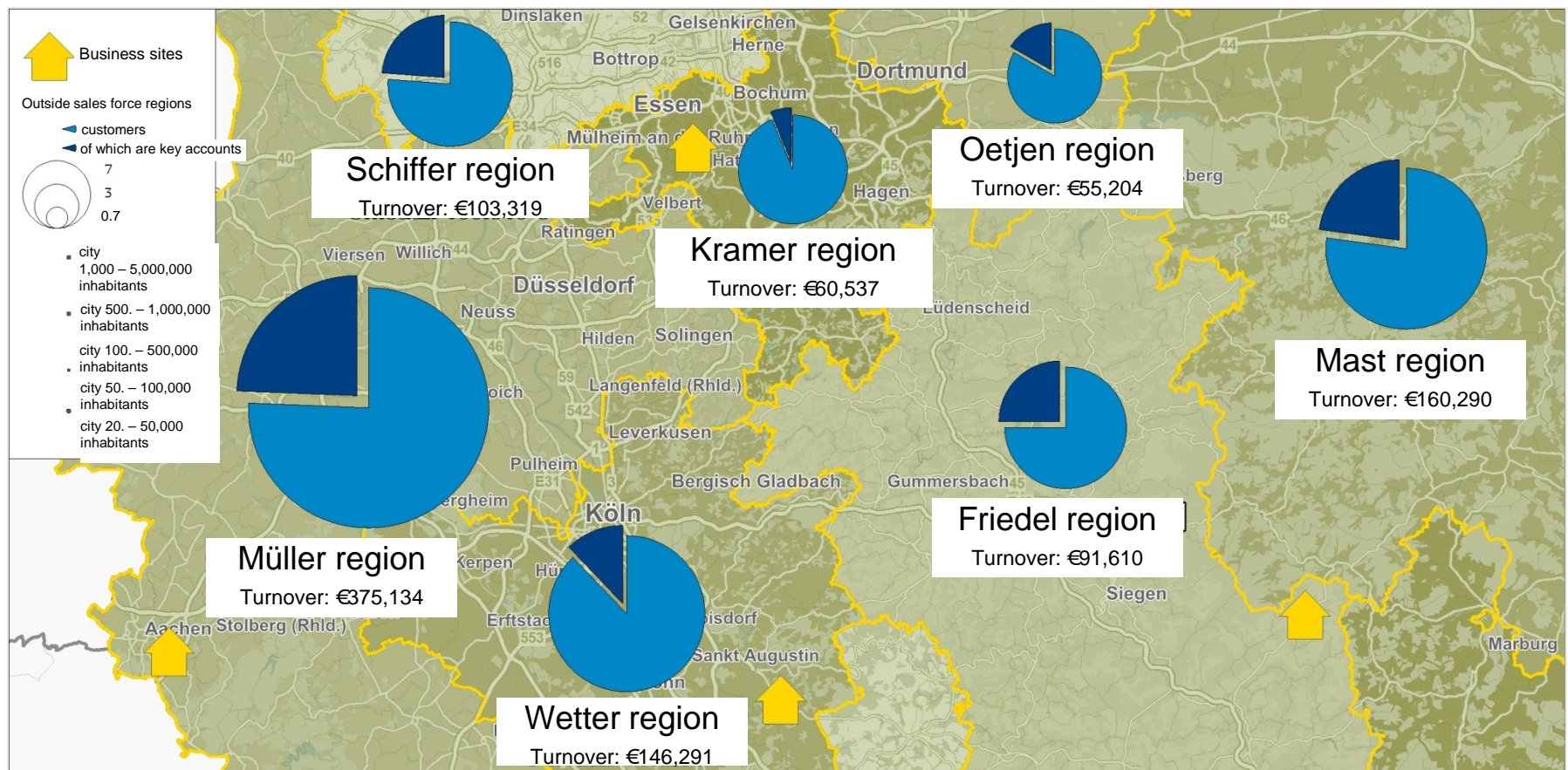- average (Germany/Austria/Switzerland)
- above average

Identify your strong and weak regions

Compare your turnover with the available market potential. RegioGraph's portfolio analysis indicates the correct action for each of your active regions.

Portfolio analysis
Sales potentail (in ths. of €)

8,000

1,000

0

80,000 €   400,000 €
Sales success

Weckesser region
Schöpp region
Struve region
Ohm region
Roloff region
Krämer region
Klippel region
Roth region
Marquardt region
Assmus region
Krauss region
Grunau region
Haskamp region
Schuma region
Wegner region
Schütz region
Riedel region
Conrad region

Analyze the existing state of your sales territories

RegioGraph displays your sales territories and automatically aggregates turnover and customer data for each region. Charts offer added insights into your regional performance.

Legend:
- Business sites
- Outside sales force regions
  - customers
  - of which are key accounts
    - 7
    - 3
    - 0.7
- city 1,000 – 5,000,000 inhabitants
- city 500. – 1,000,000 inhabitants
- city 100. – 500,000 inhabitants
- city 50. – 100,000 inhabitants
- city 20. – 50,000 inhabitants

Schiffer region
Turnover: €103,319

Kramer region
Turnover: €60,537

Oetjen region
Turnover: €55,204

Mast region
Turnover: €160,290

Müller region
Turnover: €375,134

Friedel region
Turnover: €91,610

Wetter region
Turnover: €146,291

Plan and optimize your sales territories

RegioGraph plans, optimizes, apportions, expands and evaluates your sales territories. Create or optimize territories according to your chosen criteria, such as workload and accessibility.
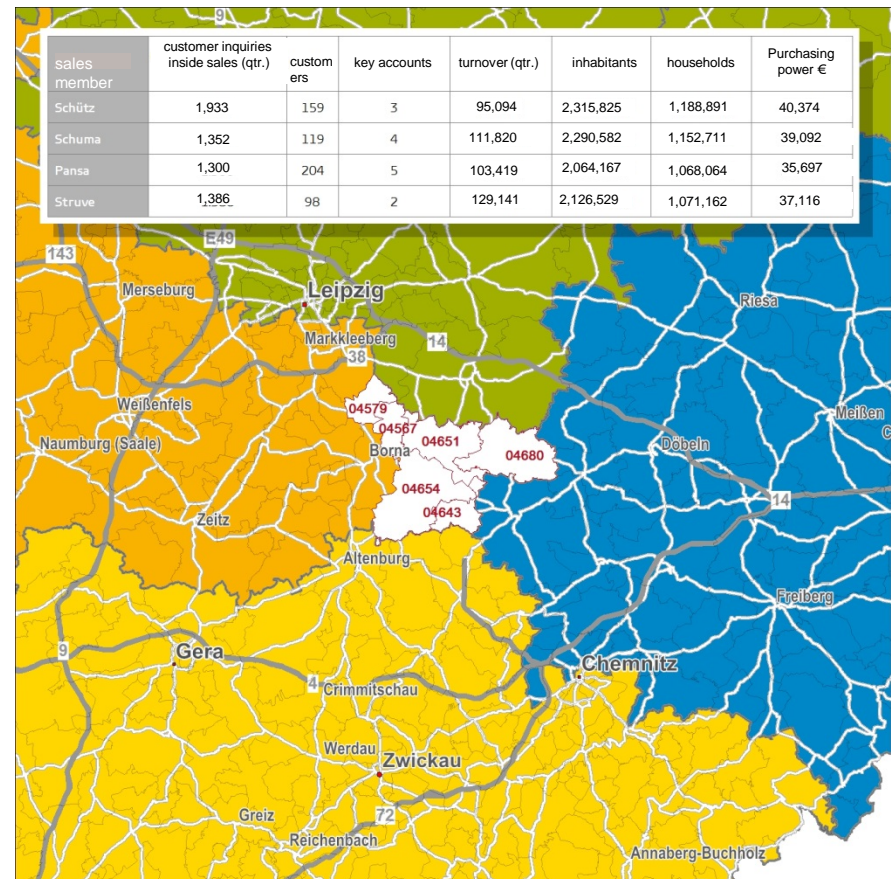
Generate new territories:

- according to number of customers
- according to accessibility
- according to potential, etc.

Optimize territories:

- Split and merge territories according to your criteria
- Optimize territories according to accessibility, sales potential, etc.

Restructure territories:

When restructuring territories, RegioGraph automatically adjusts customer assignments and aggregated turnover values.

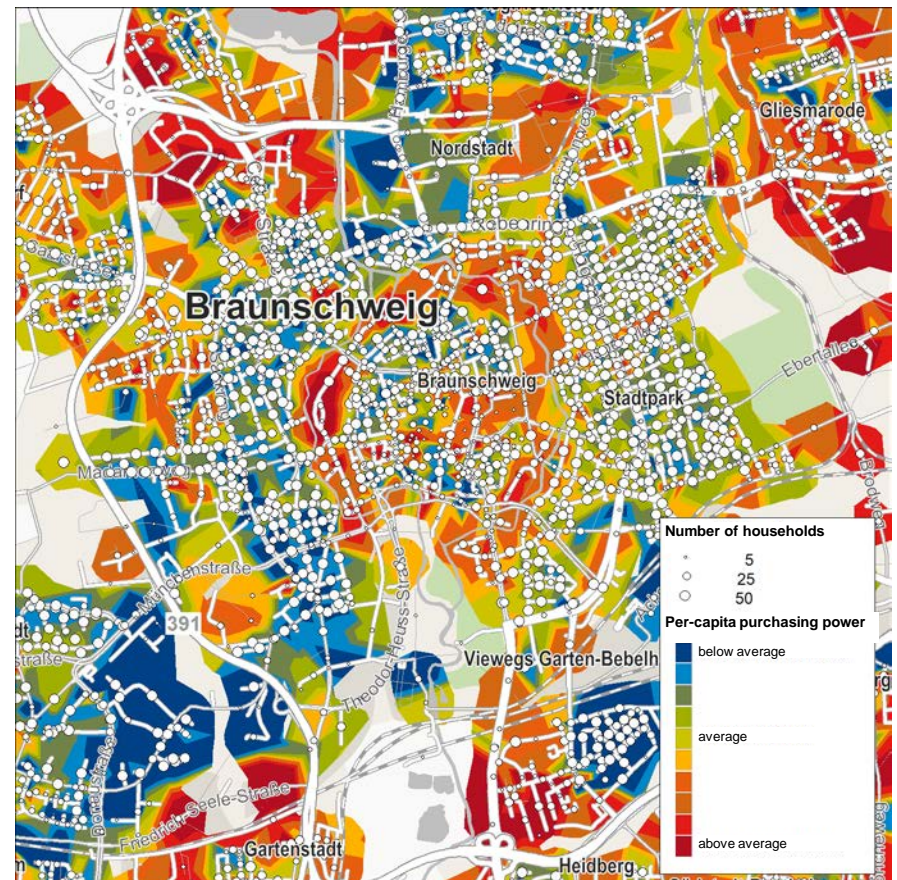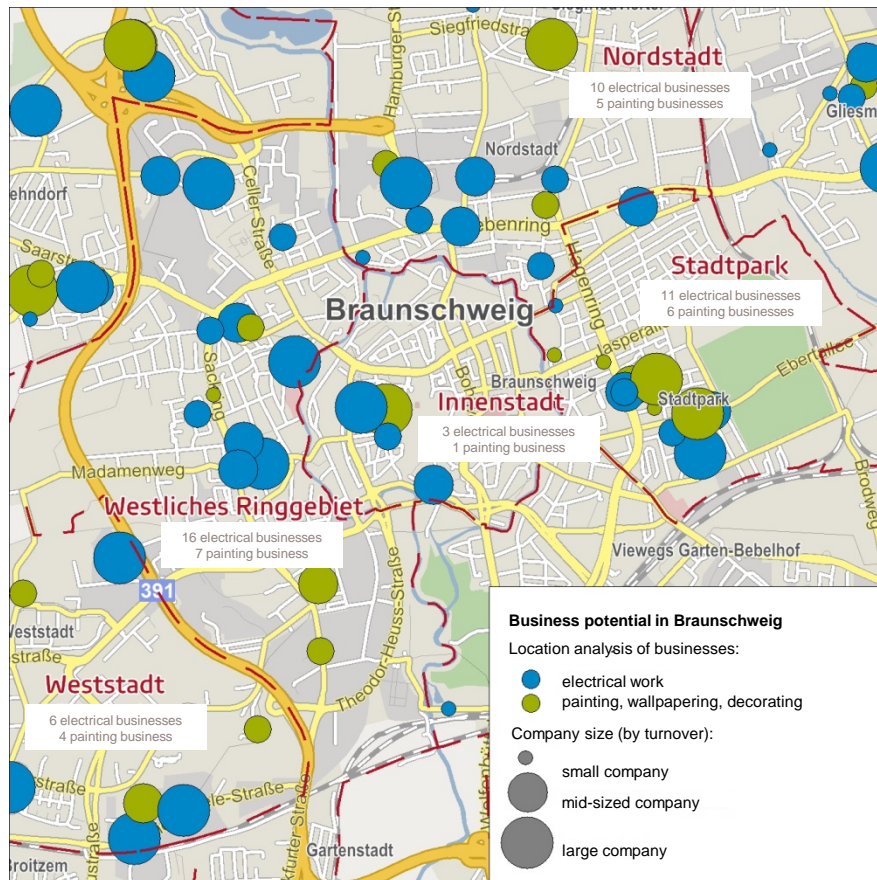| sales member	customer inquiries inside sales (qtr.)	customers	key accounts	turnover (qtr.)	inhabitants	households	Purchasing power €
Schütz	1,933	159	3	95,094	2,315,825	1,188,891	40,374
Schuma	1,352	119	4	111,820	2,290,582	1,152,711	39,092
Pansa	1,300	204	5	103,419	2,064,167	1,068,064	35,697
Struve	1,386	98	2	129,141	2,126,529	1,071,162	37,116

Take your maps on the go with Web Viewer

RegioGraph Strategy allows you to view, navigate and search maps and data on the device of your choice, from standard desktop computers to tablets and smartphones.
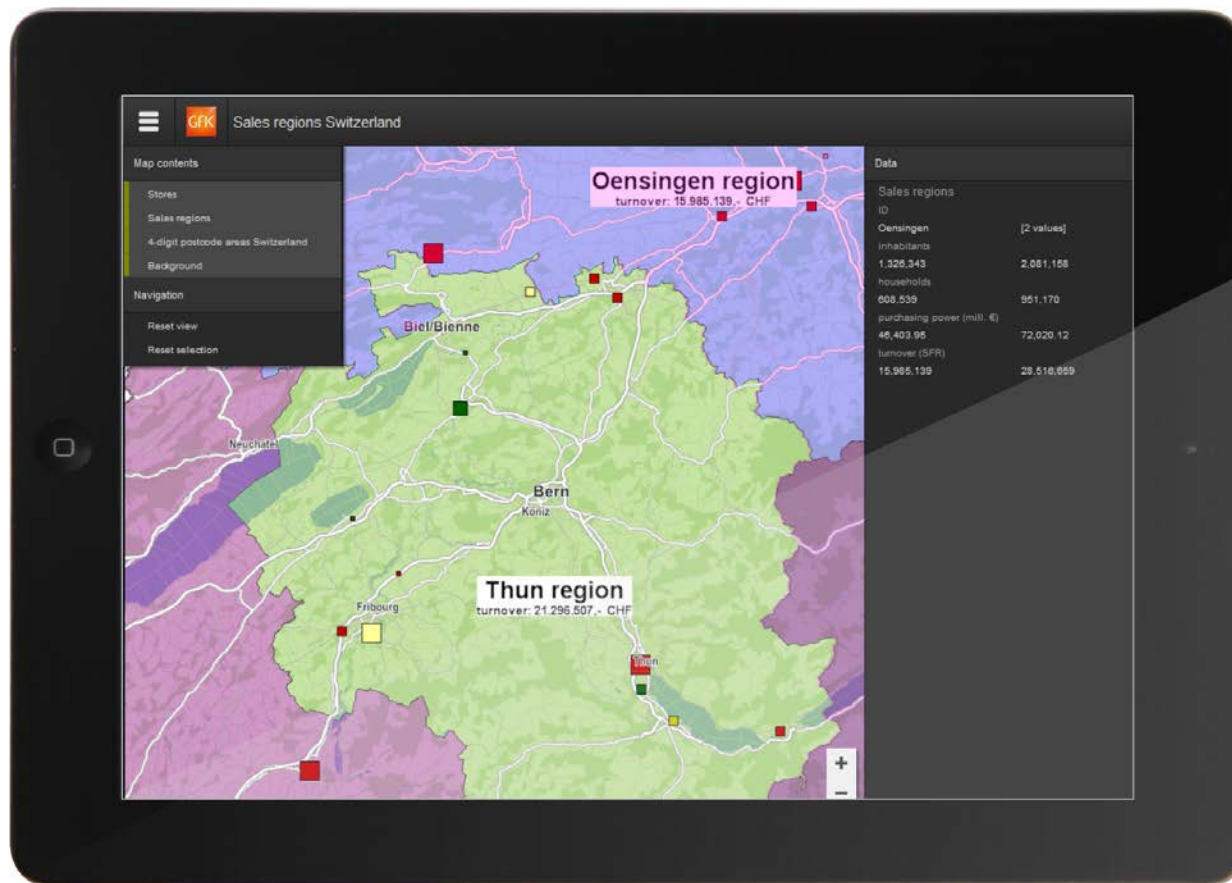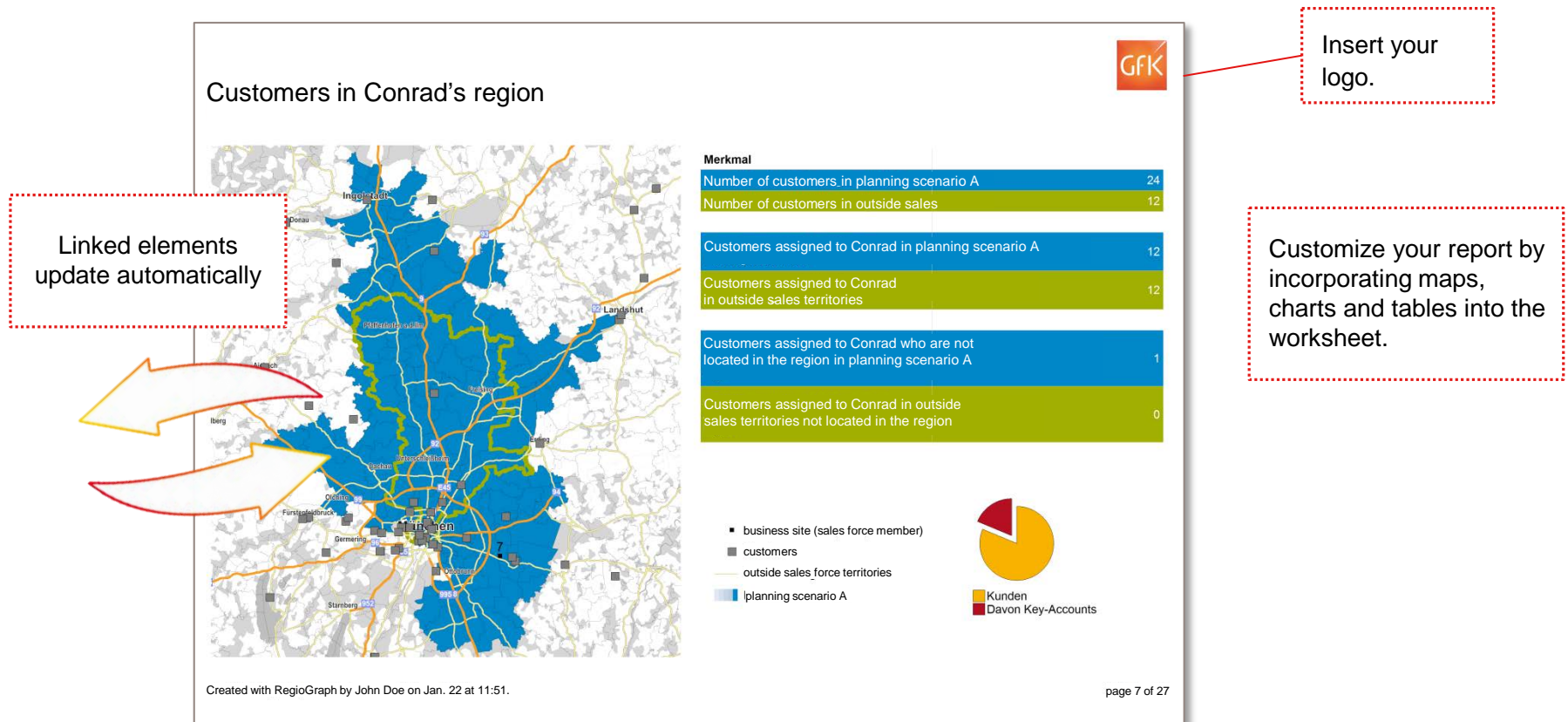
Locate your target group

Street segment-level GfK data on end consumers or D&B address data on business potential is already integrated into RegioGraph Strategy (only available for Germany).

Business potential in Braunschweig
Location analysis of businesses:
- electrical work
- painting, wallpapering, decorating

Company size (by turnover):
- small company
- mid-sized company
- large company

10 electrical businesses
5 painting businesses

11 electrical businesses
6 painting businesses

3 electrical businesses
1 painting business

16 electrical businesses
7 painting business

6 electrical businesses
4 painting business

Number of households
- 5
- 25
- 50

Per-capita purchasing power
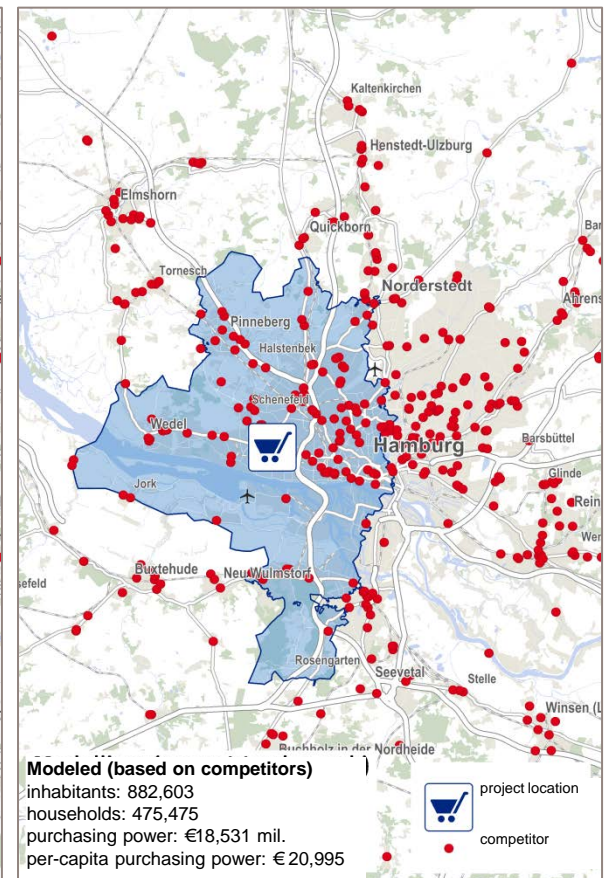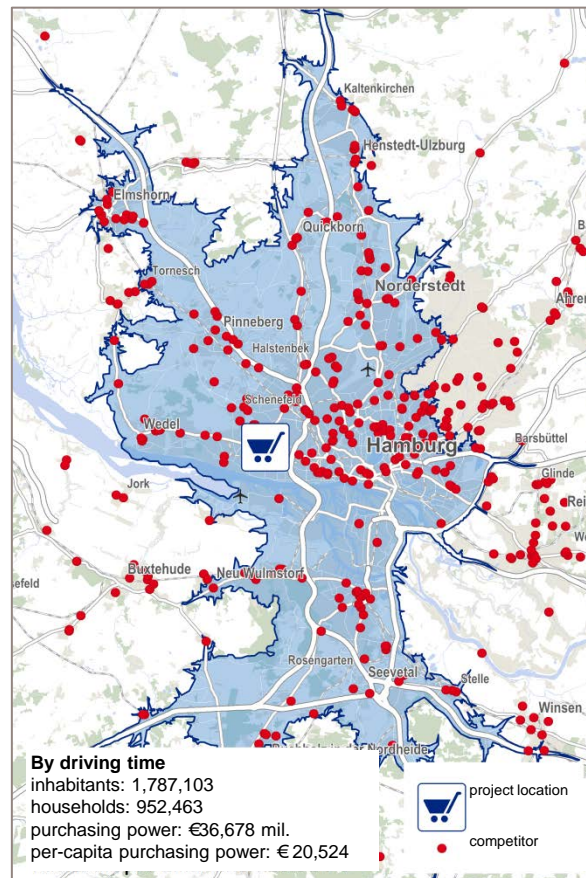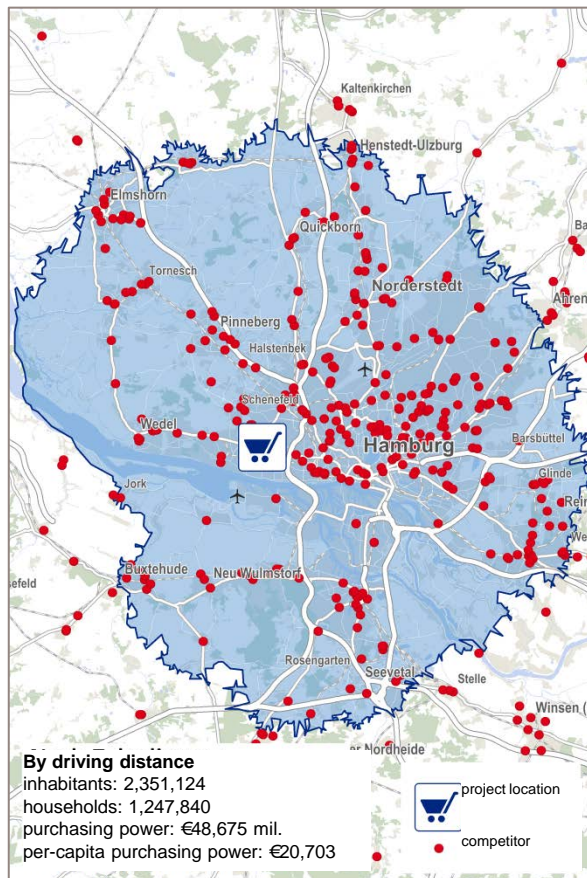- below average
- average
- above average

Produce attention-grabbing results

RegioGraph helps you present results that make an impact. Use the default report templates included in the software or customize your own.

Insert your logo.

Linked elements update automatically

Customize your report by incorporating maps, charts and tables into the worksheet.

Analyze your branch network

Analyze and evaluate your catchment areas according to driving distance, driving time and competitor influences.

By driving distance
inhabitants: 2,351,124
households: 1,247,840
purchasing power: €48,675 mil.
per-capita purchasing power: €20,703

project location

competitor

By driving time
inhabitants: 1,787,103
households: 952,463
purchasing power: €36,678 mil.
per-capita purchasing power: € 20,524

project location

competitor

Modeled (based on competitors)
inhabitants: 882,603
households: 475,475
purchasing power: €18,531 mil.
per-capita purchasing power: € 20,995

project location

competitor

Extract concrete results and insights from your data

Create eye-catching reports in RegioGraph Strategy for individual locations or an entire branch network.

Edit the results in RegioGraph or export them as a PDF.

Create a comprehensive report for a single location or an entire branch network.

RegioGraph 2015 – new features

RegioGraph 2015 and later:

Web Viewer

New data import per drag & drop

Up-to-date maps & 2015 GfK Purchasing Power for a European country of choice

IP geocoder

and new geocoding capability for:

- Argentina
- Bahrain
- Chile
- Colombia
- Canada
- Brunei Darussalam
- India
- Kuwait
- Vietnam
- Oman
- Qatar
- Saudi Arabia
- United Arab Emirates

RegioGraph 2013 and later:

New analysis and visualization dialog

Expanded reporting features

Carry out and compare multiple sales territory planning endeavors on a single map

Geocoding capability for:

- Philippines
- Singapore
- Indonesia
- Taiwan
- Thailand
- Malaysia
- USA
- Mexico
- Brazil
- Canada
- South Africa

Comparison of RegioGraph versions
Features & pricing

	Analysis	Planning	Strategy
Import data of all standard formats	✔	✔	✔
Export data (tables, graphics, HTML documents, presentations, PDFs, printing)	✔	✔	✔
Visualize data on the map (numerous display options)	✔	✔	✔
Comprehensive cartographic foundation (such as postcodes, municipalities and street networks)	✔	✔	✔
Geocode address data at the street level; IP geocoder		✔	✔
Automatically plan, optimize and evaluate sales territories		✔	✔
Carry-out drive-time and street-based calculations and analyses		✔	✔
Create reports with maps, charts and tables		✔	✔
Evaluate locations (potential, coverage quality, catchment areas) using model calculations, such as an integrated gravity model			✔
Create navigable, online-accessible maps using Web Viewer feature			✔
Integrated street segment-level data: either data on end consumers or business potential (available only for Germany); street-level analyses			**Optional**
	from €1,500*	**from €4,000***	**from €13,000***

*Excludes VAT and shipping and handling costs.

Update conditions for users of RegioGraph 2013 and RegioGraph 2014 can be found at **www.gfk-regiograph.com/update.** RegioGraph 2015 includes maps and data on potential for a European country of choice. More information at **www.gfk-regiograph.com/europe**.

Save 50% when you order RegioGraph as a subscription!

QUESTIONS?

Contact us at T +49 7251 9295 200
or visit www.gfk-regiograph.com.