

## RegioGraph software

### What is RegioGraph?

RegioGraph allows you to visualize and evaluate your company data directly on digital maps. This provides insight into data trends and relationships and lends objectivity to your business decisions.

Along with data on regional market potential, RegioGraph reveals the location of untapped potential in your markets. The software's comprehensive analysis, planning and calculation functions allow you to extract more insights from your data, which boosts turnover and efficiency.

RegioGraph includes all maps and GfK purchasing power data for Germany, Austria and Switzerland or a European country of your choice.

### Select your version!

- **RegioGraph Analysis**  
is ideal for carrying out customer and market analyses directly on digital maps.
- **RegioGraph Planning**  
is specially designed for sales territory planning. In addition to the features contained in RegioGraph Analysis, RegioGraph Planning includes customized tools for optimizing existing sales structures and developing new ones.
- **RegioGraph Strategy**  
is the expert version of the software and includes all features of RegioGraph Analysis and RegioGraph Planning as well as a range of tools for location evaluations, detailed analyses and comprehensive reporting. This version of the software also includes comprehensive data on potential at the level of street segments (for Germany only). When you order RegioGraph Strategy, you can choose from among GfK data on end consumers or D&B data on business potential.

### Update and upgrade price

- **Updating**  
Users of the most recent two RegioGraph versions can update to the latest RegioGraph version at a savings of 50% off the full retail price.
- **Upgrading**  
Obtain the next highest RegioGraph version for the price difference between the two versions.

### Ongoing savings of 50%!

Take out a subscription for RegioGraph and save 50%, which already applies to the first order. We'll then automatically send you new versions of the software upon their release.

European country of choice	Analysis	Planning	Strategy	Geocoder
Albania	€ 998	€ 2,998	€ 7,998	-
Austria	€ 998	€ 2,998	€ 7,998	✓
Belarus	€ 2,498	€ 4,498	€ 9,498	-
Belgium	€ 1,498	€ 3,498	€ 8,498	✓
Bosnia-Herzegovina	€ 1,498	€ 3,498	€ 8,498	-
Bulgaria	€ 1,498	€ 3,498	€ 8,498	✓*
Croatia	€ 1,498	€ 3,498	€ 8,498	✓*
Cyprus	€ 998	€ 2,998	€ 7,998	-
Czech Republic	€ 1,498	€ 3,498	€ 8,498	✓
Denmark (incl. Faroe Islands)	€ 1,498	€ 3,498	€ 8,498	✓
Estonia	€ 1,498	€ 3,498	€ 8,498	✓
Finland	€ 2,498	€ 4,498	€ 9,498	✓
France	€ 2,498	€ 4,498	€ 9,498	✓
Germany	€ 998	€ 2,998	€ 7,998	✓
Greece	€ 1,498	€ 3,498	€ 8,498	✓
Hungary	€ 1,498	€ 3,498	€ 8,498	✓
Iceland	€ 998	€ 2,998	€ 7,998	-
Ireland	€ 998	€ 2,998	€ 7,998	✓
Italia (incl. San Marino)	€ 2,498	€ 4,498	€ 9,498	✓
Latvia	€ 1,498	€ 3,498	€ 8,498	✓
Lithuania	€ 2,498	€ 4,498	€ 9,498	✓
Luxembourg	€ 998	€ 2,998	€ 7,998	✓
Macedonia	€ 998	€ 2,998	€ 7,998	-
Malta	€ 998	€ 2,998	€ 7,998	✓
Moldova	€ 1,498	€ 3,498	€ 8,498	-
Montenegro	€ 998	€ 2,998	€ 7,998	-
Netherlands	€ 1,498	€ 3,498	€ 8,498	✓
Norway	€ 2,498	€ 4,498	€ 9,498	✓
Poland	€ 2,498	€ 4,498	€ 9,498	✓
Portugal	€ 1,498	€ 3,498	€ 8,498	✓
Romania	€ 2,498	€ 4,498	€ 9,498	-
Russian Federation	€ 2,498	€ 4,498	€ 9,498	✓*
Serbia (incl. Kosovo)	€ 1,498	€ 3,498	€ 8,498	-
Slovakia	€ 1,498	€ 3,498	€ 8,498	✓
Slovenia	€ 1,498	€ 3,498	€ 8,498	✓
Spain (incl. Andorra)	€ 2,498	€ 4,498	€ 9,498	✓
Sweden	€ 2,498	€ 4,498	€ 9,498	✓
Switzerland (incl. Liechtenstein)	€ 998	€ 2,998	€ 7,998	✓
Turkey	€ 2,498	€ 4,498	€ 9,498	✓*
Ukraine	€ 1,498	€ 3,498	€ 8,498	-
United Kingdom	€ 1,498	€ 3,498	€ 8,498	✓

\* Geocoder has restricted functionality

RegioGraph includes all available digital maps and purchasing power data for a **European country of your choice.**

## Graduated pricing for multiple users

The following prices apply in the case of multiple-user licenses for RegioGraph, digital maps or market data within a given company or organization (excluding company groups).

To calculate the price of a multiple-user license, multiply the given price for a single user by the corresponding factor listed in the table.

### Note:

Within a given software version year, previously purchased user licenses are taken into account when determining the multiplying factor to be used for calculating the price for additional user licenses.

Number of users		multiplier
from	to	
1	1	1
2	2	1.5
3	5	2
6	10	2.5
11	15	3
16	20	3.5
21	25	4
26	50	5
51	100	6

## Prices for consultant licenses

All listed prices apply to single-user (in-house) licenses. A consultant license is required if you'd like to create projects using RegioGraph, digital maps or market data and then pass on the resulting projects and related documents to your customers. For individual customer projects, it is also possible to license the product as a single-user in-house license for the customer.

To calculate the price for a consultant license, multiply the price of the single-user license by a **factor of 3**.

## Update and upgrade prices

Are you working with one of the two most recent versions of RegioGraph, a map edition or market dataset? If so, you can update to the current product version at 50% off the full price.

You can upgrade your version of RegioGraph to the next higher version for the price difference between these two versions.

## Subscriptions

You can secure an ongoing discount of 50% by ordering RegioGraph, digital maps or market data as a subscription. New versions of the ordered products will be automatically sent to you in the coming years without separate billing. This generally corresponds to an average of a maximum of one update per year. The discounted update price already applies to the first delivery. The annual bill is calculated at 50% of the full price that applies at the time based on the current GfK GeoMarketing price list. The subscription has a minimum duration of 36 months and automatically renews for an additional year unless three months' notice is given prior to the expiration of the contract.

## Order form

All GfK products can be ordered using this form.  
 Simply complete the form and then fax or e-mail it to us.

Product	Price	Quantity	Total price
<input type="text"/>	€ <input type="text"/>	<input type="text"/>	€ <input type="text"/>
<input type="text"/>	€ <input type="text"/>	<input type="text"/>	€ <input type="text"/>
<input type="text"/>	€ <input type="text"/>	<input type="text"/>	€ <input type="text"/>
<input type="text"/>	€ <input type="text"/>	<input type="text"/>	€ <input type="text"/>

For map orders, please specify the desired data format:

- ESRI ArcGIS (\*.shp)     
  RegioGraph (\*.lay)     
  MapInfo (\*.tab)     
  Oracle     
  GeoDatabase (\*.gdb)

### Update subscription

You are ordering RegioGraph, digital maps or GfK market data as part of a subscription. New versions of the ordered products will be sent to you automatically in the coming years without separate invoice. Normally you'll receive an average of at most one update per year. The discounted update price already applies to the first delivery. The annual invoice is charged at the update price – i.e., **50% of the full price** according to the GfK GeoMarketing price list that applies at the time. The contract has a minimum duration of 36 months. The subscription automatically renews for an additional year at the end of each contract period unless three months' notice is given prior to this point.

All prices are for single-user, in-house licenses. The general terms and conditions and licensing regulations of GfK GeoMarketing apply. These are detailed at [www.gfk-geomarketing.com/licenses](http://www.gfk-geomarketing.com/licenses). All prices exclude VAT and shipping. For delivery in Germany, VAT will be added. For delivery in the EU, please quote your VAT number.

### Please deliver to:

<input type="text"/> Company	<input type="text"/> Department
<input type="text"/> First name	<input type="text"/> Surname
<input type="text"/> Street	<input type="text"/> Postcode, City, Country
<input type="text"/> Phone	<input type="text"/> Fax
<input type="text"/> E-mail	<input type="text"/> VAT number
<input type="text"/> Date	<input type="text"/> Signature

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  UPS/Invoice  
(large companies / institutions)     
  Express delivery