



What's new in RegioGraph 2011?

- **Data import: Quick and powerful**

You can now import your external data into RegioGraph in just one step. No more lengthy preparatory steps – the software now automatically identifies the correct layers, linking columns and address columns, to the extent possible. Imported address data can be compared against the original data source and automatically updated at any later point. The software also assigns a creation date and, if relevant, an update date to every imported address in order to facilitate better management of your data.

- **Quick Start Menu: Direct access to the most commonly used functions**

The new Quick Start Menu provides quick access to the most important RegioGraph functions. This includes the full range of relevant sales and marketing tasks. Among these tasks are the analysis of customers and markets, creation of a sales structure according to specified criteria, determination of growth opportunities in a given region, comparison of various sales territory planning scenarios and identification of potential relevant to business sites.

- **Dynamic column linking: Automatic updating**

Important geographic information associated with a layer column – e.g., "customer located in territory X" or "service location responsible for customer Y" – can now be dynamically linked to the columns of another layer. This is a tremendous time-saver, as changes to the values in the source layer are automatically updated in the linked column.

- **Full-screen mode: Make use of your entire monitor**

RegioGraph's full-screen mode utilizes your monitor's full screen. This makes it easier to work with large maps and present the results of analyses in meetings and presentations.

- **All-in-one legends: Full integration of all elements**

The new RegioGraph legend integrates all legend elements. This means you can display area color-codings along with topographic legend descriptions within a single field. The legend contents are automatically adjusted based on the type of legend used.

- **Sales territory planning with customer locations: New planning possibilities**

RegioGraph Planning allows you to create cohesive, non-overlapping territories using customer locations. This makes it possible to plan your locations completely independently from territorial boundaries such as postcodes and municipalities. There's more: When planning territories, RegioGraph automatically takes customers' accessibility into account.

- **Flexible sales territory planning: Top-down or bottom-up**

RegioGraph Planning easily handles multi-level territory hierarchies. For example, begin by planning your head of sales regions and then insert as many sublayers as you'd like, even including sublayers for each external sales force member and day of the week. Naturally, you can plan in the other direction as well. All territories can be automatically optimized without using overarching territorial boundaries.



RegioGraph 2011

New: RegioGraph Strategy!
Expert version, complete with
detailed data on potential

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- **Evaluate and compare territory structures: Reveal strengths and weaknesses**
With RegioGraph Planning, it's easy to compare two territory structures and receive an automatically generated report detailing the results. Use this feature to compare different planning scenarios or analyze the strengths and weaknesses of old and new territory structures. Thanks to newly integrated formulae, you can also reveal the regional market share per territory and derive fair growth targets on this basis at the mere press of a button.
- **New map analyses: Heat map and product flows**
RegioGraph Strategy offers access to two new options for thematically displaying your data:
 - The heat map feature (Delaunay analysis) lets you use the values associated with a point layer in order to create an area-filling map visualization.
 - The new product flow analysis visualizes supplier relationships and reveals the relative volumes between linked locations.
- **Data analysis mode: Create insight-generating reports**
The new data analysis mode in RegioGraph Strategy makes it possible to gain clarity into your market data through standardized PDF reports and data sheets. This allows you to extract the greatest possible insight from the detailed data on potential that is integrated with the software.
- **Map updates: Easy, problem-free integration into existing maps**
This new feature is an enormous advantage for users who need to integrate updated maps into already existing RegioGraph worksheets. Outdated layers can now be swapped for new ones without any loss of settings or formatting.

Questions? Don't hesitate to contact us at
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