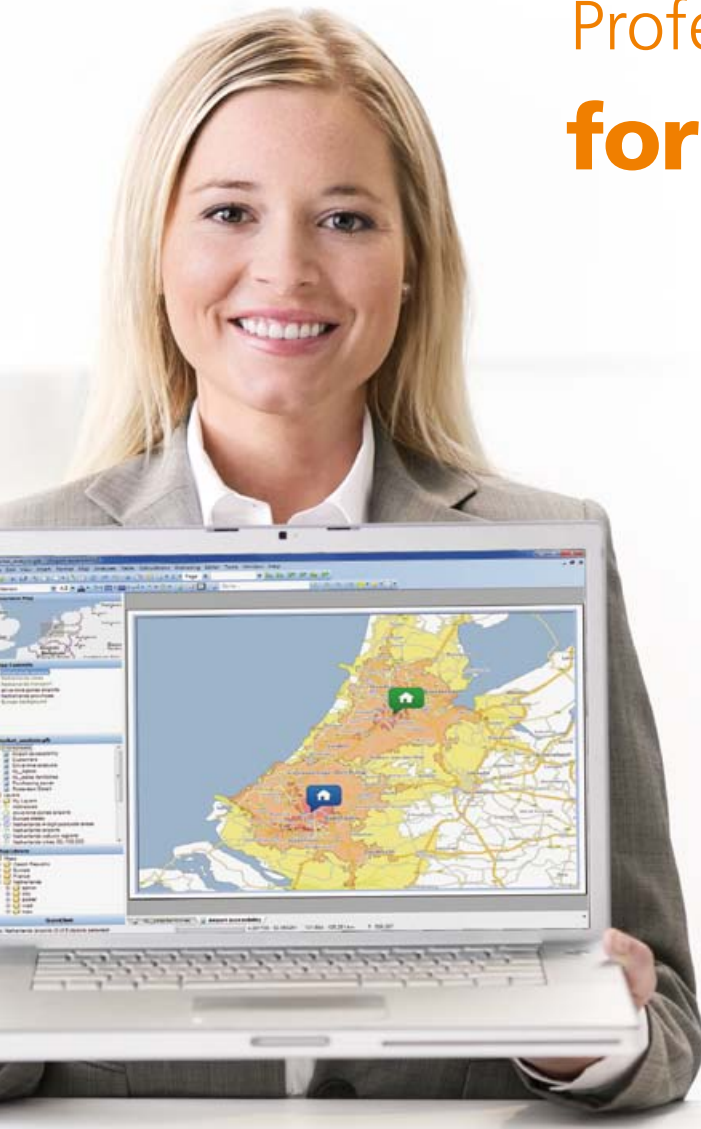


## RegioGraph

customer and market analysis | sales territory planning  
sales controlling | location evaluation

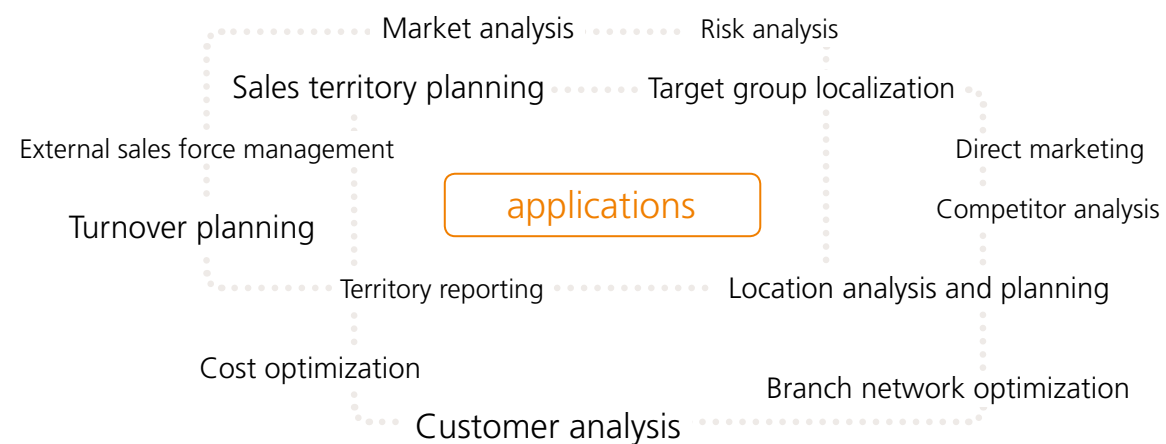
## Professional geomarketing for decision-makers




Companies of all branches need to know where the best customers are located, what the extent of their market exploitation is and whether their sales territories are optimally structured.

The geomarketing software solution RegioGraph provides quick and objective answers to these and many other questions. With RegioGraph, sales and marketing divisions can analyze their customers and markets and plan efficient sales territories directly on digital maps. This allows them to spot patterns, relationships and potential that would otherwise go unnoticed. The software also brings transparency and reliability to location-related decisions.

RegioGraph thus provides an objective basis from which to make more informed marketing, sales, controlling and expansion decisions.

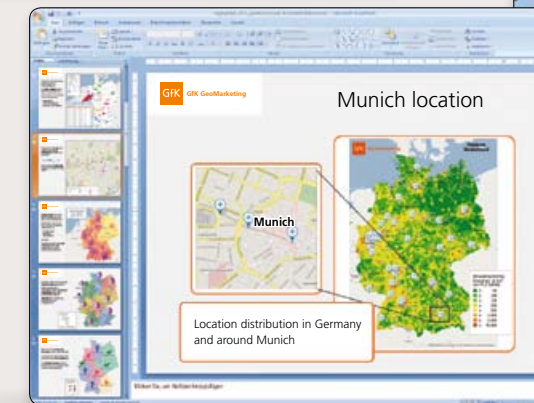
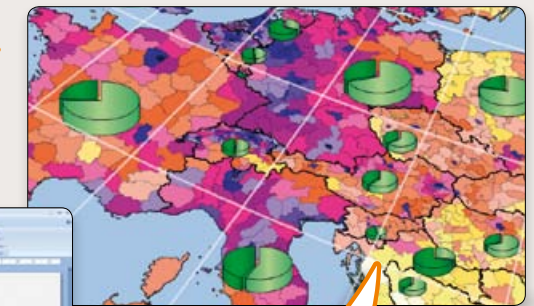



## Create a **RegioGraph** map in just a few steps

1) Import your own data (e.g., from Excel ).



2) Analyze and plan.



3) Evaluate the results and then export and present them (e.g., in PowerPoint ).

### A tried and true software

RegioGraph is the culmination of more than 74 years of GfK experience in regional market optimization. This means you can rely on the software and the results of its analyses to guide you toward better business decisions. Today RegioGraph is the regional planning tool of choice for more than 40,000 users in sales, marketing and controlling.

Use RegioGraph to determine your regional turnover potential, plan efficient sales territories, reach your customers more effectively, develop sustainable location concepts and save valuable time and money.

### Why RegioGraph?

- Specially designed for sales, marketing and controlling
- More than 20 years of market success
- User-friendly interface that requires no prior experience
- Includes maps, data on potential and TomTom street maps
- Innovative planning and analysis tools for working on all regional levels, from states to street segments
- Boundless expandability options for your international operations
- Exceptional customer support through free user hotline, web tutorials, additional downloads and discounted training courses

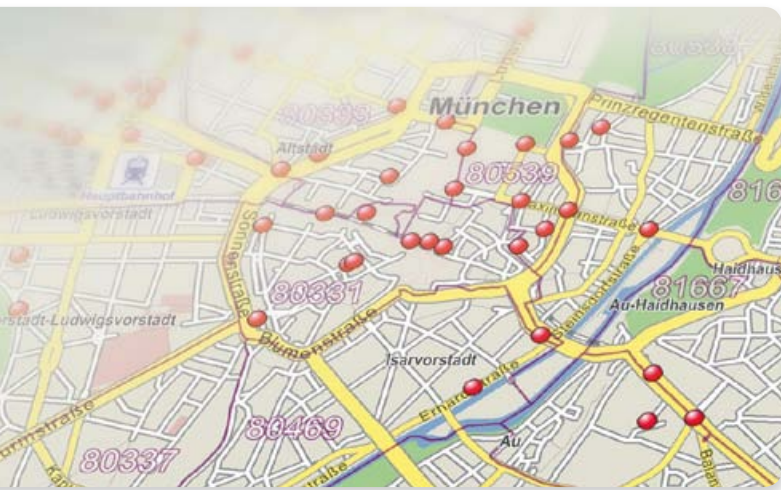


## Custom-tailored for analyses of potential

What does your customer distribution look like?  
Where are areas of untapped potential? What is the extent of your market exploitation?

Regional analyses of your turnover and customer data with RegioGraph provide a penetrating glimpse into your company operations. Use these analyses to see how your data breaks down for every postcode or municipality and arrive at a better understanding of your customer distribution, regions with a high degree of market exploitation and areas with untapped potential.

RegioGraph allows you to import data and carry out detailed evaluations down to the level of street segments. For example, use this level of detail to find out the number of customers accessible within 5 walking minutes of your branch locations. You can also plan direct marketing campaigns for your most promising regions directly on the map.



### Use RegioGraph to

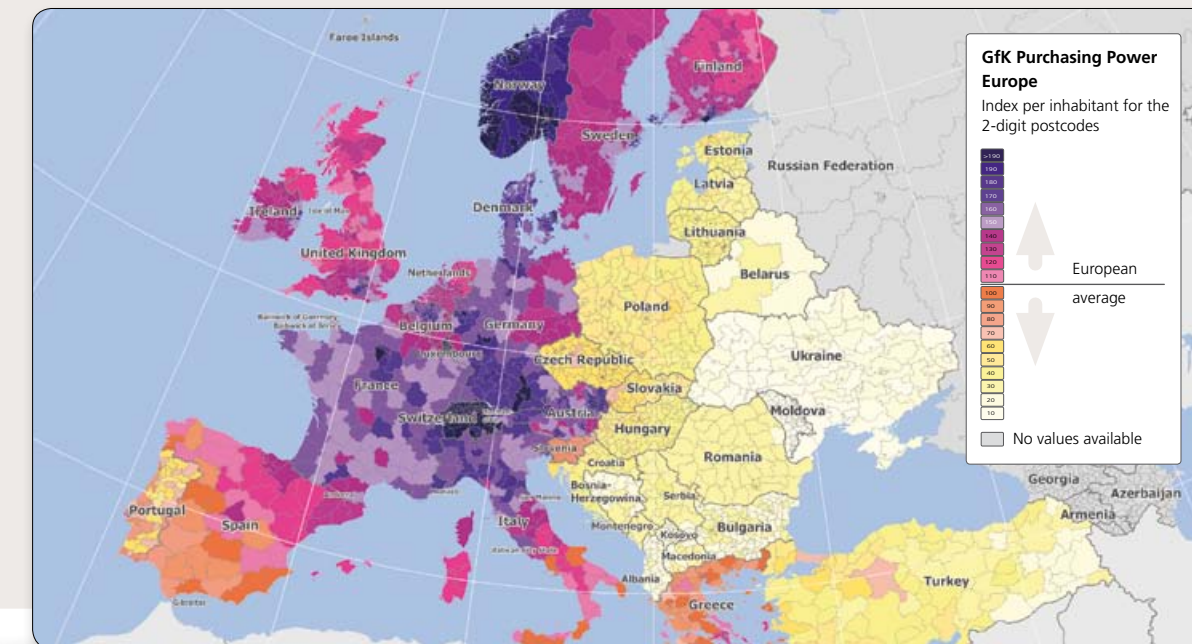
- visualize your customer distribution
- pinpoint target groups
- analyze regional markets
- determine product potential
- evaluate turnover results
- set realistic company targets
- plan direct marketing campaigns
- optimize budgets

To support these tasks, RegioGraph includes comprehensive data on potential, more than 100 analysis, calculation and display options as well as detailed reporting features.

*Upon request, we can also calculate regional target group indices for your specific products. Please contact us to learn more.*

"We continue to be amazed by RegioGraph's visualizations of our complex business processes and the resulting insights."

Manuela Schlöß (sales) and Sandra Woltig (marketing), Tönsmeier



### Detailed data included

A company's turnover figures can only be understood and evaluated by comparing them to objectively derived market data. To this end, all three versions of RegioGraph – "Analysis", "Planning" and "Strategy" – include the GfK Purchasing Power dataset and data on inhabitants and households for all postcodes and municipalities of a European country of your choice.

The expert version of the software – "RegioGraph Strategy" – also includes detailed data for Germany at the level of street segments. Users can choose from GfK data on end-consumer potential or data on business potential from our partner, D&B.

### RegioGraph contents

All versions of RegioGraph include the following maps and data on potential for a European country of your choice:

#### GfK Purchasing Power data

Determine your target group's consumption potential for every region in your country of operation.

#### GfK Inhabitants Households dataset

Quickly and easily quantify your target group in your catchment areas, sales territories or advertising distribution zones.

#### The latest maps

RegioGraph includes the reliable, up-to-date cartographic basis of GfK GeoMarketing and TeamTom, which consists of the latest administrative, postcode, topographic and street maps.

# No. 1 choice for sales territory planning

Are there coverage gaps in your sales territories?  
Are all customers being optimally served? What are realistic growth targets for sales staff?

A precondition for successful market performance is the creation of balanced sales territories with equal levels of potential. RegioGraph allows you to plan balanced territories according to your specified criteria, such as potential, visitation frequency or accessibility. Multi-level territory structures from heads of sales regions to daily customer visits guarantee optimal customer service and satisfied employees.

RegioGraph also provides support for setting fair and realistic growth targets. Determine objective target quotas for all employees on the basis of the available potential in the territories in question.

## Use RegioGraph to

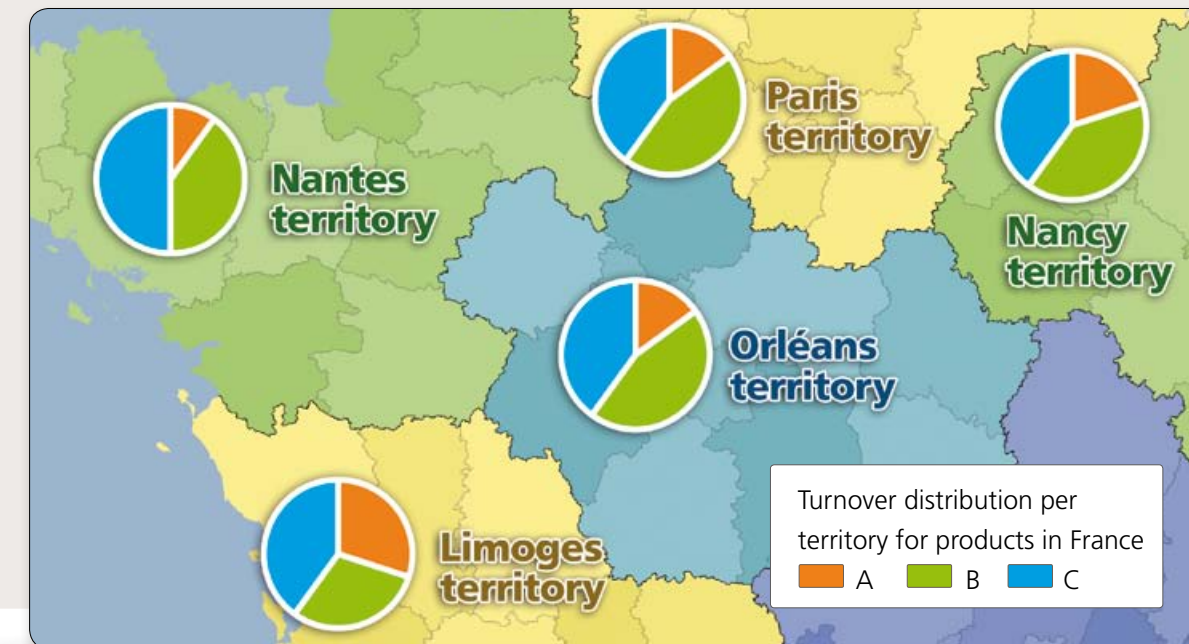
- visualize existing territory structures
- plan and optimize sales territories
- create multi-level sales territory structures
- set realistic company targets
- automatically compare old and new territory structures
- manage sales representative substitutes
- automatically create territory reports
- ensure that colleagues are always informed

Sales territory planning and optimization are carried out according to the specific target criteria that you indicate.

*Our consultants can guide you every step of the way in planning, optimizing and implementing a new territory structure.*

"RegioGraph's immense advantage is its transparency and ability to trace every implemented change for the benefit of all involved. Sales territory planning without geomarketing is something we can no longer imagine!"

Norbert Rüschi, head of business administration, Ernst Rüschi GmbH (ERÜ)



## Professional tools for sales

### Sales territory planning wizard

Specify how your territories should be optimized – e.g., according to turnover, potential, accessibility, etc. RegioGraph then creates the ideal territory structure based on these parameters.

### Multi-level sales territory planning

RegioGraph can optimize sales structures, regardless of how many levels or product channels they contain. Plan heads of sales regions as well as day-to-day customer visits. Any imported data is linked across all existing levels to provide maximum transparency.

### Compare sales territory structures

RegioGraph compares your old and new territory structures and summarizes the findings in a report. This allows you to immediately identify the strengths and weaknesses of a new structure.

### Daily territory reports

Reports and maps generated by RegioGraph keep your colleagues up-to-date. You can import new data into an existing sales territory structure or planning scenario at any point. Territories and regions are then automatically updated to reflect this new information.



## Sound and objective location decisions

What do your catchment areas look like? Where are ideal regions for a new location? How efficient are your supplier regions and product flows?

RegioGraph provides support for all location-related tasks. Analyses of supplier relationships, product flows, catchment areas and likelihood to buy provide immediate insight when visualized on maps.

Retail companies can use RegioGraph to analyze market potential, customer and competitor distribution throughout catchment areas as well as gaps and overlaps in branch networks. Manufacturers can also analyze and optimize their supplier relationships thanks to specialized tools available directly on the map.

### Use RegioGraph to

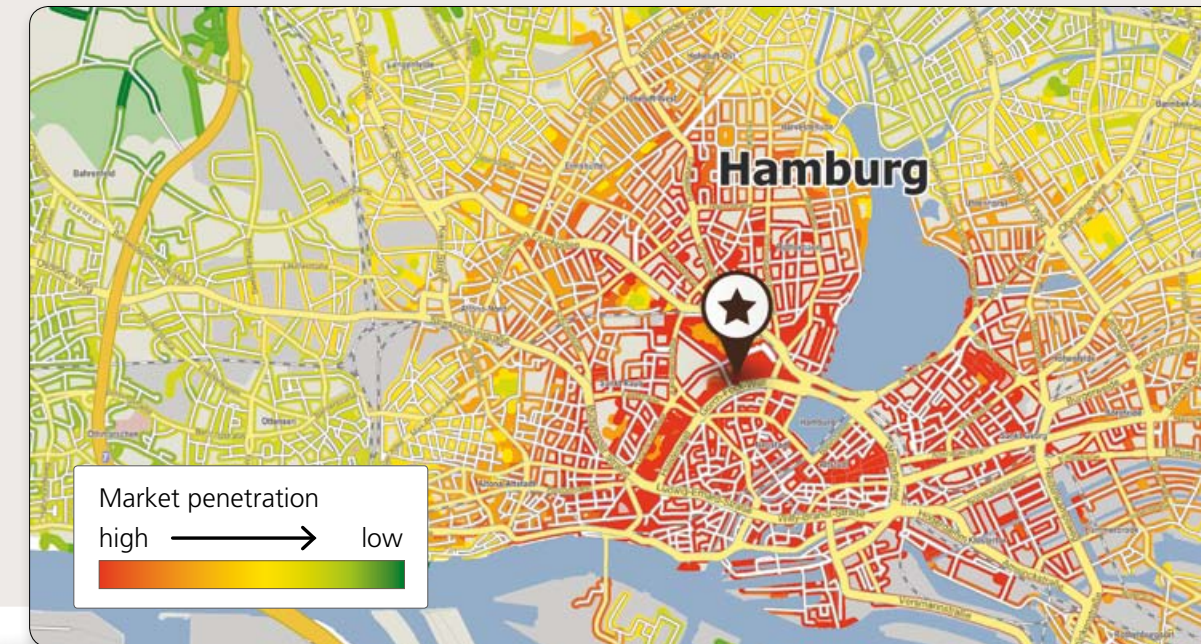
- analyze locations and catchment areas
- identify regions for new locations
- evaluate and optimize branch networks
- visualize product flows
- analyze supply relationships
- determine distance zones around locations
- calculate the drawing power of locations
- generate location rankings

The integrated data on potential help you make more informed decisions.

*We can assist you with any location-related task, such as optimizing your branch network, determining market exploitation or carrying out on-site location appraisals.*

"RegioGraph significantly increases the speed with which we can evaluate our respective outlets."

David Kimmig, head of database marketing, COMBERA GmbH



Ideal for retail ...

#### Location analysis and planning

RegioGraph shows the current boundaries of your catchment areas, the amount of available potential in each catchment area and the extent to which this potential is being exploited. Regional analyses produce transparent results when expanding and streamlining your branch network.

#### Gravity model

You can use RegioGraph to dynamically model your locations' catchment areas. This is possible thanks to the integrated Huff gravity model, which calculates the drawing power of new and existing locations. We'd be happy to show you how to calibrate the model for your location evaluations.

... and for manufacturers

#### Product flow analyses

RegioGraph's integrated product flow analysis feature lets you create a volume-based visualization of the relationship between one or more locations. Develop planning scenarios and gauge whether your network can be further optimized and streamlined.

#### Distance zones and matrices

Using the included TomTom street data, you can calculate distances around your locations according to linear distance, drive-time or pedestrian accessibility. For example, determine the shortest street route between two customers. You can also view the distance relationships of all your locations as a distance matrix in the form of a table or map.

# Optimal tool for detailed, insight-generating reports

Do you want to extract the most important trends and insights from your data? Are you looking for an objective basis for your business decisions?

RegioGraph brings clarity to the mountains of information contained in your data by visualizing it on a map. RegioGraph is thus the ideal interface between your ERP and CRM system and presentations of results to customers, employees and supervisors.

RegioGraph's reporting functions bring clarity to your company data. Overview maps, rankings and charts bring together the most important information on locations, sales territories and markets. These aspects of the software allow you to always work with up-to-date data. RegioGraph automatically updates existing data every time you import new data.

## Use RegioGraph to

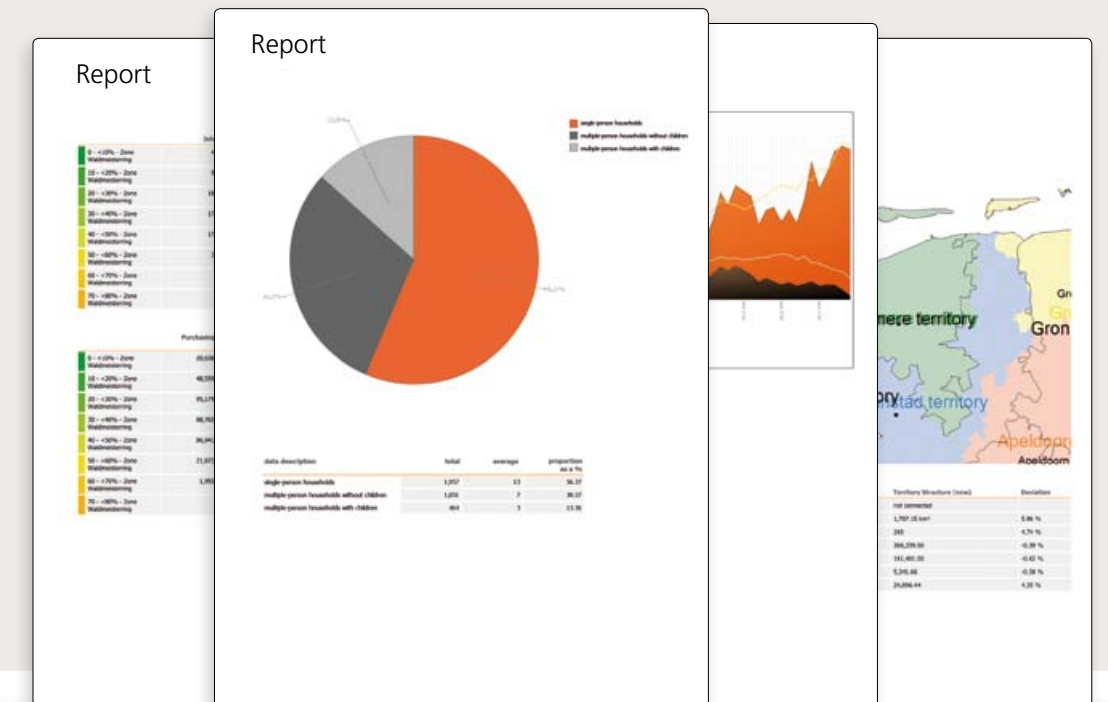
- evaluate data down to the level of street segments
- query associated data at the press of a button
- export results as a map, PDF or table
- generate location rankings
- compare sales territory planning scenarios
- determine growth targets for sales

RegioGraph can even evaluate large quantities of data down to the level of street segments in just minutes.

*Enrich your RegioGraph reports with objective GfK data on potential. We can advise you as to the specific data that will best support your needs.*

"The reliability and clear analyses facilitated by this approach ensure greater transparency and confidence in our decisions, which are essential qualities to a globally active company like Fein."

Klaus Wartlik, CEO of marketing and sales, C. & E. FEIN GmbH



## New robust reporting options

### Territory comparison

Use RegioGraph to compare two sales territory structures. A report shows a before-and-after comparison of both scenarios. Overview maps and tables display the most important results and reveal the strengths and weaknesses of both structures.

### Growth opportunities

Set fair and realistic growth targets for your sales colleagues. The software shows the current market exploitation in every territory and calculates growth targets for each employee on the basis of the existing potential in the sales territory. An overview map shows the current degree of exploitation.

### Data analysis

Using the data analysis mode, you can evaluate large quantities of data in mere minutes, down to the level of street segments. You can specify the query area – for example, several streets or an entire postcode or municipality. A report summarizes the data associated with the query region according to parameters you specify. The included data columns and charts can be individually selected and adjusted.

### Location potential

RegioGraph presents the performance results of your five strongest and weakest locations in the form of a report, providing an optimal basis for making more informed location decisions.



### Base functions

	RegioGraph version		
	Analysis	Planning	Strategy
Import data of all standard formats (e.g., *.xlsx, *.txt, *.mdb, *.csv)	x	x	x
Import customers and locations at the level of street segments (geocoding)		x	x
Address search feature	x	x	x
Data export (spreadsheets, HTML documents, presentations, PDFs, printing)	x	x	x
Quick Start Menu (data import, project management, common RegioGraph tasks)	x	x	x
Analyses (ABC, dot density, pictograms, portfolio, locations, etc.)	x	x	x
Calculations (filter, select, distances, regions, trends, etc...)	x	x	x
Statistical evaluations (index, % of total, % of max., deviation from average, per mille of total, etc.)	x	x	x
Automatically update data, map layers, analyses and territories	x	x	x
Transfer data between territories on the basis of the road network for more realistic results		x	x
Layout generator for HTML pages, worksheets, printing and bookmarks	x	x	x
Present maps in full-screen mode	x	x	x
Map editor for professional digitization		x	x
Georeference raster map images and bitmap files		x	x

### Sales territory planning

Sales territory planning wizard		x	x
Manually plan new territories	x	x	x
Automatically plan and name new territories		x	x
Generate new territories according to drive-time accessibility		x	x
Generate new territories using specified maximum values		x	x
Optimize territory structures automatically and interactively		x	x
Create multi-level territory structures (top-down or bottom-up)		x	x
Plan and optimize sub-regions/territories		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

### Location planning

Calculate drive-time zones and catchment areas		x	x
Calculate distance matrix between locations			x
Product flow analysis			x
Heat map (Delaunay analysis)			x
Data analysis mode (data evaluation at the street-segment level, expanded reporting options)			x
Automatically determine and compare location potential			x
Evaluate locations (market share zones, potential zones, catchment areas)			x

### Integrated data and maps

All administrative, postcode and topographic maps*	x	x	x
Data on inhabitants, households and purchasing power down to the level of postcodes*	x	x	x

### Customer support

Free customer support hotline	x	x	x
Online RegioGraph tutorials	x	x	x
Free additional downloads	x	x	x
One-day introduction included			x

\*For Germany, Austria and Switzerland or a European country of your choice; more information at [www.gfk-regiograph.com/europe](http://www.gfk-regiograph.com/europe).

## Choose your version of RegioGraph



#### RegioGraph Analysis

for customer & market analyses

- All maps and GfK Purchasing Power for a European country of your choice
- Diverse analysis and visualization options

#### RegioGraph Planning

for sales territory planning

- All maps and GfK Purchasing Power for a European country of your choice
- Diverse analysis and visualization options
- Professional sales territory planning tools

#### RegioGraph Strategy

for location evaluations

- All maps and GfK Purchasing Power for a European country of your choice
- Diverse analysis and visualization options
- Professional sales territory planning tools
- Location evaluation and detailed data analysis

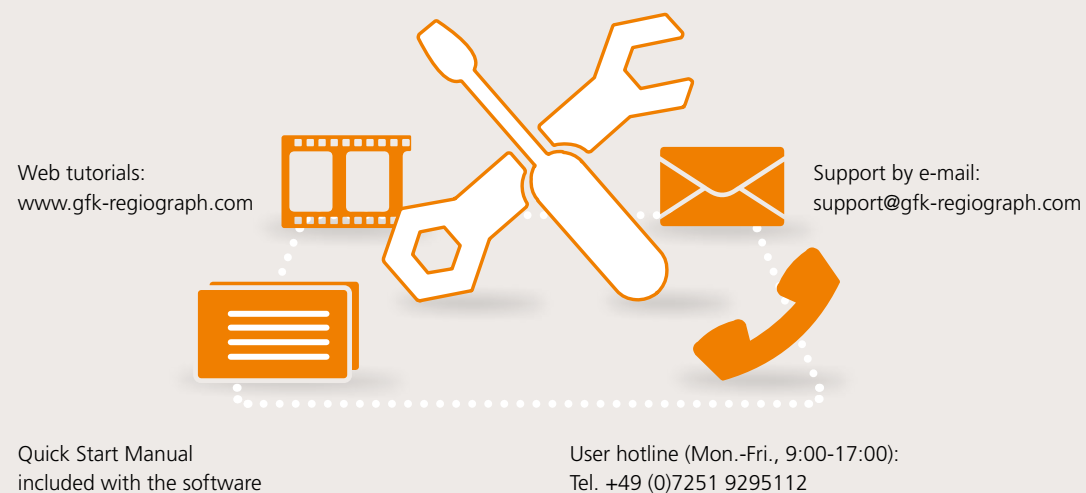
Order RegioGraph online at:



GfK **Webshop**

<http://shop.gfk-geomarketing.de/en>

## A wealth of **customer support** options



### Everything in one packet

RegioGraph makes it easy for users and IT divisions to implement geomarketing. Designed as a stand-alone solution, users can start working with the software immediately following installation. The purchase of expensive additional software is unnecessary.

The data and maps included with RegioGraph are automatically installed along with the software. Costly consulting sessions and time-intensive implementation phases are completely unnecessary. RegioGraph already contains all key components for creating geomarketing projects. And should questions arise, GfK GeoMarketing provides free customer support.

### RegioGraph training courses

We offer a highly praised training course to facilitate your implementation of geomarketing. You'll be a RegioGraph professional after completing our two-day training course led by an experienced instructor at your place of business.

Learn step-by-step how you can use your market and company data to create insight-generating maps and plan efficient sales territories.

Information on conditions and training course dates can be found at:

[www.gfk-regiograph.com/training](http://www.gfk-regiograph.com/training)

## Enhancements for RegioGraph



### Worldwide maps

RegioGraph includes comprehensive maps for a European country of your choice.

GfK GeoMarketing is the world's largest supplier of digital postcode and administrative maps and can offer up-to-date maps for any country in the world in the RegioGraph format. All of these maps are created by GfK GeoMarketing's in-house cartographers and fit together seamlessly, without gaps or overlaps. After importing the maps into RegioGraph, you can begin analyzing and planning right away.

Get to know GfK GeoMarketing's map collection better by downloading some free samples:

[www.gfk-regiograph.com/maps](http://www.gfk-regiograph.com/maps)

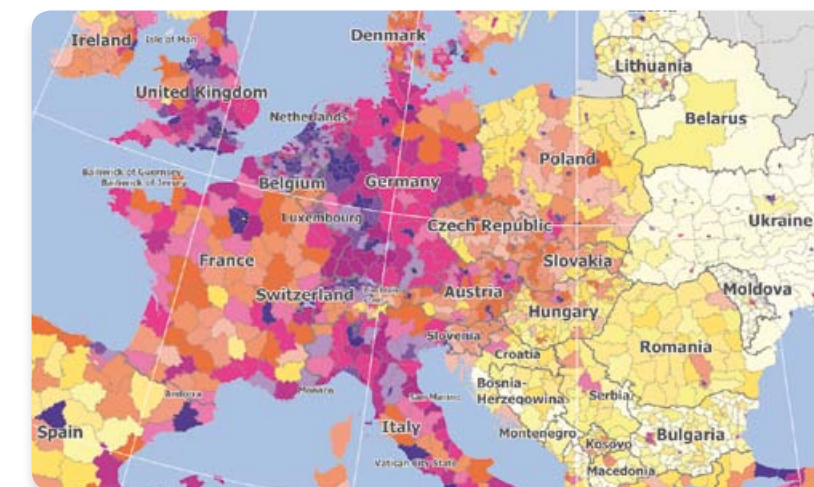
### Europe-wide market data

Extract more insight from your RegioGraph analyses by incorporating objective GfK data on potential! GfK GeoMarketing specializes in calculating Europe-wide end-consumer and business potential for a wide range of branches and products.

GfK GeoMarketing's focus is on the calculation of turnover potential on the regional level - for example, for every postcode and municipality of a given country. In the case of Germany, GfK data is available for more than 2.6 million street segments.

More information on GfK GeoMarketing's data and free samples can be found at:

[www.gfk-regiograph.com/data](http://www.gfk-regiograph.com/data)





If you have any questions, contact us at +49 (0) 7251 9295200 or visit [www.gfk-regiograph.com](http://www.gfk-regiograph.com).

With data from



Maps by

**TOMTOM**



Recipient of



Compatible with



Partner of

**Microsoft**  
GOLD CERTIFIED  
Partner



**GfK GeoMarketing**