

	Analysis from €1,500*	Planning from €4,000*	Strategy from €7,500*
<b>Base functions</b>			
Import data of all standard formats (e.g., *.xlsx, *.txt, *.mdb, *.csv)	X	X	X
Import customer and site addresses at the street level (geocoding) <sup>1</sup>		X	X
Search addresses <sup>1</sup>	X	X	X
Export data (tables, graphics, HTML documents, presentations, PDFs, printing)	X	X	X
Visualize data on maps: ABC, clusters, pictograms, portfolio, charts, etc.	X	X	X
Link all your data and model spatial variables	X	X	X
Create customized documents with maps, charts and lists	X	X	X
Carry out calculations (filter, select, distances, regions, trends, etc.)	X	X	X
Perform data analyses (index, % of total, % of max., deviation from average, per mil of total, etc.)	X	X	X
Automatically update data, map layers, analyses and territories	X	X	X
Use a layout generator for HTML pages, worksheets, printing and bookmarks	X	X	X
Automatically create reports		X	X
Maximize maps and present in full-screen mode	X	X	X
Utilize a map editor for professional digitization		X	X
Georeference raster map images and bitmap files		X	X
Insert and work with grid layers		X	X
Prepare maps and data for Web use (browser-based for diverse devices)			X
<b>Sales territory planning</b>			
Manually plan new territory structures	X	X	X
Plan and optimize territories on the basis of computer-assisted algorithms		X	X
Generate territories according to accessibility, customer distribution or specified minimum/maximum values <sup>1</sup>		X	X
Optimize territories fully or semi-automatically		X	X
Create parallel or multi-level territory structures		X	X
Plan and optimize regions within 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
<b>Location planning</b>			
Calculate drive-time zones and street distances <sup>1</sup>		X	X
Geographically evaluate Internet access data (IP geocoding)		X	X
Determine optimal locations in your branch network			X
Calculate distance matrices for location networks <sup>1</sup>			X
Automatically calculate and compare location potential <sup>1</sup>			X
Analyze locations with a Huff model (determine market share zones and catchment areas) <sup>1</sup>			X
<b>Integrated data and maps</b>			
All administrative, postcode and topographic maps for a European country of choice	X	X	X
Pre-formatted comprehensive map images for a European country of choice	X	X	X
Data on inhabitants, households and purchasing power down to the postcode level for a European country of choice	X	X	X
Maps and aerial imagery from Microsoft Bing available via Internet**		X	X
GfK end-consumer potential (inhabitants, households, GfK Purchasing Power) OR D&B business potential (location, industry, no. of employees, turnover) at the street level (only available for Germany)			optional
<b>Customer support</b>			
Free customer support hotline	X	X	X
Online RegioGraph tutorials	X	X	X
Free additional downloads	X	X	X

<sup>1</sup> Requires geocoding function. For information on country availability, see [www.gfk-regiograph.com/europe](http://www.gfk-regiograph.com/europe).

\*Excludes VAT and shipping and handling costs.

\*\*Usage license applies for 12 months or until the next update.

All prices are for single-user (in-house) licenses. GfK GeoMarketing's licensing conditions and general terms and conditions apply. These can be viewed at [www.gfk-geomarketing.com/licences](http://www.gfk-geomarketing.com/licences). All prices exclude VAT and shipping costs. Prices accurate as of 02/2018.

Update conditions for users of RegioGraph 2016 and RegioGraph 2017 can be found at [www.gfk-regiograph.com/update](http://www.gfk-regiograph.com/update).

RegioGraph 2018 includes maps and data on potential for a European country of choice. More information at [www.gfk-regiograph.com/europe](http://www.gfk-regiograph.com/europe).

Are you active in markets beyond Europe? Expand RegioGraph with our worldwide map sets and geocoding capability: [www.gfk-regiograph.com/world](http://www.gfk-regiograph.com/world).