GfK | Growth from Knowledge

RegioGraph Software

RegioGraph gives the tools you need to visually analyze and answer your location questions related to marketing, sales and expansion. In combination with purchasing power data, this illuminates otherwise hard-to-spot trends and relationships in your data. This allows you to make more informed decisions and communicate efficiently with your team.

Ongoing savings of 50%!
Subscribe and save 50%, which already applies to the first order. We'll then automatically send you new versions of the software upon their release.

Contents
RegioGraph includes all maps and purchasing power data for Germany, Austria and Switzerland or a European country of your choice. Use RegioGraph to manage your markets beyond Europe by incorporating our worldwide map sets, international adresses and data.

RegioGraph Analysis	**RegioGraph Planning**	**RegioGraph Strategy**
RegioGraph Analysis offers detailed regional and market analyses for marketing, controlling and market research.	RegioGraph Planning additionally includes intelligent tools for sales territory optimization, street-level customer analyses and service structure optimization. Smart reporting options deliver transparent results that bring your markets into sharp focus.	RegioGraph Strategy additionally offers location and expansion planning options as well as powerful tools for evaluating locations based on accessibility, catchment area potential, competitor influences and other factors.
entry-level version	**includes the following features in addition to those in RegioGraph Analysis**	**includes the following features in addition to those in RegioGraph Planning**
▪ up-to-date maps and purchasing power for an European country of choice ▪ diverse visualization options for market analyses (e.g., charts, portfolio, ABC and many others) ▪ NEW: duplication of layer formats and analyses for consistent results	▪ online maps & aerial imagery from Bing** ▪ address-level geocoding ▪ professional tools for sales territory optimization ▪ calculation of location-specific driving zones ▪ detailed reporting with PDF creation ▪ NEW: enhanced planning view for more control and oversight ▪ NEW: ability to view territory changes at any time for more strategic planning	▪ street segment-level analysis and reporting of granular data ▪ location evaluation with gravity model (with consideration of competition) *optional integration of detailed data on end consumers and business potential*

View all highlights of the new version
A detailed overview of all new features can be found at
www.gfk-regiograph.com/rg2020.

+ RegioGraph TeamConnect add-on

Use this add-on to the desktop version of RegioGraph to share project insights online with your colleagues for more accelerated communication and planning.

*from €2,500 extra per year**

available for an additional charge with the purchase of RegioGraph Planning or Strategy

▪ includes 5 licenses for the desktop version of RegioGraph to enable project creation
▪ uploading of project results to your own company server
▪ multi-user access from various end devices while on the go
▪ customizable access rights for users

Growth from Knowledge

D-A-CH

D-A-CH	Analysis	Planning	Strategy	Geocoder
Germany, Austria and Switzerland	€ 1,800	€ 5,000	€ 8,500	*
Germany, Austria and Switzerland, including D&B address data on business potential for Germany	-	-	€ 12,300	*
Germany, Austria and Switzerland incl. GfK data on end consumers at the level of street segments for Germany	-	-	€ 15,000	*

Europe

Europe	Analysis	Planning	Strategy	Geocoder
Albania	€ 1,800	€ 5,000	€ 8,500	---
Belarus	€ 3,300	€ 6,500	€ 10,000	---
Belgium	€ 2,300	€ 5,500	€ 9,000	*
Bosnia Herzegovina	€ 2,300	€ 5,500	€ 9,000	---
Bulgaria	€ 2,300	€ 5,500	€ 9,000	*1
Croatia	€ 2,300	€ 5,500	€ 9,000	*
Cyprus	€ 1,800	€ 5,000	€ 8,500	*
Czech Republic	€ 2,300	€ 5,500	€ 9,000	*
Denmark (incl. Faroe, Greenland)	€ 2,300	€ 5,500	€ 9,000	*
Estonia	€ 2,300	€ 5,500	€ 9,000	*
Finland	€ 3,300	€ 6,500	€ 10,000	*
France	€ 3,300	€ 6,500	€ 10,000	*
Greece	€ 2,300	€ 5,500	€ 9,000	*
Hungary	€ 2,300	€ 5,500	€ 9,000	*
Iceland	€ 1,800	€ 5,000	€ 8,500	*
Ireland	€ 1,800	€ 5,000	€ 8,500	*
Italy (incl. San Marino)	€ 3,300	€ 6,500	€ 10,000	*
Kosovo	€ 1,800	€ 5,000	€ 8,500	*
Latvia	€ 2,300	€ 5,500	€ 9,000	*
Lithuania	€ 3,300	€ 6,500	€ 10,000	*
Luxembourg	€ 1,800	€ 5,000	€ 8,500	*
Macedonia	€ 1,800	€ 5,000	€ 8,500	---
Malta	€ 1,800	€ 5,000	€ 8,500	*
Moldova	€ 2,300	€ 5,500	€ 9,000	---
Montenegro	€ 1,800	€ 5,000	€ 8,500	*
Netherlands	€ 3,300	€ 6,500	€ 10,000	*
Norway	€ 3,300	€ 6,500	€ 10,000	*
Poland	€ 3,300	€ 6,500	€ 10,000	*
Portugal	€ 2,300	€ 5,500	€ 9,000	*
Romania	€ 3,300	€ 6,500	€ 10,000	*
Serbia	€ 2,300	€ 5,500	€ 9,000	*
Slovakia	€ 2,300	€ 5,500	€ 9,000	*
Slovenia	€ 2,300	€ 5,500	€ 9,000	*
Spain (incl. Andorra)	€ 3,300	€ 6,500	€ 10,000	*
Sweden	€ 3,300	€ 6,500	€ 10,000	*
Turkey	€ 3,300	€ 6,500	€ 10,000	*1
Ukraine	€ 2,300	€ 5,500	€ 9,000	*
United Kingdom	€ 2,300	€ 5,500	€ 9,000	*

Continent editions

Continent editions	Analysis	Planning	Strategy	
Western Europe	€ 10,300	€ 13,500	€ 17,000	
Eastern Europe	€ 10,300	€ 13,500	€ 17,000	
Europe, complete	€ 17,300	€ 20,800	€ 24,000	
Europe 2-digit postcodes/NUTS edition	€ 2,300	€ 5,500	€ 9,000	
Africa	€ 5,300	€ 8,500	€ 12,000	
Asia	€ 17,300	€ 20,800	€ 24,000	
America	€ 11,300	€ 14,500	€ 18,000	
Australia (incl. New Zealand)	€ 3,300	€ 6,500	€ 10,000	
World Map Edition, complete	€ 35,300	€ 38,500	€ 42,000	
World Map Edition, admin 1	€ 2,300	€ 5,500	€ 9,000	

The geocoder is only available for RegioGraph Planning and RegioGraph Strategy
* = Geocoder available, --- = not possible, 1) Geocoder has restricted functionality.