



SOFTWARE REGIOGRAPH

RegioGraph allows you to quickly and easily display your company data on digital maps. In combination with purchasing power data, this reveals trends and relationships that would not otherwise be apparent. Identify strengths and weaknesses in your coverage, locate untapped potential and optimize your sales, marketing, and expansion strategies.

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 addresses and data.

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%!

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.

ANALYSIS

RegioGraph Analysis offers detailed regional and market analyses for marketing, controlling and market research.

PLANNING

RegioGraph Planning additionally offers powerful tools for sales territory planning, street-level customer analyses and service structure optimization. Insightful reports keep your markets in clear focus.

STRATEGY

RegioGraph Strategy additionally offers location and expansion planning options as well as tools for evaluating locations according to accessibility, catchment area potential, competitor influences, etc.

base version:	features offered in addition to those in Analysis version:	features offered in addition to those in Planning version:
maps and purchasing power for Germany, Austria and Switzerland or a European country of choice	professional sales territory optimization tools	location evaluation with gravity model (takes competitor influences into account)
diverse analysis and visualization options	detailed reporting	Web viewer (for accessing map analyses from any device with a browser)
NEW in version 2017: interface with ribbon menus and simplified navigation	IP geocoder	NEW in version 2017: ability to calculate and implement an optimal location network
cluster tree analysis	NEW in version 2017: grid layer for evaluating granular data	improved and more intuitive data analysis mode
table draft view for working with tables	ability to incorporate online maps and aerial imagery	optional: D&B address data on business potential or additional GfK data
many new chart options	easy-to-use tool for managing and positioning address data	

PRICE LIST



D-A-CH	Analysis	Planning	Strategy	Geocoder
Germany, Austria and Switzerland	€ 1,500	€ 4,000	€ 7,500	*
Germany, Austria and Switzerland, including D&B address data on business potential for Germany	-	-	€ 11,000	*
Germany, Austria and Switzerland incl. GfK data on end consumers at the level of street segments for Germany	-	-	€ 14,000	*
EUROPE	Analysis	Planning	Strategy	Geocoder
Albania	€ 1,500	€ 4,000	€ 7,500	---
Belarus	€ 3,000	€ 5,500	€ 9,000	---
Belgium	€ 2,000	€ 4,500	€ 8,000	*
Bosnia Herzegovina	€ 2,000	€ 4,500	€ 8,000	---
Bulgaria	€ 2,000	€ 4,500	€ 8,000	*1
Croatia	€ 2,000	€ 4,500	€ 8,000	*
Cyprus	€ 1,500	€ 4,000	€ 7,500	*
Czech Republic	€ 2,000	€ 4,500	€ 8,000	*
Denmark (incl. Faroe, Greenland)	€ 2,000	€ 4,500	€ 8,000	*
Estonia	€ 2,000	€ 4,500	€ 8,000	*
Finland	€ 3,000	€ 5,500	€ 9,000	*
France	€ 3,000	€ 5,500	€ 9,000	*
Greece	€ 2,000	€ 4,500	€ 8,000	*
Hungary	€ 2,000	€ 4,500	€ 8,000	*
Iceland	€ 1,500	€ 4,000	€ 7,500	*
Ireland	€ 1,500	€ 4,000	€ 7,500	*
Italy (incl. San Marino)	€ 3,000	€ 5,500	€ 9,000	*
Kosovo	€ 1,500	€ 4,000	€ 7,500	*
Latvia	€ 2,000	€ 4,500	€ 8,000	*
Lithuania	€ 3,000	€ 5,500	€ 9,000	*
Luxembourg	€ 1,500	€ 4,000	€ 7,500	*
Macedonia	€ 1,500	€ 4,000	€ 7,500	---
Malta	€ 1,500	€ 4,000	€ 7,500	*
Moldova	€ 2,000	€ 4,500	€ 8,000	---
Montenegro	€ 1,500	€ 4,000	€ 7,500	*
Netherlands	€ 3,000	€ 5,500	€ 9,000	*
Norway	€ 3,000	€ 5,500	€ 9,000	*
Poland	€ 3,000	€ 5,500	€ 9,000	*
Portugal	€ 2,000	€ 4,500	€ 8,000	*
Romania	€ 3,000	€ 5,500	€ 9,000	*
Serbia	€ 2,000	€ 4,500	€ 8,000	*
Slovakia	€ 2,000	€ 4,500	€ 8,000	*
Slovenia	€ 2,000	€ 4,500	€ 8,000	*
Spain (incl. Andorra)	€ 3,000	€ 5,500	€ 9,000	*
Sweden	€ 3,000	€ 5,500	€ 9,000	*
Turkey	€ 3,000	€ 5,500	€ 9,000	*1
Ukraine	€ 2,000	€ 4,500	€ 8,000	*
United Kingdom	€ 2,000	€ 4,500	€ 8,000	*

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

RegioGraph includes all available digital maps and purchasing power data.

D&B address data on business potential is available for additional European countries upon request.

ASIA	Analysis	Planning	Strategy	Geocoder
Afghanistan	€ 2,000	€ 4,500	€ 8,500	---
Armenia	€ 1,500	€ 4,000	€ 8,000	---
Azerbaijan	€ 1,500	€ 4,000	€ 8,000	---
Bahrain	€ 1,500	€ 4,000	€ 8,000	*
Bangladesch	€ 1,500	€ 4,000	€ 8,000	---
Bhutan	€ 1,500	€ 4,000	€ 8,000	---
Brunei Darussalam	€ 1,500	€ 4,000	€ 8,000	*
Cambodia	€ 2,000	€ 4,500	€ 8,500	---
China	€ 3,000	€ 5,500	€ 9,500	---
Georgia	€ 1,500	€ 4,000	€ 8,000	---
India	€ 3,000	€ 5,500	€ 9,500	*
Indonesia	€ 3,000	€ 5,500	€ 9,500	*
Iran	€ 2,000	€ 4,500	€ 8,500	---
Iraq	€ 2,000	€ 4,500	€ 8,500	---
Israel	€ 2,000	€ 4,500	€ 8,500	---
Japan	€ 3,000	€ 5,500	€ 9,500	---
Jordan	€ 1,500	€ 4,000	€ 8,000	---
Kazakhstan	€ 2,000	€ 4,500	€ 8,500	---
Kuwait	€ 2,000	€ 4,500	€ 8,500	*
Kyrgyzstan	€ 1,500	€ 4,000	€ 8,000	---
Laos	€ 2,000	€ 4,500	€ 8,500	---
Lebanon	€ 1,500	€ 4,000	€ 8,000	---
Malaysia	€ 2,000	€ 4,500	€ 8,500	*
Maldives	€ 1,500	€ 4,000	€ 8,000	---
Mongolia	€ 2,000	€ 4,500	€ 8,500	---
Myanmar	€ 1,500	€ 4,000	€ 8,000	---
Nepal	€ 2,000	€ 4,500	€ 8,500	---
North Korea	€ 2,000	€ 4,500	€ 8,500	---
Oman	€ 1,500	€ 4,000	€ 8,000	*
Pakistan	€ 2,000	€ 4,500	€ 8,500	---
Papua New Guinea	€ 1,500	€ 4,000	€ 8,000	---
Philippines	€ 2,000	€ 4,500	€ 8,500	*
Qatar	€ 1,500	€ 4,000	€ 8,000	*
Russia	€ 3,000	€ 5,500	€ 9,500	*
Saudi Arabia	€ 2,000	€ 4,500	€ 8,500	*
Singapore	€ 1,500	€ 4,000	€ 8,000	*
South Korea	€ 2,000	€ 4,500	€ 8,500	---
Sri Lanka	€ 1,500	€ 4,000	€ 8,000	---
Syria	€ 1,500	€ 4,000	€ 8,000	---
Taiwan	€ 2,000	€ 4,500	€ 8,500	*
Tajikistan	€ 1,500	€ 4,000	€ 8,000	---
Thailand	€ 2,000	€ 4,500	€ 8,500	*
Timor-Leste	€ 1,500	€ 4,000	€ 8,000	---
Turkmenistan	€ 1,500	€ 4,000	€ 8,000	---
United Arab Emirates	€ 1,500	€ 4,000	€ 8,000	*
Uzbekistan	€ 2,000	€ 4,500	€ 8,500	---
Viet Nam	€ 2,000	€ 4,500	€ 8,500	*
Yemen	€ 2,000	€ 4,500	€ 8,500	---

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RegioGraph includes all available digital maps.



AFRICA	Analysis	Planning	Strategy	Geocoder
Algeria	€ 1,500	€ 4,000	€ 7,500	---
Angola	€ 1,500	€ 4,000	€ 7,500	---
Benin	€ 1,500	€ 4,000	€ 7,500	---
Botswana	€ 1,500	€ 4,000	€ 7,500	---
Burkina Faso	€ 1,500	€ 4,000	€ 7,500	---
Burundi	€ 1,500	€ 4,000	€ 7,500	---
Cameroon	€ 1,500	€ 4,000	€ 7,500	---
Cape Verde	€ 1,500	€ 4,000	€ 7,500	---
Central African Republic	€ 1,500	€ 4,000	€ 7,500	---
Chad	€ 1,500	€ 4,000	€ 7,500	---
Comoros	€ 1,500	€ 4,000	€ 7,500	---
Congo	€ 1,500	€ 4,000	€ 7,500	---
Democratic Republic of Congo	€ 1,500	€ 4,000	€ 7,500	---
Djibouti	€ 1,500	€ 4,000	€ 7,500	---
Egypt	€ 2,000	€ 4,500	€ 8,000	---
Equatorial Guinea	€ 1,500	€ 4,000	€ 7,500	---
Eritrea	€ 1,500	€ 4,000	€ 7,500	---
Ethiopia	€ 1,500	€ 4,000	€ 7,500	---
Gabon	€ 1,500	€ 4,000	€ 7,500	---
Gambia	€ 1,500	€ 4,000	€ 7,500	---
Ghana	€ 1,500	€ 4,000	€ 7,500	---
Guinea	€ 1,500	€ 4,000	€ 7,500	---
Guinea-Bissau	€ 1,500	€ 4,000	€ 7,500	---
Ivory Coast	€ 1,500	€ 4,000	€ 7,500	---
Kenya	€ 1,500	€ 4,000	€ 7,500	---
Lesotho	€ 1,500	€ 4,000	€ 7,500	---
Liberia	€ 1,500	€ 4,000	€ 7,500	---
Libya	€ 1,500	€ 4,000	€ 7,500	---
Madagascar	€ 1,500	€ 4,000	€ 7,500	---
Malawi	€ 1,500	€ 4,000	€ 7,500	---
Mali	€ 1,500	€ 4,000	€ 7,500	---
Mauretania	€ 1,500	€ 4,000	€ 7,500	---
Mauritius	€ 1,500	€ 4,000	€ 7,500	---
Mayotte	€ 1,500	€ 4,000	€ 7,500	---
Morocco	€ 2,000	€ 4,500	€ 8,000	---
Mozambique	€ 1,500	€ 4,000	€ 7,500	---
Namibia	€ 1,500	€ 4,000	€ 7,500	---
Niger	€ 1,500	€ 4,000	€ 7,500	---
Nigeria	€ 1,500	€ 4,000	€ 7,500	---
Reunion	€ 1,500	€ 4,000	€ 7,500	---
Rwanda	€ 1,500	€ 4,000	€ 7,500	---
Sao Tome and Principe	€ 1,500	€ 4,000	€ 7,500	---
Senegal	€ 1,500	€ 4,000	€ 7,500	---
Seychelles	€ 1,500	€ 4,000	€ 7,500	---
Sierra Leone	€ 1,500	€ 4,000	€ 7,500	---
Somalia	€ 1,500	€ 4,000	€ 7,500	---
South Africa	€ 1,500	€ 4,000	€ 7,500	*
South Sudan	€ 1,500	€ 4,000	€ 7,500	---
Sudan	€ 1,500	€ 4,000	€ 7,500	---
Swaziland	€ 1,500	€ 4,000	€ 7,500	---
Tanzania	€ 1,500	€ 4,000	€ 7,500	---
Togo	€ 1,500	€ 4,000	€ 7,500	---
Tunesia	€ 1,500	€ 4,000	€ 7,500	---
Uganda	€ 1,500	€ 4,000	€ 7,500	---
Western Sahara	€ 1,500	€ 4,000	€ 7,500	---
Zambia	€ 1,500	€ 4,000	€ 7,500	---
Zimbabwe	€ 1,500	€ 4,000	€ 7,500	---

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RegioGraph includes all available digital maps.

AMERICA	Analysis	Planning	Strategy	Geocoder
Argentina	€ 3,000	€ 5,500	€ 9,000	*
Belize	€ 1,500	€ 4,000	€ 7,500	---
Bolivia	€ 2,000	€ 4,500	€ 8,000	---
Brazil	€ 3,000	€ 5,500	€ 9,000	*
Canada	€ 2,000	€ 4,500	€ 8,000	*
Chile	€ 2,000	€ 4,500	€ 8,000	*
Colombia	€ 2,000	€ 4,500	€ 8,000	*
Costa Rica	€ 2,000	€ 4,500	€ 8,000	---
Ecuador	€ 2,000	€ 4,500	€ 8,000	---
El Salvador	€ 1,500	€ 4,000	€ 7,500	---
Falkland Islands	€ 1,500	€ 4,000	€ 7,500	---
French Guiana	€ 1,500	€ 4,000	€ 7,500	---
Guatemala	€ 1,500	€ 4,000	€ 7,500	---
Guyana	€ 1,500	€ 4,000	€ 7,500	---
Honduras	€ 1,500	€ 4,000	€ 7,500	---
Jamaica	€ 1,500	€ 4,000	€ 7,500	---
Mexico	€ 3,000	€ 5,500	€ 9,000	*
Nicaragua	€ 1,500	€ 4,000	€ 7,500	---
Panama	€ 1,500	€ 4,000	€ 7,500	---
Paraguay	€ 1,500	€ 4,000	€ 7,500	---
Peru	€ 1,500	€ 4,000	€ 7,500	---
Puerto Rico	€ 1,500	€ 4,000	€ 7,500	---
Suriname	€ 1,500	€ 4,000	€ 7,500	---
Uruguay	€ 1,500	€ 4,000	€ 7,500	---
USA	€ 2,000	€ 4,500	€ 8,000	*
Venezuela	€ 2,000	€ 4,500	€ 8,000	---

AUSTRALIA	Analysis	Planning	Strategy	Geocoder
Australia (incl. New Zealand)	€ 3,000	€ 5,500	€ 9,000	---
New Zealand	€ 1,500	€ 4,000	€ 7,500	---
Pacific Islands	€ 1,500	€ 4,000	€ 7,500	---

CONTINENT EDITIONS	Analysis	Planning	Strategy	Geocoder
Western Europe	€ 10,000	€ 12,500	€ 16,000	
Eastern Europe	€ 10,000	€ 12,500	€ 16,000	
Europe, complete	€ 17,000	€ 19,500	€ 23,000	
Europe 2-digit postcodes/NUTS edition	€ 2,000	€ 4,500	€ 8,000	
Africa	€ 5,000	€ 7,500	€ 11,000	
Asia	€ 17,000	€ 19,500	€ 23,000	
America	€ 11,000	€ 13,500	€ 17,000	
Australia (incl. New Zealand)	€ 3,000	€ 5,500	€ 9,000	
World Map Edition, complete	€ 35,000	€ 37,500	€ 41,000	
World Map Edition, admin 1	€ 2,000	€ 4,500	€ 8,000	

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For Europe, RegioGraph includes all available maps and purchasing power data.

For all non-European countries, RegioGraph includes the available digital maps.