

	Analysis from €750*	Planning from €2,000*	Strategy from €3,750*
Base functions			
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) ¹		X	X
Search addresses ¹	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
Sales territory planning			
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 ¹		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
Location planning			
Calculate drive-time zones and street distances ¹		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 ¹			X
Automatically calculate and compare location potential ¹			X
Analyze locations with a Huff model (determine market share zones and catchment areas) ¹			X
Integrated data and maps			
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
Customer support			
Free customer support hotline	X	X	X
Online RegioGraph tutorials	X	X	X
Free additional downloads	X	X	X

¹ Requires geocoding function. For information on country availability, see www.gfk-regiograph.com/availability.

* All prices are for single-user (in-house) licenses purchased for a three-year subscription period; excludes VAT.

GfK GeoMarketing's licensing conditions and general terms and conditions apply (www.gfk-geomarketing.com/licences).

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