



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.

REGIOGRAPH ANALYSIS	REGIOGRAPH PLANNING	REGIOGRAPH STRATEGY
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
<ul style="list-style-type: none"> ▪ up-to-date maps and purchasing power for a European country of choice ▪ diverse visualization options for market analyses ▪ auto-grouping of attributes ▪ linking of key account structures and territory assignments 	<ul style="list-style-type: none"> ▪ incorporation of online maps and aerial imagery from Bing** ▪ address-level geocoding ▪ professional tools for sales territory optimization with the new planning view ▪ territory lock option for more control ▪ calculation of location-specific driving zones ▪ detailed reporting with PDF creation <p>+ Add-on RegioGraph TeamConnect available with purchase of 5 or more licenses of RegioGraph Planning**</p>	<ul style="list-style-type: none"> ▪ street segment-level analysis and reporting of granular data ▪ location evaluation with gravity model (with consideration of competition) <p>+ optional integration of detailed data on end consumers and business potential</p> <p>+ Add-on RegioGraph TeamConnect available with purchase of 5 or more licenses of RegioGraph Strategy**</p>

View all highlights of the new version

A detailed overview of all new features can be found at

www.gfk-regiograph.com/new-version.

ADD-ON REGIOGRAPH TEAMCONNECT

Use the new add-on to share project insights online with colleagues. Streamlined, on-demand access to results allows your team to communicate with greater ease and speed.

available with purchase of

5 or more licenses*

available with purchase of 5 or more licenses of REGIOGRAPH PLANNING or STRATEGY

- uploading of maps from RegioGraph to your secure company server
- unlimited multi-user access from various end devices while on the go
- granting of access rights for all users
- set-up support from our IT experts upon request

All quoted prices exclude VAT. GfK GeoMarketing's licensing conditions and general terms and conditions apply (www.gfk-geomarketing.com/licensing).

* Prices for RegioGraph TeamConnect for 5 licenses as part of a three-year subscription start at €4,000 per year for RegioGraph Planning and €7,500 per year for RegioGraph Strategy.

** A user license from Bing for 12 months or the next update

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.

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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.