

Base functions	Analysis	Planning	Strategy
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 browser-based Web use			X
Add-on RegioGraph TeamConnect			
Share project insights online with colleagues (uploading of maps to your secure company server, unlimited multi-user access from various end devices while on the go, granting of access rights for all users)		X available with purchase of 5 or more licenses	X
Sales territory planning			
Manually plan new territory structures	X	X	X
Planning view for simultaneous view of a map, table and chart		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
Territory lock option for more control		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
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 and postcode 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 & purchasing power down to the postcode level for a European country of choice		X	X
Maps and aerial imagery from Microsoft Bing available via Internet**	X	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

¹ Requires geocoding function.

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