



# REGIOGRAPH SOFTWARE

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 offers intelligent tools for sales territory optimization, street-level customer analyses and service structure optimization. Reports deliver deep market insights.

## STRATEGY

RegioGraph Strategy offers location and expansion planners powerful tools for evaluating locations based on accessibility, catchment-area potential, competitors and more.

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:
maps and purchasing power for a European country of choice	professional tools for sales territory optimization	location evaluation using gravity model (with competitor assessment)
diverse analysis and visualization options	address-level geocoding	street segment-level analysis and reporting of granular data
<b>new features beginning in 2018 version: redesigned user interface</b>	detailed reporting options – e.g., comparison of planning scenarios	export option for browser-based viewing
auto-grouping of attributes	grid layer for analyzing granular data	<b>new features beginning in 2018 version: address data on business potential now available for many additional European countries</b>
linking of key-account structures and territory assignments	incorporation of online maps and aerial imagery from Bing	
expanded table editing and linking options when in draft view	<b>new features beginning in 2018 version: calculation of location-specific driving zones</b>	

# 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	-	-	€ 1€ 4,000	*
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, <sup>1</sup> Geocoder has restricted functionality.

RegioGraph includes all available digital maps and purchasing power data for the chosen European country.

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	€ 8,000	---
Armenia	€ 1,500	€ 4,000	€ 7,500	---
Azerbaijan	€ 1,500	€ 4,000	€ 7,500	---
Bahrain	€ 1,500	€ 4,000	€ 7,500	*
Bangladesch	€ 1,500	€ 4,000	€ 7,500	---
Bhutan	€ 1,500	€ 4,000	€ 7,500	---
Brunei Darussalam	€ 1,500	€ 4,000	€ 7,500	*
Cambodia	€ 2,000	€ 4,500	€ 8,000	---
China	€ 3,000	€ 5,500	€ 9,000	---
Georgia	€ 1,500	€ 4,000	€ 7,500	---
India	€ 3,000	€ 5,500	€ 9,000	*
Indonesia	€ 3,000	€ 5,500	€ 9,000	*
Iran	€ 2,000	€ 4,500	€ 8,000	---
Iraq	€ 2,000	€ 4,500	€ 8,000	---
Israel	€ 2,000	€ 4,500	€ 8,000	---
Japan	€ 3,000	€ 5,500	€ 9,000	---
Jordan	€ 1,500	€ 4,000	€ 7,500	---
Kazakhstan	€ 2,000	€ 4,500	€ 8,000	---
Kuwait	€ 2,000	€ 4,500	€ 8,000	*
Kyrgyzstan	€ 1,500	€ 4,000	€ 7,500	---
Laos	€ 2,000	€ 4,500	€ 8,000	---
Lebanon	€ 1,500	€ 4,000	€ 7,500	---
Malaysia	€ 2,000	€ 4,500	€ 8,000	*
Maldives	€ 1,500	€ 4,000	€ 7,500	---
Mongolia	€ 2,000	€ 4,500	€ 8,000	---
Myanmar	€ 1,500	€ 4,000	€ 7,500	---
Nepal	€ 2,000	€ 4,500	€ 8,000	---
North Korea	€ 2,000	€ 4,500	€ 8,000	---
Oman	€ 1,500	€ 4,000	€ 7,500	*
Pakistan	€ 2,000	€ 4,500	€ 8,000	---
Papua New Guinea	€ 1,500	€ 4,000	€ 7,500	---
Philippines	€ 2,000	€ 4,500	€ 8,000	*
Qatar	€ 1,500	€ 4,000	€ 7,500	*
Russia	€ 3,000	€ 5,500	€ 9,000	*
Saudi Arabia	€ 2,000	€ 4,500	€ 8,000	*
Singapore	€ 1,500	€ 4,000	€ 7,500	*
South Korea	€ 2,000	€ 4,500	€ 8,000	---
Sri Lanka	€ 1,500	€ 4,000	€ 7,500	---
Syria	€ 1,500	€ 4,000	€ 7,500	---
Taiwan	€ 2,000	€ 4,500	€ 8,000	*
Tajikistan	€ 1,500	€ 4,000	€ 7,500	---
Thailand	€ 2,000	€ 4,500	€ 8,000	*
Timor-Leste	€ 1,500	€ 4,000	€ 7,500	---
Turkmenistan	€ 1,500	€ 4,000	€ 7,500	---
United Arab Emirates	€ 1,500	€ 4,000	€ 7,500	*
Uzbekistan	€ 2,000	€ 4,500	€ 8,000	---
Viet Nam	€ 2,000	€ 4,500	€ 8,000	*
Yemen	€ 2,000	€ 4,500	€ 8,000	---

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 \* = Geocoder available, --- = not possible, 1) Geocoder has restricted functionality.

RegioGraph includes all available digital maps for the chosen country.

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	€ 2,000	€ 4,500	€ 8,000	*
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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\* = Geocoder available, --- = not possible, <sup>1)</sup> Geocoder has restricted functionality.

RegioGraph includes all available digital maps for the chosen country.

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	*
Caribbean Islands <sup>1</sup>	€ 3,000	€ 5,500	€ 9,000	
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	---
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	---
Suriname	€ 1,500	€ 4,000	€ 7,500	---
Uruguay	€ 1,500	€ 4,000	€ 7,500	---
United States	€ 2,000	€ 4,500	€ 8,000	*
Venezuela	€ 2,000	€ 4,500	€ 8,000	---

<sup>1</sup> Caribbean islands are also available individually.

AUSTRALIA	Analysis	Planning	Strategy	Geocoder
Australia (incl. New Zealand)	€ 3,000	€ 5,500	€ 9,000	---
New Zealand	€ 2,000	€ 4,500	€ 8,000	---
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	

For Europe, RegioGraph includes all available maps and purchasing power data for the chosen country. For all non-European countries, RegioGraph includes the available digital maps for the chosen country.

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\* = Geocoder available, --- = not possible, <sup>1</sup> Geocoder has restricted functionality.