Press release

GfK launches RegioGraph 2017

Innovative geomarketing software for international users

Bruchsal, Germany, February 14, 2017 – GfK will release a completely new version of its geomarketing software RegioGraph at the end of March. RegioGraph 2017 features a new and simplified interface, faster results and numerous new options for analyzing and optimizing locations and sales territories. For the first time, users can work directly with online maps and aerial images. RegioGraph 2017 gives users from all industries an innovative and reliable basis for any location-based decision.

Users can visualize customers, target groups and potential on up-to-date digital maps and carry out analyses based on detailed integrated data on potential, such as GfK Purchasing Power. Users working in expansion, sales or marketing can use RegioGraph to pinpoint market weaknesses, identify new turnover opportunities and come up with strategies for more efficiently exploiting potential.

"Our geomarketing software offers a reliable basis for making more informed decisions in today's complex and dynamic markets," explains Friedrich Fleischmann, Managing Director of GfK's Geomarketing solution area. "RegioGraph 2017 brings together our more than 25 years of experience as geomarketing consultants. As such, the software is a powerful and innovative solution for location-based planning and analyses. RegioGraph gives users from all industries the ability to more successfully connect their products or services to their customers. Achieving this is absolutely essential in the digital age and should be the goal of all company activities, from strategic marketing to specific target groups to prospecting for promising new business sites."

RegioGraph's applications range from locating target groups, managing product-line placement and streamlining marketing endeavors to optimizing sales territories and devising effective retail or delivery networks.

Enhanced analysis, planning and modeling
RegioGraph 2017 offers innovative new options for data mining, allowing users to filter data even faster and more comprehensively for the sake of locating new market potential. Linked table drafts, formulas and user-friendly data search dialogs help users from all company areas spot otherwise unseen trends and relationships in their company data. Results are shown in real time on a map, so users can get quick insights into their active market regions and available potential. Sales users can model poten-

tial-oriented benchmarks for their sales regions and business sites and then objectively compare the regional performance of sales teams, retailers and outside sales force members.

RegioGraph 2017 also features improved and simplified sales territory optimization options. It's now even easier to share the results of analyses, and comprehensive reporting options make it possible to automatically integrate charts into territory reports. For example, the advantages of various optimization scenarios can be sent to sales force members along with map analyses and data charts for each employee's assigned regions.

The new software version also delivers new possibilities for planning and evaluating locations: For example, a "white spot" analysis allows users to find the most suitable locations at the click of a button for a specified number of business sites. The software is also outfitted with an improved and simplified dialog for the detailed analysis and modeling of potential and competitors in the catchment areas of business sites.

New visualization and evaluation options
Thanks to RegioGraph's expanded analysis options and simplified visualization dialog, users can more easily identify regions with high- and low-turnover customers and retailers. Among the new analysis options in RegioGraph 2017 is the ability to automatically display locations as clusters according to zoom level. This gives logistics managers and branch network planners a quick overview of the density of retailer agglomerations at both the regional and local levels.

The grid analysis lets users place a grid on the map, into which RegioGraph then projects the available data in proportion to grid's area. Using this feature, users can carry out microgeographic evaluations of the catchment areas of retailer locations, such as neighborhood stores.

RegioGraph 2017 also lets users work directly with online maps and aerial imagery. Expansion planners can use this tool to visualize potential locations and associated RegioGraph analyses directly on a satellite image and then evaluate the retail surroundings based on optics and any available data. Online maps give users a worldwide point of reference for international and global customer analyses. The software additionally offers newly available and highly detailed B2B data on potential for Germany, Austria, France, or Switzerland.

A new standard of performance & usability
The overhauled user interface boasts a new design that emulates the optical ribbon effect in MS Office applications. This makes it even easier for users to orient themselves and seamlessly import data. GfK has simplified the structure and navigation of work projects and has also optimized the software's back end for 32- and 64-bit operation. As such, RegioGraph

2017 delivers very fast performance even when performing calculations with large data quantities.

About RegioGraph

RegioGraph was developed by GfK's Geomarketing solution area in 1991. The first version was created to help a forklift manufacturer optimize its sales territories. RegioGraph then quickly evolved into a comprehensive solution for place-based challenges and tasks faced by users in sales, marketing and controlling. Thanks to an innovative, practice-oriented product development strategy, RegioGraph has garnered multiple awards and around 40,000 users, making it the most popular geomarketing solution in Germany. The software also enjoys an ever-growing number of international users from all industries. In addition to an English-language version of the software, GfK also offers worldwide digital maps for geocoding addresses and other location data.

RegioGraph comes with GfK Purchasing Power and 2017 digital maps for Germany, Austria and Switzerland, or another European country of choice. RegioGraph Strategy additionally includes the option of micro-data for analyzing B2C and B2B data on potential at the level of street segments in Germany.

Additional information on GfK's geomarketing software RegioGraph can be found at http://regiograph.gfk.com.

Print-quality illustrations can be found here.

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's 80 years of data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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