

REGIOGRAPH 2019: A NEW WAY OF PLANNING & COMMUNICATING

Enhanced with new features

A new planning view gives you more oversight and control when optimizing your territories. Share results online and collaborate more efficiently with your colleagues using the new add-on RegioGraph TeamConnect.



REGIOGRAPH 2019: A NEW WAY OF PLANNING AND COMMUNICATING WITH YOUR TEAM

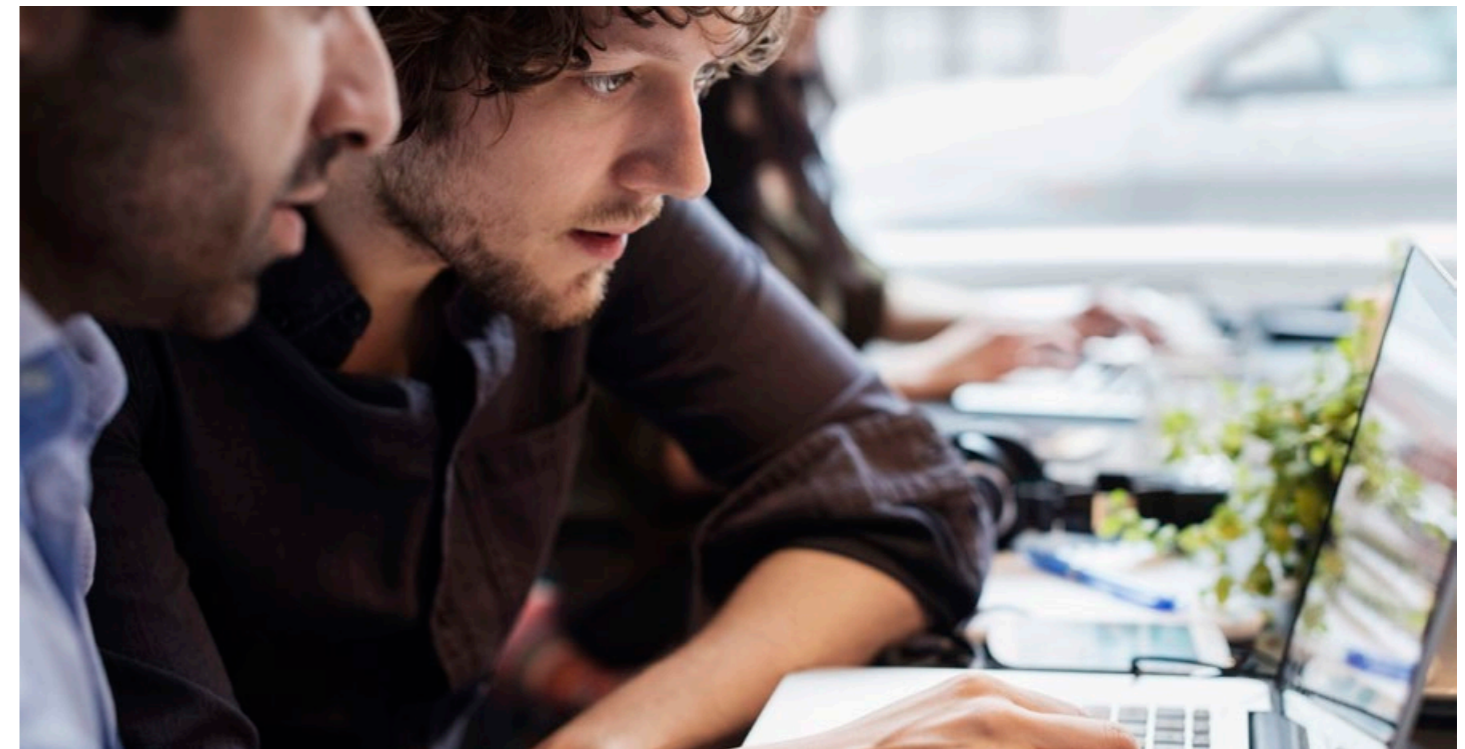
Geomarketing brings your data to life, revealing otherwise unseen connections. RegioGraph 2019 gives the tools you need to visually analyze and answer your location questions related to marketing, sales and expansion. This allows you to make more informed decisions and communicate efficiently with your team.

Use our awarding-winning geomarketing software to carry out professional sales territory optimizations, location evaluations and market analyses directly on digital maps. Thanks to an intuitive interface, it's quick and easy to import your company data and then cross-reference it with the included GfK purchasing power data. This reveals your customer distribution, deepens your understanding of your sales structure and illuminates areas of untapped market potential.

New features in the 2019 version:

- 1. Planning view:**
Keep all important information in sight when optimizing your territories. The simultaneous display of a zoomable map and a filterable table with a chart gives you the overview you need to manage each step of the optimization process.
- 2. Up-to-date maps & GfK purchasing power data:**
Plan with greater accuracy and precision thanks to our regular updates, international coverage and trademark GfK quality. Work with the latest cartographic basis and bring greater objectivity to your decisions through our trusted market insights.
- 3. Add-on RegioGraph TeamConnect:**
Share project results online with your colleagues via your company server. Your team can access these insights from various device types while on the go. This keeps everyone on the same page, leading to faster, more informed decision-making.

Read more about the new software features at www.regiograph.de/new-version.

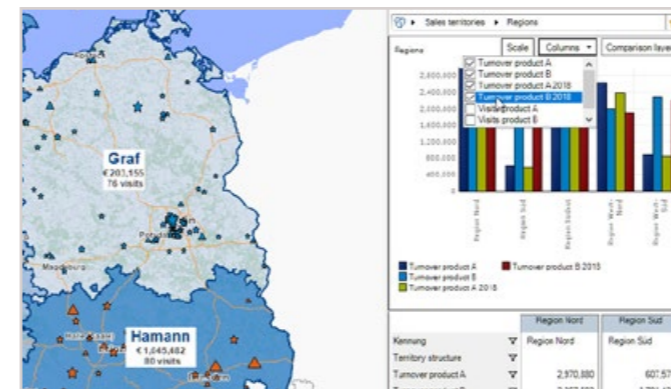


Turn information into insights through visualizations

RegioGraph lets you visualize and analyze your company data directly on digital maps. Import your customer data, turnover figures and territory structure with a single click. This illuminates otherwise hard-to-spot trends and relationships in your data. Quickly pinpoint the strengths and weaknesses in your performance and market presence.

Plan with greater precision using up-to-date geodata

RegioGraph 2019 comes equipped with up-to-date maps and GfK purchasing power data. Analyze your company data on detailed regional levels such as municipalities, postcodes and even street segments. Use the integrated purchasing power data to evaluate your performance and identify untapped potential. Packed with features, RegioGraph delivers concrete and transparent answers to your location questions.



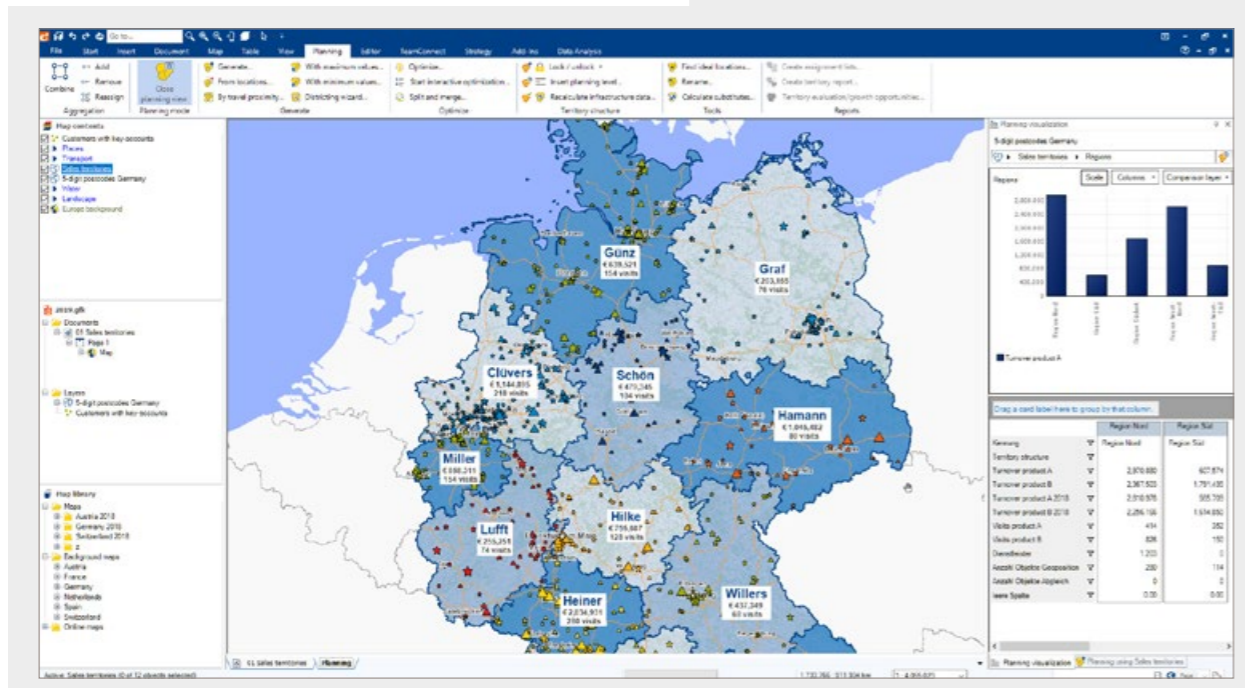
Enjoy greater control in the software

RegioGraph puts professional tools at your fingertips, giving you everything you need to analyze your markets, optimize your territories and evaluate your locations. The resulting insights help you make important decisions with greater confidence and objectivity. The new planning view offers unprecedented oversight when optimizing sales territories. With a simultaneous view of a map, table and chart, you have more control when comparing optimization scenarios.



Communicate and decide as a team

Seamless communication is crucial when it comes to working successfully as a team. The new add-on RegioGraph TeamConnect lets you upload project results to your own secure server and then share them online with colleagues. Your sales team has simultaneous access to your analyses and sales maps from various end devices while traveling or on the go. This allows you to collaborate more quickly and effectively.



New software version. New tools.

RegioGraph is regularly enhanced with new features. A subscription service gives you immediate access to newly released features and also saves you 50% off the full retail price. Select from the versions below:

REGIOGRAPH ANALYSIS from €750 per year*	REGIOGRAPH PLANNING from €2,000 per year*	REGIOGRAPH STRATEGY from €3,750 per year*
RegioGraph Analysis offers detailed regional and market analyses for marketing, controlling and market research. entry-level version <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 	RegioGraph Planning additionally includes intelligent tools for sales territory optimization, street-level customer analyses and service structure optimization. Reports deliver deep market insights. includes the following features in addition to those in RegioGraph ANALYSIS <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 + Add-on RegioGraph TeamConnect available with purchase of 5 or more licenses of RegioGraph Planning**	RegioGraph Strategy additionally offers location and expansion planning options as well as tools for evaluating locations according to accessibility, catchment area potential, competitor influences and other factors. includes the following features in addition to those in RegioGraph PLANNING <ul style="list-style-type: none"> street segment-level analysis and reporting of granular data location evaluation with gravity model (with consideration of competition) + optional integration of detailed data on end consumers and business potential + Add-on RegioGraph TeamConnect available with purchase of 5 or more licenses of RegioGraph Strategy**

Getting started is quick and easy

To get you up and running with the software, we offer training courses as well as many step-by-step tutorials. We also provide a free user hotline should you have any questions.

View all highlights of the new version

A detailed overview of all new features can be found at

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

Contact us with any questions:

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ADD-ON REGIOGRAPH TEAMCONNECT

available with purchase of **5 or more licenses****

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 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

with data from

 dun & bradstreet
 WORLDWIDE NETWORK

with maps from

 Maps by
 TOMTOM

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

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

**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

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 long-standing 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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