

Press Release

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New software releases RegioGraph 10 and DISTRICT 10 help companies gain market overview

GfK GeoMarketing's mapping-software suite sets new standards in geomarketing with an impressive range of powerful tools for better market analysis and territory planning.

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RegioGraph and DISTRICT are two of the leading geomarketing software applications for the analysis of company data through the use of digital maps. Companies around the world and across all branches of industry utilize these programs to optimize market development by taking into account numerous location-specific variables. With its powerful and diverse array of analytic tools, RegioGraph is customized for use in marketing and controlling activities. DISTRICT provides a similar range of functions, with a particular emphasis on sales territory planning.

Mapping software visually illuminates market potential

RegioGraph 10 and DISTRICT 10 contain comprehensive digital maps as well as market data. Purchasers of the software receive all digital maps of a European country of their choice. These maps include demarcations of administrative and postal code areas, in most cases up to the highest level of detail. Also included are maps of all European countries and regions, supplemented with GfK Purchasing Power data, a proven benchmark of market potential.

GfK GeoMarketing is currently the only company that provides such a comprehensive and high-quality range of maps and market data included with the purchase of its geomarketing software. In addition, GfK GeoMarketing offers digital maps for 240 countries worldwide, and, in the case of many European countries, detailed market data that can be fully integrated with the software, giving companies a potent platform for international market and sales territory planning.

"GfK GeoMarketing takes pride in providing comprehensive geomarketing solutions of the highest quality," says Wolfram Scholz, managing director of GfK GeoMarketing.

“The newly updated RegioGraph and DISTRICT are cutting edge applications that can give companies the boost they need to achieve their full potential at both the regional and international levels.”

“Users can precisely analyze regional markets and make sound decisions for their market strategy,” Scholz explains. “With the new RegioGraph 10 and DISTRICT 10, we have assembled a complete geomarketing package that is absolutely unparalleled in quality and scope.”

RegioGraph 10 and DISTRICT 10 are based on Microsoft’s .NET technology and are compatible with the MS Office Suite. They are also Vista certified.

Wizard guides users through over 100 kinds of market analyses

Version 10’s high-powered technical features are complemented by exceptionally intuitive and flexible desktop functions. For example, maps appear automatically in a logical sequence on the worksheet, with area layers such as federal states appearing at the bottom, and city points on top. Color settings can be saved to color palettes and recalled at any time, allowing companies to coordinate colors with their corporate design.

One of the most significant innovations is the wizard tool, which guides users in the importing of data as well as the performing of analyses or sales territory planning. The new RegioGraph 10 and DISTRICT 10 offer more than 100 analytical and visualization options, allowing users to depict multiple variables simultaneously. The analysis wizard walks users through complex tasks by asking just a few targeted questions, such as “What does your data look like?” and “What should your presentation illustrate?”. In this way, data and results are analyzed and illustrated according to the user’s specific needs and preferences.

“The new analysis wizard is an enormous help, particularly considering that many sales managers, marketing managers and controllers are not trained cartographers,” Scholz observes. “With these newly updated applications, users can quickly create brilliant results without having expertise in this area.”

The maps can be used as effective tools for supporting decisions via in-house presentations and business reports, says Scholz, citing one potential application. “Users of the German software versions released earlier this year were extremely enthusiastic about the new graphic options offered by RegioGraph 10 and DISTRICT 10.”

“Semi-transparent area coloring, overlap-free labeling, topographical maps with 3D effects – these are some of the highlights of the new software’s sophisticated cartographic capabilities,” Scholz elaborates. “For our customers, visually appealing maps are often just as important as the analyses and results themselves, because these maps can be so compelling in decision-making processes. The adage, ‘A picture is worth a thousand words,’ is especially true in this context.”

New dimensions in sales territory planning

DISTRICT 10's territory-planning options constitute an evolutionary leap compared to those of the previous versions. Borders and natural barriers such as rivers and mountain ranges are automatically taken into consideration when planning territories and operations. In addition, generating and optimizing territories and districts are now characterized by even greater flexibility and transparency. Users can weight multiple optimization criteria against one another. For example, a comparison of territories based on the number of customers can be made to count twice as much as a comparison based on territory size. At the same time, users can observe the software's calculations in real time and make manual adjustments with the help of detailed statistical information on any territory.

Also completely new in DISTRICT 10 is the option of creating territory reports that summarize each territory's statistics using both tables and charts, giving users a precise indication of the extent to which particular territories deviate from the mean and optimal levels.

RegioGraph 10 and DISTRICT 10 are available as of mid-October.

Contents of RegioGraph 10 and DISTRICT 10

Software	Maps	Extras
<ul style="list-style-type: none"> • RegioGraph 10 or DISTRICT 10 • Quick Start Manual • Exercise Projects 	Comprehensive map set of a European country of one's choice: <ul style="list-style-type: none"> ○ All administrative units up to the municipality level ○ All postal code units –, e.g., in Germany up to five-digit postal codes ○ Extensive topographical maps including elevations, city points, waterways, etc. ○ Comprehensive Tele Atlas street maps 	<ul style="list-style-type: none"> • GfK Purchasing Power data for European countries and regions • Europe-wide maps, including political borders up to Level 2 (federal provinces)
Additional services include a toll-free user hotline* , online tutorials and complimentary downloads .		

**Standard phone rates apply.*

For further information on RegioGraph 10 and DISTRICT 10, please contact Doris Hardt-Beischl at +49 (0)7251/ 9295 -140 or d.hardt-beischl@gfk-geomarketing.com.

Graphics download

High-resolution screenshots, logos and product shots can be downloaded at http://www.gfk-geomarketing.com/press/zip/RG_D10.zip

About GfK GeoMarketing

GfK GeoMarketing is one of the largest providers of geomarketing services in Europe for customers and users from all branches of trade. Services include:

- Consulting
- Market data
- Digital maps
- RegioGraph and DISTRICT

GfK GeoMarketing was formed in 2006 through the merger of GfK MACON, GfK PRISMA and GfK Regionalforschung and is a part of the international GfK network, the world's fifth-rated market research institute.

GfK is represented in 90 countries with over 115 subsidiaries and 8,200 employees.