GfK GeoMarketing

Press release

GfK GeoMarketing to unveil feature-packed geomarketing software RegioGraph 2011 at CeBIT

Date
February 1, 2011

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GfK GeoMarketing will be launching an entirely new version of its geomarketing software RegioGraph at the upcoming CeBIT 2011 trade fair: "RegioGraph Strategy". This new version of the software includes detailed data and offers a wide array of options for analyzing information down to the level of street segments. The software is geared toward businesses wishing to extract insights based on the geographic analysis of company and market data. Additional features of RegioGraph 2011 include new territory- and location-planning functions as well as an overhauled user interface and an updated cartographic basis. RegioGraph provides support for a diverse range of tasks in sales, marketing, expansion-planning and controlling.

RegioGraph 2011 allows users to analyze and visualize their customers, target groups and potential on up-to-date digital maps, supplemented with market data such as GfK Purchasing Power. To be presented for the first time at the CeBIT 2011, "RegioGraph Strategy 2011" gives users numerous options for carrying out street-level analyses of company and market data. Commercial and retail companies can use the software to optimize distribution and other company operations.

"For the past twenty years, our geomarketing software has raised the bar in modern market research – RegioGraph 2011 represents a further evolutionary step forward," says Doris Hardt-Beischl, head of sales at GfK GeoMarketing. "RegioGraph Strategy is a culmination of GfK's more than 70 years of experience in market- and location research and is the preeminent geomarketing solution for businesses."

RegioGraph offers sophisticated analysis and visualization options for carrying out reporting tasks in sales, marketing and controlling. By displaying the results of objective analyses on digital maps, geomarketing makes it possible to control and optimize regional market exploitation.

RegioGraph is also specifically designed to assist with planning sales territories, calculating catchment areas and improving customer service efficiency. RegioGraph combines analytical sophistication with a user-friendly interface that helps users generate highly accurate and precise results that lead to more informed business decisions. The

straightforward interface supports users with intuitive menus, step-by-step wizards and access to a free hotline.

In addition to digital maps, the software includes highly detailed and up-to-date data on inhabitants, households and purchasing power.

The geomarketing solution RegioGraph is available for international use. In addition to the Germany-Austria-Switzerland version, GfK GeoMarketing offers an English-language version, worldwide maps and up-to-date market data for all of Europe.

Product launch at the CeBIT 2011
Interested users can make appointments for personalized presentations of GfK GeoMarketing's "RegioGraph Strategy" during the CeBIT trade fair in Hannover from March 1-5, 2011.

Register online at www.gfk-geomarketing.com/cebit-fair.

You'll find GfK GeoMarketing in hall 4, stand A02.

Contents of RegioGraph 2011:

Software	Market data*
• RegioGraph • Quick Start Manual • Practice data	• **GfK Purchasing Power 2011** for all municipalities and postcodes of a European country of choice • **2011 data on inhabitants and households** for all municipalities and postcodes of a European country of choice

Digital maps	Customer support
• **All 2011 administrative, postcode and topographic maps** for a European country of choice • Comprehensive Tele Atlas® street map data for a European country of choice • Branch-specific maps such as Nielsen regions, health insurance (KV) regions and chamber of commerce locations (IHK regions) (German version only) • Europe-wide maps – political boundaries comparable in detail to those of Germany's federal states	• Free customer support hotline • Online RegioGraph tutorials • Free additional downloads ** The data included with RegioGraph Strategy is available down to the level of street segments.*

Download illustrations
Print-quality illustrations can be found at www.gfk-geomarketing.com/regiograph_2011.

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. Key business areas include:

- Consultancy and reports
- Market data
- Digital maps
- Geomarketing software RegioGraph

GfK GeoMarketing is a subsidiary of the globally active GfK Group. Ranked fourth among the world's market research institutes, the GfK is represented in 100 countries with over 115 subsidiaries and approximately 10,000 employees.