

Press release

Date
February 15, 2011

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RegioGraph wins "Top Retail Product of 2011" award

Neuwied/Bruchsal. The handelsjournal has now announced the results of its "Top Retail Product of 2011" competition. Readers of the Berlin-based economics journal were asked to vote for the best retail products. The geomarketing software RegioGraph won first place in the process optimization category.

Amidst stagnating turnover, increasing competition, smaller margins and diminishing returns, retail management is currently under tremendous pressure to bring greater efficiency to company operations, conserve resources and better realize turnover potential. Retail companies consequently rely heavily on innovative products from the capital goods industry to meet these needs. Twenty-one such products were nominated for the handelsjournal's "Top Retail Product of 2011" competition.

Readers bestowed gold on the geomarketing planning tool RegioGraph in the **process optimization** category. A product of the Germany-based company GfK GeoMarketing GmbH, RegioGraph is used in conjunction with GfK market data to facilitate more efficient customer acquisition and market development.

"RegioGraph is a major success factor that brings efficiency and transparency to regional market planning," says Doris Hardt-Beischl, head of sales at GfK GeoMarketing. "The results of the handelsjournal competition prove that our users in the retail sector - which include heads of sales, marketing directors, expansion planners, controllers and management personnel - view RegioGraph as an essential tool for managing their daily operations."

New geomarketing solution for the retail sector

GfK GeoMarketing will soon be releasing a new software version called "RegioGraph Strategy 2011". The new software is custom-tailored to the needs of retail companies and provides enhancements to previous versions of the software as well as retail-relevant data on potential at the level of street segments.

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"RegioGraph Strategy 2011" allows retail companies to bring greater efficiency to their diverse tasks. The geomarketing solution thus provides a reliable basis for more informed distribution planning for all regions, markets and products. Through map analyses and regional evaluations of potential, users can tackle any task with a place-based component, whether in sales, marketing, controlling or expansion. The result is a clearer picture of otherwise hidden risks and opportunities in a company's active markets.

Unveiling at EuroShop and CeBIT

Existing and prospective customers can get a live demonstration of how RegioGraph can help them achieve their company goals. GfK GeoMarketing will be presenting the latest version of RegioGraph at the CeBIT and EuroCIS trade fairs at the beginning of March. Also featured will be new maps, up-to-date data on potential and various Europe-wide analysis options.

Make an appointment by calling us at +49 (0)7251 9295170 or visiting www.gfk-geomarketing.com/fairs.

About RegioGraph

RegioGraph allows retail companies to visualize their customers, target groups and potential on up-to-date digital maps and then analyze this information using integrated data on potential such as GfK Purchasing Power. Some of RegioGraph's features include street-level address visualization, professional sales territory planning tools (including zone calculation) and a fast, user-friendly interface thanks to background maps that emulate the Google Maps look. GfK GeoMarketing offers both a German and English version of the software. With GfK GeoMarketing's cartographic coverage of more than 240 countries, RegioGraph supports globally active retail companies in their expansion, sales, marketing and controlling activities.

The combination of RegioGraph and regionalized GfK market data offers retail companies an indispensable resource. GfK GeoMarketing provides a comprehensive spectrum of market data, including GfK Purchasing Power and data on target groups and turnover. Together with RegioGraph, these GfK market datasets support companies in the analysis of market share, expansion into new markets and planning of branch locations.

With more than 40,000 users, RegioGraph is Germany's geomarketing solution of choice. GfK GeoMarketing also supports users with software training courses, consultancy services for sales territory and branch network planning and a free user hotline.

Additional information on RegioGraph can be found at www.gfk-regiograph.com.

Illustrations

Print-quality illustrations of RegioGraph and the "Top Retail Product of 2011" logo can be found at www.gfk-geomarketing.com/illustrations_topproduct.





About the handelsjournal

The handelsjournal delivers monthly, practice-oriented information on the economic and political issues that drive the retail sector. The handelsjournal provides a forum for the insights of the German Trade Association - The Retail Trade (Handelsverband Deutschland - Der Einzelhandel) and its contributing members and experts. The "economic magazine for the retail trade" further serves as a platform for dialogue between retail companies of all sizes and branches, suppliers and service providers. The handelsjournal has a circulation of approximately 52,000 copies via the publishing company "LPV Lebensmittel Praxis Verlag Neuwied" and belongs to the Georg von Holtzbrink consortium.

More information can be found at www.handelsjournal.de.

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 by approximately 10,000 employees belonging to more than 115 subsidiaries located in 100 countries.