

Press release

GfK GeoMarketing releases English software version of RegioGraph 2011

Date

August 2, 2011

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GfK GeoMarketing has completed the English version of its geomarketing solution RegioGraph 2011. Shipment will begin in October. RegioGraph 2011 includes new territory- and location-planning features as well as an overhauled user interface and an updated cartographic basis. RegioGraph supports companies around the world in a wide range of tasks in sales, marketing, expansion-planning and controlling.

The geomarketing solution RegioGraph 2011 has a wide range of applications for companies active in any area of the world. The new English version of the software, scheduled for release in October, includes market data and maps for a European country of choice and can be further expanded with GfK GeoMarketing's worldwide map editions.

RegioGraph 2011 allows users to visualize their customers, target groups and turnover on up-to-date digital maps and analyze them with market data on regional potential such as the included GfK Purchasing Power dataset. RegioGraph offers sophisticated analysis and visualization options for carrying out reporting tasks in sales, marketing and controlling. Through insightful analyses that are conducted directly on digital maps, geomarketing facilitates the management and optimization of regional market exploitation quotas.

"Geomarketing is the key to efficient market management," explains Doris Hardt-Beischl, head of sales at GfK GeoMarketing. "The new English version of RegioGraph 2011 offers many new features. When used in conjunction with our worldwide maps, RegioGraph gives internationally active companies the ability to analyze their existing markets and plan entries into new ones. The results of map analyses carried out with the software foster transparency and the exchange of information. The objectivity provided by the regional data and evaluations is a precondition for sustainable business decisions."

Features and applications

RegioGraph allows users to visualize and analyze all company data directly on digital maps. This provides objective insight into data trends and relationships that would otherwise not be apparent. When used in combination with data on regional market potential, RegioGraph reveals areas of untapped potential.

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In addition to a wide range of analysis options, RegioGraph also provides tools for planning sales territories, calculating catchment areas and improving customer service efficiency. RegioGraph offers a user-friendly interface that helps users generate highly accurate and precise results that promote more informed business decisions. The straightforward interface supports users with intuitive menus and wizards. Also, users have access to a free support hotline.

The software package includes highly detailed and up-to-date data on inhabitants, households and purchasing power as well as digital maps for a European country of choice.

New features in 2011 software version

The 2011 release marks the premiere of a new "Strategy" version of RegioGraph. This version gives users the ability to analyze data at the street level and calculate catchment areas for locations via an integrated gravity model.

Many new features have also been integrated into the software's sales territory planning tools, including the ability to plan territories around locations, create top-down hierarchies, compare planning scenarios and calculate realistic growth targets on a per territory basis.

A comprehensive array of data mining options has also been added, including the calculation of distance matrices, supplier relationships and volumes as well as access to an expanded formula syntax.

The software's user interface has also been further refined: RegioGraph 2011 offers a one-step, automated address import feature, linkable import tables for regularly updating integrated company data as well as the ability to update maps without the loss of any settings, integrated data or results from analyses.

Contents of RegioGraph 2011:

Software	Market data
<ul style="list-style-type: none"> • RegioGraph • Quick Start Manual • Practice data 	<ul style="list-style-type: none"> • GfK Purchasing Power® 2011 for a European country of choice • Inhabitants and Households 2011 for a European country of choice
Maps	Customer support
<ul style="list-style-type: none"> • All 2011 administrative, postcode and topographic maps for a European country of choice • Tele Atlas® street maps • Europe-wide maps – political boundaries comparable in detail to those of Germany's federal states 	<ul style="list-style-type: none"> • Free customer support hotline • Online RegioGraph tutorials • Free additional downloads





Additional information on the English version of RegioGraph 2011 can be found at www.gfk-regiograph.com.

Print-quality illustrations

can be downloaded at www.gfk-geomarketing.com/regiograph2011-en.

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
-  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 150 subsidiaries located in 100 countries.