

## Press release

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# GfK GeoMarketing distinguished as "Professional Service Provider of the Year" for the reinsurance branch

## The Germany-based map and data supplier was honored as the "Professional Service Provider of the Year" at the Worldwide Reinsurance Awards in London.

GfK GeoMarketing was selected from among a range of other leading companies as the "Professional Service Provider of the Year" for the reinsurance industry at the Worldwide Reinsurance Awards in London on September 7, 2011. The selection committee praised the exceptional quality of GfK GeoMarketing's maps and stressed the importance of a reliable cartographic basis for the reinsurance branch, which currently faces significant challenges as a result of the many severe natural catastrophes in 2011.

Doris Steffen and Dr. Christopher Guider - GfK GeoMarketing consultants for map users in the reinsurance industry – were at the event in London to accept the award on behalf of the company.

"We're tremendously proud that our efforts to support the reinsurance industry have been recognized in this way," says Doris Steffen. "Our worldwide maps and geodata have served as a truly indispensable basis of analysis for many years now. These products comprise a reliable foundation for carrying out regional risk modeling and reporting losses related to insured objects. We have some particular highlights to offer the reinsurance branch in 2011, including a completely overhauled World Map Edition with new maps for all of Asia, Africa and South America. We're also releasing a fully updated and expanded Europe Map Edition at the beginning of October. All of our maps are specifically designed to support usages in the reinsurance industry, with trademark features such as precisely rendered coastlines that allow for error-free visualization of insured objects such as buildings or industrial complexes located in these particularly at-risk areas."

GfK GeoMarketing's regularly updated and expanded digital maps of municipalities and postcodes offer a reliable basis for the regional analysis of risk. GfK GeoMarketing offers the world's largest collection of digital maps of municipal and postal boundaries, with coverage of more than 240 countries. The company is also the official supplier of the

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CRESTA maps, which serve as the cartographic basis of planning in the reinsurance industry.

GfK GeoMarketing produces all of its own maps via a team of in-house cartographers. Features of GfK GeoMarketing's maps include comprehensive coverage, seamlessly fitting and overlap-free boundaries, national and local place-name attributions and infinite zoom capability.

The maps are available in all standard data formats, including \*.shp (ESRI), \*.mid/\*.mif (MapInfo), \*.gdb (GeoDatabase), \*.lay (GfK GeoMarketing) as well as the Oracle (Spatial) database format for use in Oracle Business Intelligence applications.

In addition to serving as a tool for evaluating risk in the insurance and reinsurance industries, the maps also support a full-range of spatial analyses, from marketing and sales territory planning to logistics and expansion planning.





**Additional information** on GfK GeoMarketing's worldwide digital maps can be found at [www.gfk-geomarketing.com/maps](http://www.gfk-geomarketing.com/maps).

#### **Print-quality illustrations**

can be downloaded at [www.gfk-geomarketing.com/reinsurance-awards](http://www.gfk-geomarketing.com/reinsurance-awards).

#### **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 more than 100 countries by over 11,000 employees.