GfK GeoMarketing

Press release

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New information platform for English version of RegioGraph at www.gfk-regiograph.com

In concert with the release of the English version of the geomarketing solution RegioGraph, a new online platform has been created where current and prospective customers can access details on the software's applications, user reports and downloads.

The English version of RegioGraph 2011 will be available as of the beginning of October. The geomarketing software RegioGraph allows users to carry out detailed visualizations and evaluations of company and market data directly on digital maps. This provides objective insight into data trends and relationships that would otherwise not be apparent.

To facilitate implementation of the software for international marketing, sales and expansion planning, GfK GeoMarketing has established an English-language platform where users can access more details regarding RegioGraph's areas of application.

"This new website offers customers and users of RegioGraph access to all important information on our geomarketing solution," explains Doris Hardt-Beischl, head of sales at GfK GeoMarketing. "This includes areas of application, user reports, detailed descriptions of the features of the RegioGraph versions Analysis, Planning and Strategy as well as free downloads and tutorials."

New features in 2011 software version
The so-called "Strategy" version of RegioGraph gives users the ability to analyze data at the street level and calculate catchment areas for locations using 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.

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Data enrichment options have also been added, including the ability to calculate 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 option to update maps without the loss of any settings, integrated data or results from analyses.

Included contents
The software package includes detailed digital maps and up-to-date data on inhabitants, households and GfK purchasing power for a European country of choice. Users also have access to a free support hotline.

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

Print-quality illustrations
can be downloaded at www.gfk-geomarketing.com/regiograph-web.

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.