

# RegioGraph 2009

New version  
available now



“RegioGraph helps me make better, more informed sales and marketing decisions.”

Hans-Jürgen Mühlbach, CEO

## Make better business decisions!

- Identify otherwise unseen regional trends in your data with RegioGraph
- Visualize your customer distribution and turnover potential
- Optimize and plan efficient sales territories

# Boost your success and market presence with RegioGraph 2009!



RegioGraph is your software of choice if you want to ...

- ... find regions with high turnover potential.
- ... analyze your customers and turnover distribution.
- ... organize your external sales force more efficiently.
- ... find suitable new business locations.
- ... quickly and easily create insightful maps.

## Visualize customer locations and turnover!

RegioGraph allows you to visualize your customer, market and company data at the level of street segments. Data in any standard format (\*.xls, \*.txt, \*.db, etc.) can be imported into RegioGraph. It's quick and easy to visualize your customer distribution or external sales force network.

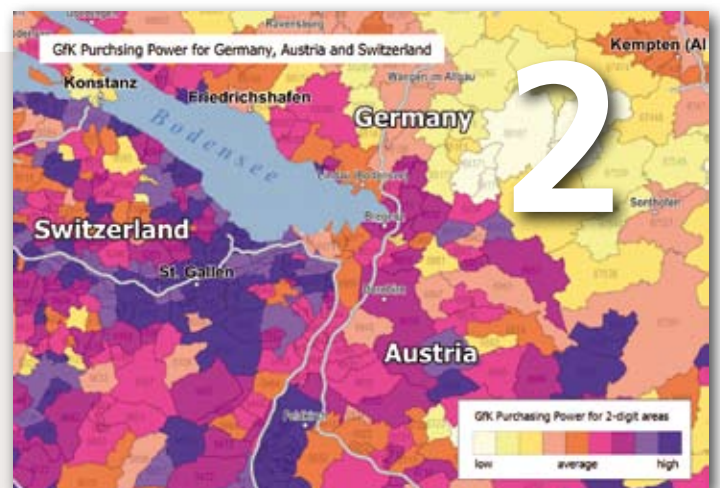


e.g. Excel



## Discover untapped market potential!

RegioGraph shows you the precise market potential for a given region. The software includes GfK Purchasing Power as well as data on inhabitants and households for all available postcode and administrative levels. This data allows you to determine your turnover potential as well as regions with high numbers of prospective customers.



\* The new geocoding and street-specific address search features are available for the following European countries: Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Great Britain, Hungary, Italy, Lithuania, Luxembourg, Malta, the Netherlands, Norway, Poland, Portugal, Slovenia, Slovakia, Spain, Sweden and Switzerland. Additional countries may be available in the future.



