

## Comparison of RegioGraph versions

### Base functions

	RegioGraph version		
	Analysis	Planning	Strategy
Import data of all standard formats (e.g., *.xlsx, *.txt, *.mdb, *.csv)	x	x	x
Import customers and locations at the level of street segments (geocoding)		x	x
Address search feature	x	x	x
Data export (spreadsheets, HTML documents, presentations, PDFs, printing)	x	x	x
Quick Start Menu (data import, project management, common RegioGraph tasks)	x	x	x
Analyses (ABC, dot density, pictograms, portfolio, locations, etc.)	x	x	x
Calculations (filter, select, distances, regions, trends, etc...)	x	x	x
Statistical evaluations (index, % of total, % of max., deviation from average, per mille of total, etc.)	x	x	x
Automatically update data, map layers, analyses and territories	x	x	x
Transfer data between territories on the basis of the road network for more realistic results		x	x
Layout generator for HTML pages, worksheets, printing and bookmarks	x	x	x
Present maps in full-screen mode	x	x	x
Map editor for professional digitization		x	x
Georeference raster map images and bitmap files		x	x

### Sales territory planning

Sales territory planning wizard		x	x
Manually plan new territories	x	x	x
Automatically plan and name new territories		x	x
Generate new territories according to drive-time accessibility		x	x
Generate new territories using specified maximum values		x	x
Optimize territory structures automatically and interactively		x	x
Create multi-level territory structures (top-down or bottom-up)		x	x
Plan and optimize sub-regions/territories		x	x
Determine optional locations within territories		x	x
Calculate substitutes for sales representatives		x	x
Generate territory reports, compare territories and identify growth opportunities		x	x

### Location planning

Calculate drive-time zones and catchment areas		x	x
Calculate distance matrix between locations			x
Product flow analysis			x
Heat map (Delaunay analysis)			x
Data analysis mode (data evaluation at the street-segment level, expanded reporting options)			x
Automatically determine and compare location potential			x
Evaluate locations (market share zones, potential zones, catchment areas)			x

### Integrated data and maps

All administrative, postcode and topographic maps*	x	x	x
Data on inhabitants, households and purchasing power down to the level of postcodes*	x	x	x

### Customer support

Free customer support hotline	x	x	x
Online RegioGraph tutorials	x	x	x
Free additional downloads	x	x	x
One-day introduction included			x

\* For Germany, Austria and Switzerland or a European country of your choice; more information at [www.gfk-regiograph.com/europe](http://www.gfk-regiograph.com/europe).