



## APPLIED GEOMARKETING:

EUROPEAN RETAIL SCENE page 8

REGIOGRAPH HELPS STUTTGART  
POLICE BETTER ALLOCATE  
PERSONNEL page 16

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## POSTER:

EUROPEAN RETAIL GROWTH  
2012-2013 & BUSINESSES  
GERMANY 2013

OWN THE FUTURE  
WITH GEOMARKETING

# THE ART OF PLANNING

Dear readers,

John Lennon famously said, "Life is what happens to you while you're busy making other plans." This is also true in the business realm! Even so, it's possible to adopt strategies that prepare one for the uncertainties of the future. The worst strategy is to do nothing or rigidly cling to outdated goals and methods.

The way forward is to first carry out a thorough review of the current market situation and then develop best- and worst-case scenarios.

Geomarketing helps with both of these tasks: We offer up-to-date market analyses, such as our new study on the European retail scene (pages 8-10). And our geomarketing software RegioGraph gives you a powerful instrument for making your company ready for the future. The software is the optimal tool for sales territory planning as well as marketing and expansion endeavors. And you can easily update your plans and data as things unfold.

Sincerely,

Wolfram Scholz  
Managing Director, GfK GeoMarketing



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# NEWS & IMPORTANT DATES

## 2013 MAP EDITIONS FOR GERMANY, AUSTRIA, SWITZERLAND AND GREAT BRITAIN

Digital maps featuring postal boundaries and administrative boundaries (federal states, districts and municipalities) form the foundation for software-based analyses with a geographic component in geomarketing, GIS, BI and ERP applications. It's absolutely essential that digital maps be precise, detailed and up-to-date. Working with old maps means that company data will not be correctly geocoded and displayed. An up-to-date cartographic basis is also necessary to correctly evaluate current data on market potential, such as purchasing power and turnover data.

Our cartography division has updated our approximately 100 digital maps for Germany, Austria and Switzerland. The new maps reflect the hundreds of postal and administrative changes that occurred since the last update, including the dissolution of the counties of Chemnitz, Dresden and Leipzig as well as the approximately 110 changes to Germany's municipalities.

The maps for Great Britain have also been updated. Available immediately, the new map editions feature coverage of all official postal and administrative entities, including municipalities, districts and supplementary topographic details.

More information at [www.gfk-geomarketing.com/maps](http://www.gfk-geomarketing.com/maps).

## PURCHASING POWER 2013 NOW AVAILABLE FOR AUSTRIA AND SWITZERLAND

GfK forecasts a 2013 per-capita purchasing power of €36,351 for Switzerland and €21,295 for Austria, which corresponds to the amount of money available for consumption-related expenses, rent and living costs. These figures put Austria and Switzerland ahead of Germany: The average German will have a purchasing power of €20,621 in 2013. The GfK purchasing power study reveals the distribution of purchasing power potential within these countries, which means you can carry out region-by-region comparisons. As such, the study is an important basis for sales, marketing and expansion planning.

More information at [www.gfk-geomarketing.com/purchasing\\_power](http://www.gfk-geomarketing.com/purchasing_power)

## MINOR GROWTH IN STATIONARY RETAIL TURNOVER

The study "GfK Retail Turnover 2013" provides a forecast of point-of-sale turnover and reveals the regional stationary retail turnover for all of Germany's districts and municipalities with more than 10,000 inhabitants. According to the new study, Germany's 2013 stationary retail turnover will amount to €412.1 bil. This corresponds to a modest nominal growth of approximately 0.5 % compared to the previous year. Even so, attractive locations can profit from the currently stable consumer mood.

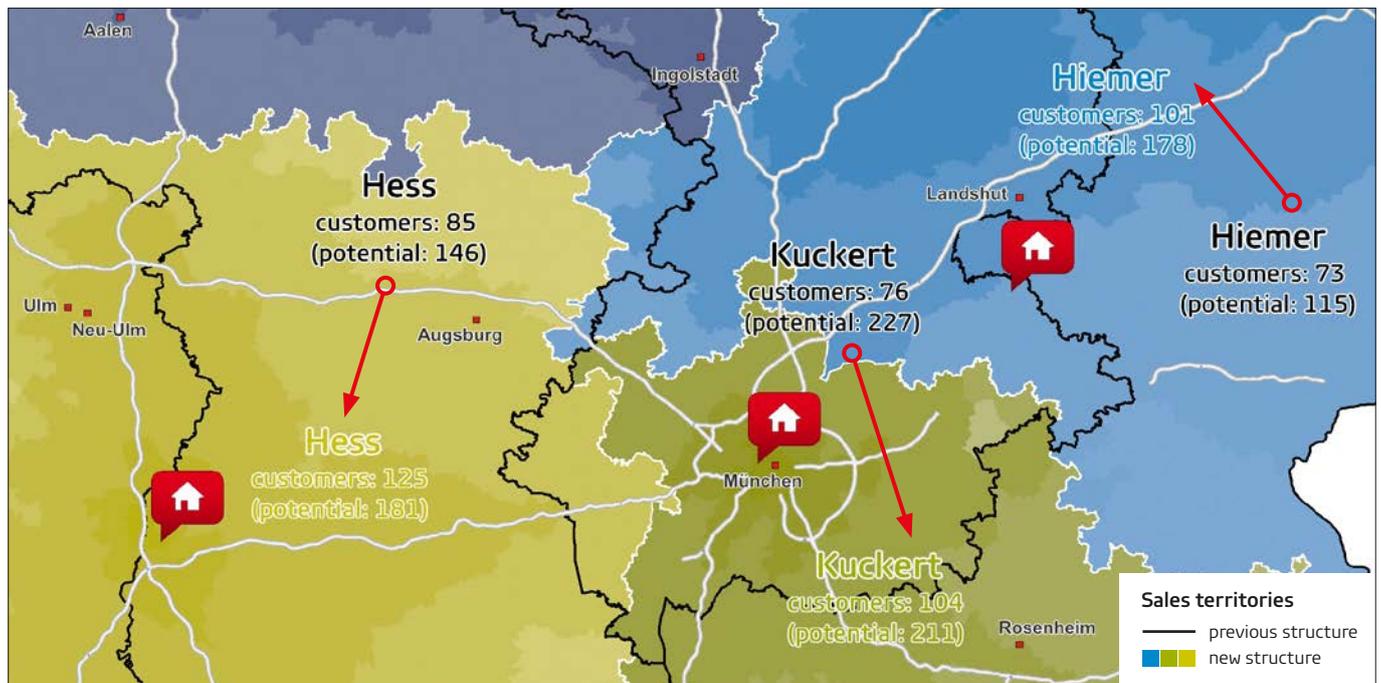
More information at [www.gfk-geomarketing.com/retail\\_turnover](http://www.gfk-geomarketing.com/retail_turnover)

## IMPORTANT DATES

### RECon, May 19-22, 2013

The Global Retail Real Estate Convention  
Las Vegas Convention Center  
Arrange a meeting at our GfK booth # 1155

More information and registration at  
[www.gfk-geomarketing.com/fairs](http://www.gfk-geomarketing.com/fairs)



## CREATE OPTIMAL SALES TERRITORIES WITH REGIOGRAPH'S FLEXIBLE PLANNING OPTIONS

RegioGraph 2013\* sets new standards in sales territory planning and optimization. Among other new features, the latest version of the software lets users plan multiple structures on a single map. This is the feature our magazine readers most wanted to see. Read on to find out all of the advantages offered by this and other new additions to the software.

A company's sales and external sales force comprise the key point of interface with customers and other business areas such as production, logistics and marketing. As a result, any changes to a sales structure often have a cascade effect that impacts a company's entire operations.

Here's a typical example: A company wants to consolidate the external sales forces of its two sales channels. The goal is to intensify customer service without increasing personnel. But even this straightforward goal can pose challenges: External sales force members often fear an increased workload

and the loss of longstanding customer relationships. Production personnel can also be skeptical due to concerns about whether external sales force members have the competence to advise customers on product features with which they may not be as familiar. And even logistics employees can have misgivings about the reorganization of the product flow required by the proposed changes.

As illustrated, proposed restructurings often encounter this kind of resistance right from the beginning, or are gradually derailed by compromise after compromise. The solu-

tion? The geomarketing software RegioGraph brings efficiency, objectivity and transparency to the entire planning process, which dramatically increases the likelihood that changes will be accepted and successful.

When planning with RegioGraph, it's easy to take into account the experience and views of all those involved as well as the market situation. The software also delivers objective territory-specific reports that clearly present the advantages of any proposed changes and keep everyone up-to-date on each stage of the implementation and controlling process.

### Sales territory planning made simple

It's no secret that one of RegioGraph's greatest strengths has always been developing planning scenarios and allowing users to specify and weight various planning parameters.

The new 2013 version\* of RegioGraph brings further sophistication to these features. Previously each sales structure had to be planned on a separate map. So if users wanted to use multiple planning variations, they had to create and save these on separate maps. And whenever there were changes to the customer data - such as turnover changes or new customers, these had to be separately updated for each planning variant.

This has now changed! The new version of RegioGraph now allows users to plan as many sales structures as they wish on a single map. Thanks to this new feature, the planning and optimizing of sales structures is easier than ever. The ability to plan multiple structures in tandem means you can more quickly achieve

your goals. The entire analysis process can be done without any repetitions, from importing your company data into RegioGraph to the documentation of the results in the form of reports. All customer data and included information, including turnover, scoring, visitation frequency, categorization, frequency of ordering, etc, are dynamically linked with the postcodes that together form the basis of your sales structure.

### A clear path to an optimal structure with objective market analyses and data

The new feature of being able to directly link data with a single base map also applies to the use of data on market potential. Sales territory planning should be guided by the existing market potential rather than past values such as previous turnover results. A company's regional market exploitation first becomes clear when turnover results are compared to the actual potential; the resulting insights make it possible to create fair turnover targets for each sales force member. Market data is also a valuable tool for successfully restructuring sales territories - among other things, it allows for a fair distribution of the existing potential.

RegioGraph helps out in this regard not just by providing objectivity, but also by getting everyone intimately involved in the planning process. The ease and speed with which scenarios can be developed and adjusted help build consensus and ensure that each employee's knowledge of the unique characteristics of his or her region is taken into account.

### Always up-to-date reports serve as signposts

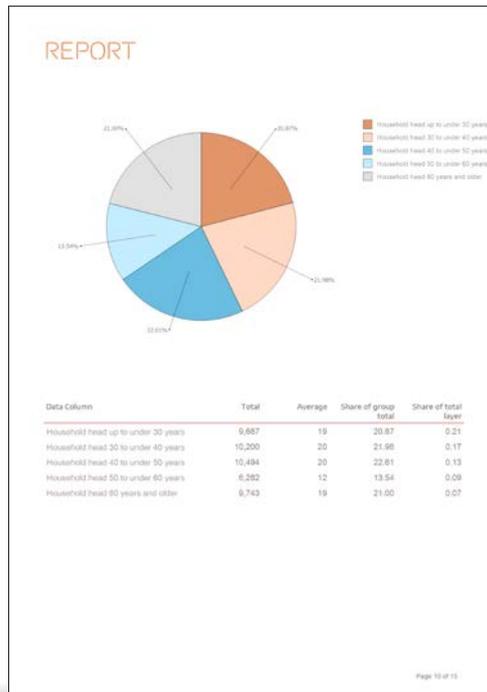
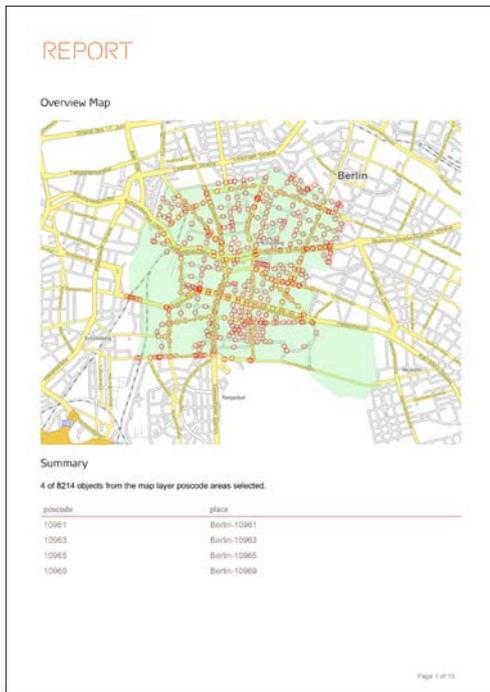
The new feature allowing multiple territory structures to be planned and based on a single map has made possible a whole range of additional new features: Users can now easily request automatically generated reports that provide a clear, detailed comparison of the various territory structures under review. Use this feature to compare an existing ►

#### ADDITIONAL INFORMATION

Visit [www.gfk-regiograph.com](http://www.gfk-regiograph.com) to find out more about sales territory planning with RegioGraph:

- » tour of the software (PDF)
- » overview of features
- » prices and licensing options
- » user reports
- » video tutorials and much more

\* The English versions of the new RegioGraph 2013 will be available as of October 2013.



Extract from an automatically generated report in RegioGraph 2013\*.

structure with a proposed structure and list all of the associated changes. This ensures that discussions and negotiations between the various involved areas company divisions are based on solid, up-to-date information.

**Flexible, streamlined sales territory planning**

RegioGraph 2013\* allows sales divisions to fully embrace their role as an interface between all company divisions, as the planning process can be adjusted at any point to reflect shifting goals, priorities and market conditions.

Negotiations and decisions proceed more quickly and with greater objectivity thanks to the ability to clearly document and review all planning scenarios in RegioGraph. This means that the new territory structure is more readily accepted by customers and all company divisions. And the structure can easily be adjusted at any time should the company or market situation change.

\* The English versions of the new RegioGraph 2013 will be available as of October 2013.

QUESTIONS ABOUT REGIOGRAPH?

We're happy to advise you on RegioGraph's many applications, from sales territory planning to market analysis and expansion planning. RegioGraph is the perfect planning tool for companies of all branches, whether active in the end-consumer or business-to-business sector. RegioGraph supports your global planning needs when combined with our digital maps and GfK market data.

For more information, contact Denise Nürnberger, sales  
T +49 7251 9295 205 | denise.nuernberger@gfk.com



Order and download  
market data at

» [www.gfk-webshop.de](http://www.gfk-webshop.de)

# GfK MARKET DATA: AN OBJECTIVE BASIS FOR YOUR ANALYSES

Do you need to objectively evaluate the performance of your branch sites? Want to identify regions that offer untapped potential for your company? Use our market data to evaluate your entire market according to objective criteria. All data offers comprehensive, regionalized coverage for an entire country of your choice, or even specific catchment areas or street segments.

Growth from Knowledge

[www.gfk-geomarketing.com/data](http://www.gfk-geomarketing.com/data)



## EUROPEAN RETAIL SCENE

GfK GeoMarketing has carried out a new study on European retail. The information was compiled and evaluated as part of a commission from the European Shopping Centre Trust (ESCT). Published as an English-language compendium, the study provides a Europe-wide overview of retail-relevant data. Read on to learn more about the key findings of the study.

The retail scene in Europe last year was once again enormously eventful: The differences among the individual European countries and regions were more pronounced last year than in previous years. There has been a dampening of consumer mood, particularly in those countries that continue to be affected by stringent saving measures. Reasons for this include consumers' low expectations for the economic development of their country and salary increases, which have resulted in declining retail turnover. The gap between prospering and struggling European nations continues to grow ever wider.

The **purchasing power** or disposable income of Europe's households has again climbed

despite the current debt crisis and uncertainty regarding the economic development of the EU-27 countries. In 2012, approximately €9.2 trillion was available to European consumers in the countries under review for consumption-related expenditures. Purchasing power trends among the European countries under review vary widely depending upon the degree of economic development. The greatest growth rates occurred in Russia, Norway, Great Britain, Scandinavia and in the Baltic states. While Russia and the Baltic have achieved a genuine economic recovery, the situation is more complicated for Great Britain: The positive numbers are partly a result of exchange rate effects and also do not reflect the disparity between London and

the rest of the country. Retailers in the 32 evaluated countries generated a **2012 retail turnover of approximately €3.09 trillion**, an increase of approximately +3.7% over the 2011 value. This continues the positive trend in recent years, although this growth has slackened due to poor retail performance in some crisis-ridden countries (including, among others, Greece (-11.8%), Portugal (-5.6%), Spain (-4.4%), Slovenia (-2.4%) and Italy (-1.8%).

For the first time, Russia leads the EU-27 pack in absolute turnover volume due to robust turnover growth as well as the sheer size of its economy. Despite substantial growth in online turnover, the top 2 countries in the EU - France and Germany - were still able to generate moderate retail turnover growth last year (France: +1.7%, Germany: +1.0%).

GfK GeoMarketing forecasts a **nominal growth of approximately +1.9% in retail turnover** (as measured in €) in 2013 among the 32 countries under review. This assumes

that positive turnover growth in north-eastern Europe will be counterbalanced by negative growth in many southern European nations.

Given current economic conditions, stationary retail will face increasing pressure from the rapidly growing online retail sector. Stationary retail must therefore develop multi-channel strategies in order to profit from this growth. Trailblazers in this regard are the UK, Germany, France and Scandinavia.

**Retail spending as a proportion of private consumption expenditures** decreased slightly in 2012 among the EU-27 (31.2% compared to approximately 31.3% in the previous year). This figure is somewhat higher (33.6%) when all countries in Europe under review are taken into account. Reasons for this ongoing decline include continuing increases in energy and living costs as well as greater spending on recreational activities, traveling and online retail. Economic uncertainties in some countries are also dampening consumers' willingness to spend. ►



# GETTING STARTED WITH REGIOGRAPH

Learn how to analyze your company and market data on digital maps in our two-day RegioGraph training course. Experienced instructors walk you through the fundamentals of the software and offer practice-based tips.

Growth from Knowledge

[www.gfk-regiograph.com/training](http://www.gfk-regiograph.com/training)

Almost all European countries had quite modest **inflation rates** in 2012, ranging from 1.0% to 4.3%. Much higher values are discernible in Turkey (8.0%), Russia (6.0%) and Hungary (5.6%). The EU-27 countries experienced a nominal retail turnover growth of approximately 1.4% in 2012. Once these figures are adjusted by the average inflation of approximately 2.7%, it's apparent that the actual retail turnover has declined, a trend that is likely to continue in 2013.

**Per-capita sales area** in the 32 European countries under review increased by a total of approximately 2.8% in 2012 compared to 2011. As in the previous year, the sales area growth rate in 2012 falls below the turnover growth. Outside of the EU-27, Turkey and Russia have the highest growth rates (7% and 8%, respectively), although this is to some degree a matter of these countries catching back up. However, these two countries also currently have the lowest sales area coverage.

While the amount of actively operated sales area was significantly down in Greece and Portugal, the Scandinavian and Baltic countries have an above-average amount of sales area growth.

#### Overall situation

Positive growth is particularly discernible in Germany, Scandinavia and the Baltic States. Thanks to extremely dynamic developments in Russia, this country's retail scene has achieved the highest retail turnover in Europe for the first time. By contrast, a sustained positive turnaround for the southern European countries is not yet in sight.

There are of course significant differences among the individual countries under review, and even more so among specific locations in the countries.

Insight into these differing conditions is absolutely essential for successful location planning and other investment decisions.

#### ABOUT THE STUDY

The study was undertaken as part of a commission by the European Shopping Centre Trust (ESCT) and presented at the ICSC European Conference in Stockholm from 17-18 April 2013. The complete English-language study can be downloaded as a **free PDF** at [www.gfk-geomarketing.com/esct-2013\\_en](http://www.gfk-geomarketing.com/esct-2013_en).

The facts, analyses and prognoses presented in the publication provide insight into Europe's multifaceted and dynamic retail sector and thus offer a transparent, reliable basis of planning. We'd be happy to provide further assistance should questions arise regarding your investments in locations, markets or regions.



#### Contact details:

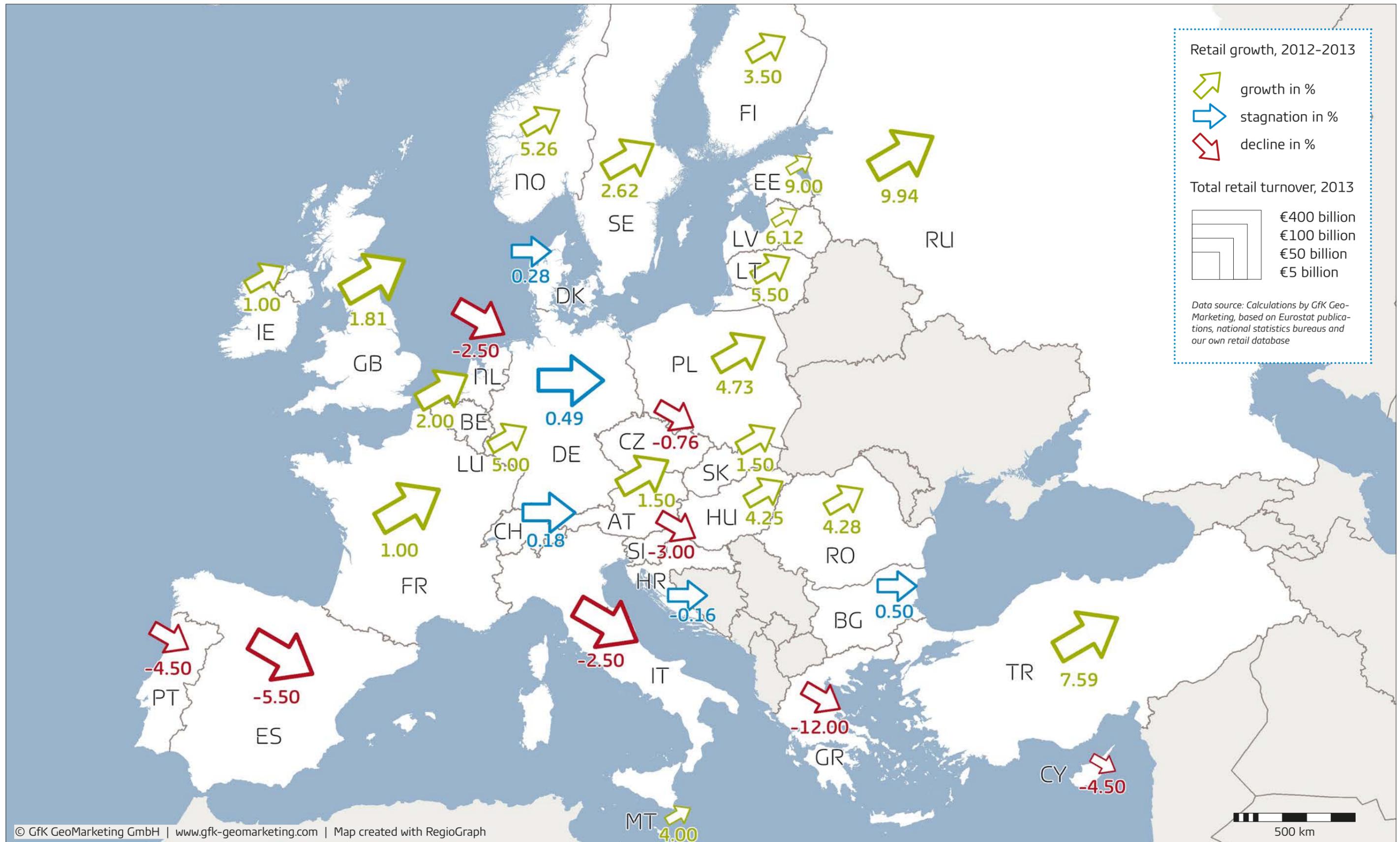
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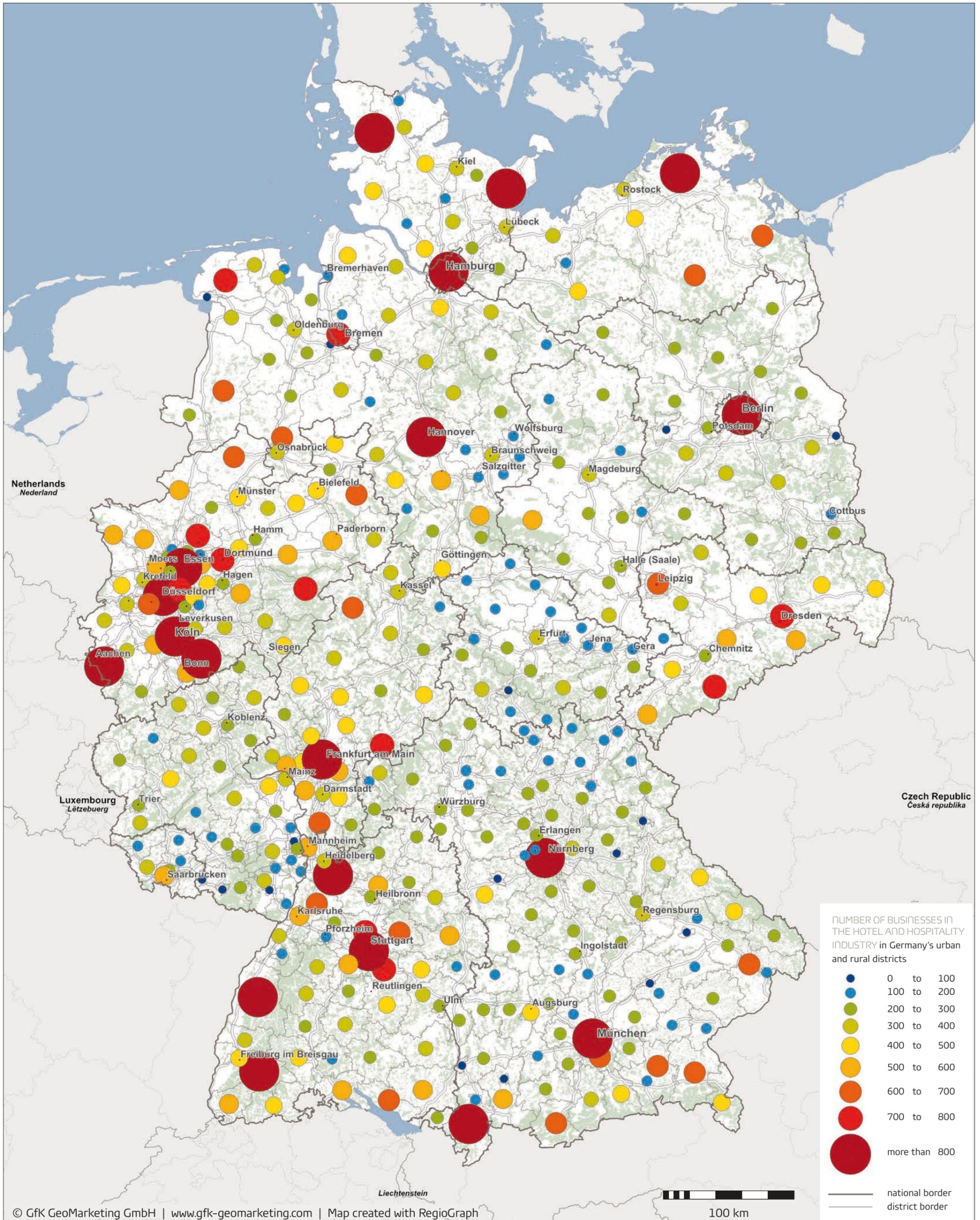
manuel.jahn@gfk.com | T +49 40 5701 325 35

# RETAIL TURNOVER FORECAST FOR 2013



# BUSINESSES GERMANY 2013

## HOTEL AND HOSPITALITY INDUSTRY



# NEW FEATURES FOR NAVIGATING WORKSHEETS AND MAPS

Improved worksheet navigation is one of the many new additions to RegioGraph 2013\*. Users can now double-click the map to switch to a maximized map view. These new features can be accessed in the status bar along the bottom of the screen.

## Application and methodology

The worksheet view in RegioGraph corresponds to how the map will look when printed. Now you can easily toggle between the standard worksheet view and a maximized map view. The latter option allows you to utilize your full screen, which means you can see details more clearly.

## Maximize map

Along the bottom right area of the screen - in the so-called *status bar* - you'll find a row of buttons that can be used to adjust the worksheet view.

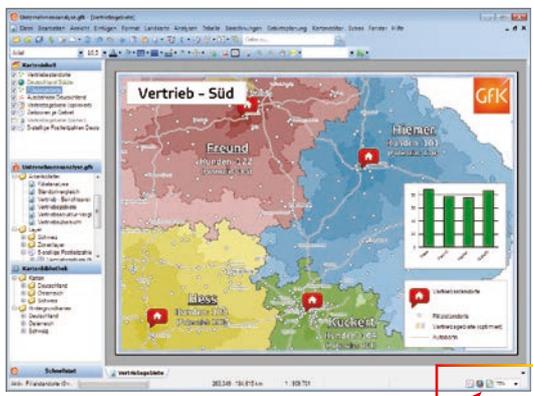


Fig. 1: Map shown in worksheet view, with additional layout elements

In the status bar, click  (**Maximize map**).

This hides all elements of the worksheet that do not belong to the map, such as the heading, company logo and legend. The map is shown in full-screen mode and is maximized to 100% irrespective of any specified worksheet size.

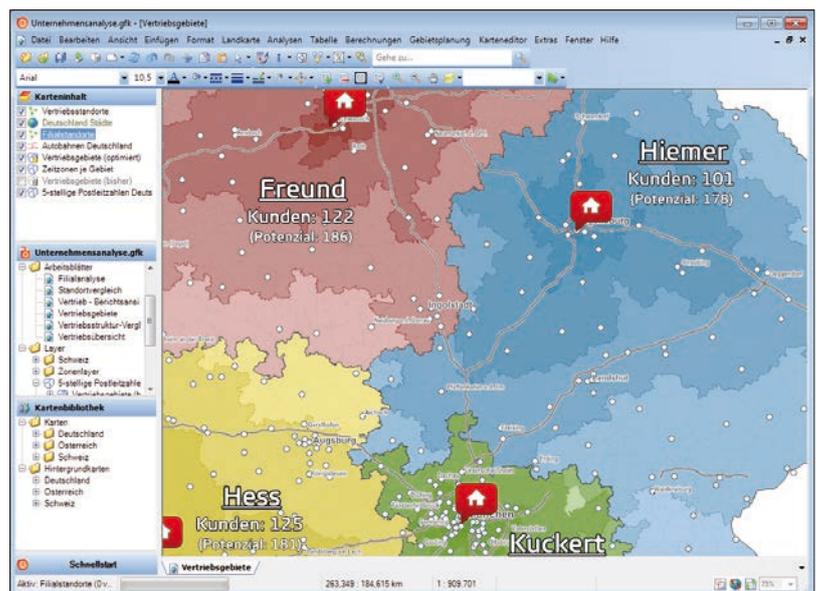


Fig. 2: Maximized map mode; only the map is visible

Now click  (**Show worksheet view**) to switch back to the worksheet view.

**TIP:** Double-click the map to maximize it and then again to switch back to worksheet view.

## Additional worksheet settings

As part of this new addition, we've also made some existing options for adjusting the worksheet view accessible to you in the status bar:

Using the status bar, you can now switch to layout mode, change the worksheet orientation and adjust the size of the worksheet.

\* The English versions of the new RegioGraph 2013 will be available as of October 2013.

# PINPOINT THE LOCATIONS OF FINANCIAL PRODUCT CONSUMERS WITH GfK DATASET

The new study GfK Financial Market Services 2013 reveals the regional distribution of insurance and financial accounts of households in Germany. Insurance providers and banks can use this information to estimate the regional potential for financial services.

Which customer segments are currently active in the financial service industry? In which products and services are the target groups interested? How can providers of these services optimally position and tailor them for their specific target group? GfK answers these and other questions for companies active in the banking and insurance market in Germany, providing both a nationwide and regional perspective. On the basis of GfK financial service data, GfK GeoMarketing calculates the regional distribution of 25 financial and insurance products. These calculations offer valuable insights, because potential is usually not distributed evenly in the financial service market. A couple of exceptions are common insurance products such as automobile liability insurance and homeowner's insurance, both of which are distributed very homogeneously across Germany.

There are significant regional differences for many products. Households in eastern Germany frequently have substantially fewer income-dependent financial and insurance products. Also underrepresented are investment portfolios, mortgages, premium savings accounts as well as private full- and supplementary health care insurance. But there are also products that are more popular in eastern Germany than in western Germany, such as unit-linked life insurance, accident insurance and installment credit plans.

A north-south divide is discernible in western Germany. The percentage of households in southern Germany with traditional investment accounts such as savings certifications, home ownership savings plans, investment portfolios and endowment policies is significantly higher than in the northern part of the country. However, for

some products, location plays a secondary role or no role at all; in these cases, the type of region in question is a much more decisive factor in terms of the financial services and products chosen by households. Households with investment portfolios, short-term investment accounts, credit cards and bonds are most concentrated in urban areas. By contrast, households with home ownership plans, mortgages, household insurance, comprehensive automobile insurance, term life insurance and accident insurance are most concentrated in rural regions.

## ABOUT THE STUDY

GfK Financial Market Services is calculated by GfK GeoMarketing. The 2013 dataset is now available, with coverage of all regional levels in Germany, from federal states down to municipalities and postcodes. The basis of the calculation is the GfK financial service data, which analyzes the population's insurance and investment behavior.

### Additional information at:

[www.gfk-geomarketing.com/financialmarket](http://www.gfk-geomarketing.com/financialmarket) and  
[www.gfk.com/Industries/financial-services](http://www.gfk.com/Industries/financial-services)

Data is just part of our offering. We also deliver market insights and consultancy services, from catchment area analyses, branch network optimization and location evaluations to sales and marketing planning, market strategies and target group segmentation. Contact us to find out how we can help.

### Contact:

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Markus Schmidt, research manager, GfK consumer panel for financial services | T +49 911 395 3160 | [markus.schmidt@gfk.com](mailto:markus.schmidt@gfk.com)

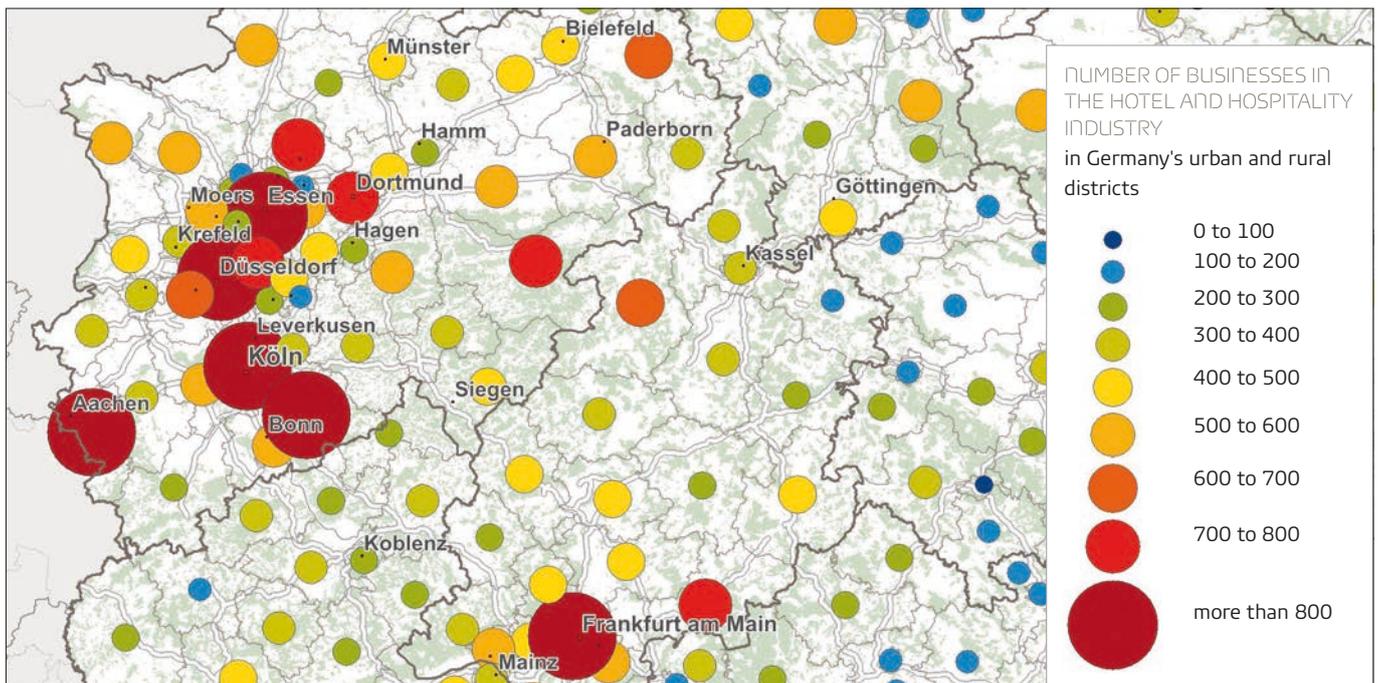


# BETTER EXPLOIT YOUR MARKET WITH GEODATA

Digital maps of postcodes and municipalities are the basis of geographic analyses. Determine your actual market potential with our regionalized market data, such as the new GfK Purchasing Power Europe.

Growth from Knowledge

[www.gfk-geomarketing.com/data](http://www.gfk-geomarketing.com/data)  
[www.gfk-geomarketing.com/maps](http://www.gfk-geomarketing.com/maps)



## TO THE POINT: GfK MARKET DATA SHOWS YOU PRECISELY WHERE TO FIND UNTAPPED POTENTIAL

There's no need to guess where you should position your business. Regionalized GfK data on market potential shows you exactly where you need to be to exploit the available market potential, whether you operate with an external sales force, via point-of-sale transactions, retailer locations, logistics sites or advertising. And our data gives you a reliable instrument for measuring the extent of your market exploitation.

Planning without knowing the total market potential is just guesswork. Companies that plan their operations purely on the basis of their current turnover figures waste valuable resources by investing in unpromising regions. Even more damaging over the long term is when companies miss out on turnover opportunities in regions with high potential because they didn't even know about them.

Market indices on sales potential, target groups and product affinities are indispensable when it comes to finding out how successfully your company is exploiting the market. These figures serve as the basis for

optimizing sales and marketing efforts as well as selling through retailers and one's own business locations.

### Strategic market development

You can easily find out where you're not adequately exploiting potential by comparing your regional turnover figures with data on the available regional potential. Use the results to define concrete steps to develop neglected areas and set realistic growth targets. This insight into the distribution of available potential and the current market exploitation level serves as the basis for steering sales, marketing and expansion endeavors.

### Location planning and network controlling

Market data shows you the locations closest to your target groups or retailers. Use the data to measure if there's enough total market potential for a business location to be successful over the long term. Indicators on location quality and drawing power such as GfK Retail Centrality or density of companies are valuable tools for preliminary location assessments.

### Sales territory planning

Use data on market potential to create optimally structured territories with equal opportunities of success for your external sales force. This motivates employees and gives you an objective basis for comparing performance.

### Marketing

Carry out more effective and efficient advertising campaigns by targeting regions with high potential. Concentrating your direct marketing activities in regions with high concentrations of your target groups increases your return on investment. Good media planning also requires a region-sensitive approach to successfully reach your target group and bring visibility to your products and services.

Put simply, data on your regional market potential allows you to take full advantage of your turnover opportunities.

## GfK DATA SPECTRUM

### Available datasets

B2B / data on business potential:

- » address-based entries on millions of German companies, organized according to 19 branches, turnover, number of employees
- » Office Supplies Potential

B2C / data on end consumer potential:

- » Purchasing power: total, for retail and for 60 product lines
  - » Retail Purchasing power, overall and for furniture and clothing
  - » Retail Centrality
  - » Financial Market Services
  - » Demographics (families, income, age, accommodation type)
  - » Location Classifications
  - » Roper Consumer Styles
- » client-tailored data on potential

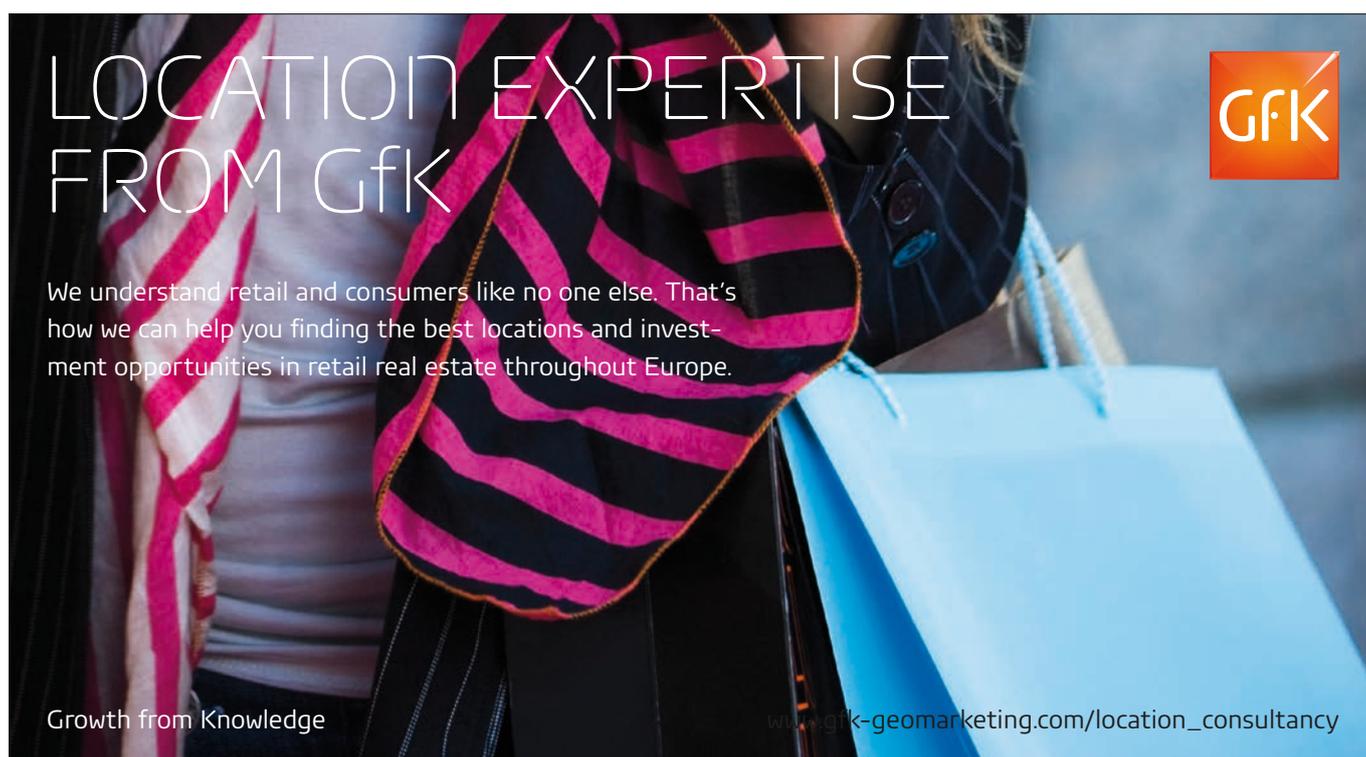
**Regional coverage:** postal and administrative levels in chosen country; indices such as purchasing power are also available internationally

**Compatible with:** geomarketing software, BI, ERP and CRM systems, geographic models, Excel and databases

We'd be happy to advise you which market datasets are right for you!

Contact: Denise Nürnberger, sales

T +49 7251 9295 205 | [denise.nuernberger@gfk.com](mailto:denise.nuernberger@gfk.com)



**LOCATION EXPERTISE  
FROM GfK**

We understand retail and consumers like no one else. That's how we can help you finding the best locations and investment opportunities in retail real estate throughout Europe.

Growth from Knowledge

[www.gfk-geomarketing.com/location\\_consultancy](http://www.gfk-geomarketing.com/location_consultancy)



# REGIOGRAPH HELPS STUTTGART POLICE BETTER ALLOCATE PERSONNEL

The Stuttgart police force is responsible for responding to organized and white-collar crime as well as managing and coordinating police sites and trans-regional police operations. RegioGraph has supported the force in these endeavors for several years. A contribution by Andreas Baldt, Stuttgart regional administrative authority.

Police forces have to channel their resources with the utmost efficiency and effectiveness, which is complicated by the ever-shifting locations of crimes and changing expectations as to the role of the police. Police forces must therefore take into account a wide range of factors when planning and managing their personnel requirements:

- » **Qualitative factors:** Which qualifications are necessary?
- » **Quantitative:** To what extent are these qualifications necessary?
- » **Time factors:** When will the qualifications be necessary?
- » **Geographic factors:** At which locations will these qualifications be necessary?

This last factor, in particular, very often involves heated discussions and debates both within police divisions and between police divisions and local political bodies. But the Stuttgart police force has been able to gracefully negotiate these typical pitfalls thanks to the streamlined planning and ease of communication made possible by the geo-marketing software RegioGraph.

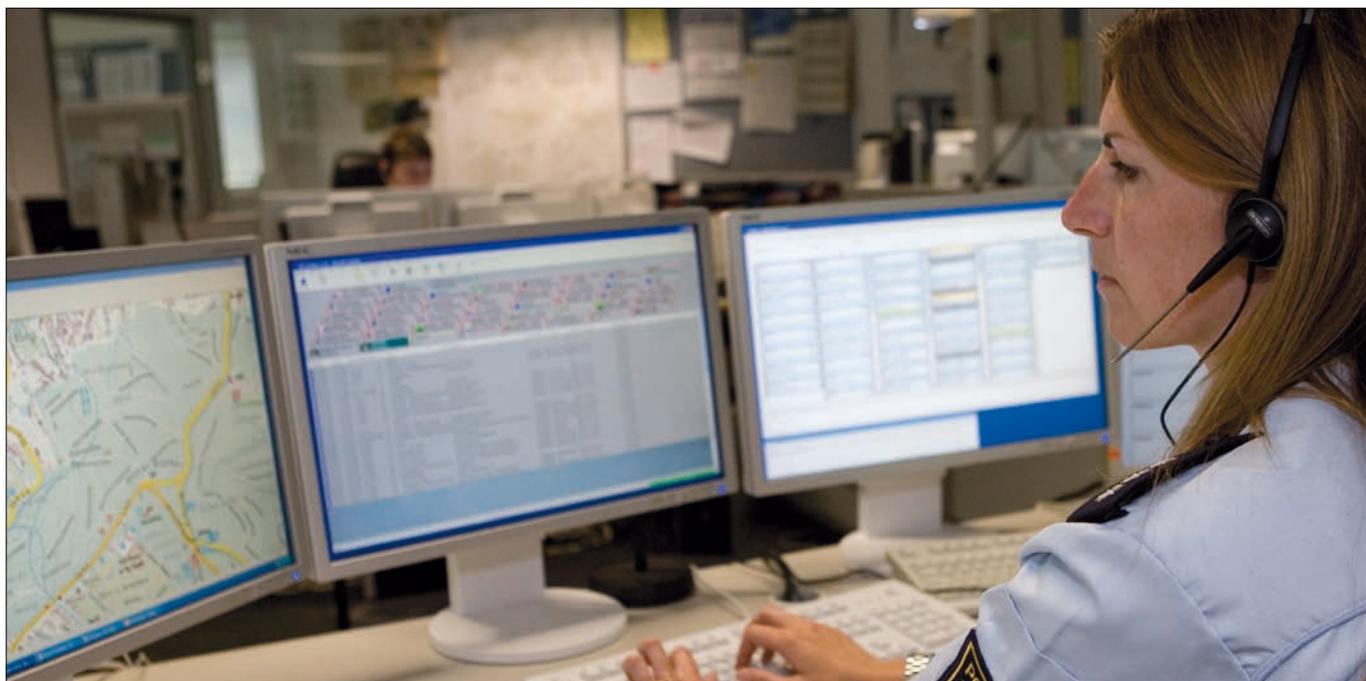
The force was faced with the challenge of evaluating the existing parameters used to determine its personnel requirements based on the existing assignment structure, with the aim of agreeing on new parameters. An additional goal was to visually display geographic variations in crime levels and take the results into account as part of the workforce planning process.

The typical factors used to determine a company's workforce needs – such as turnover and number of customers – are not relevant to police forces. Key factors affecting the day-to-day operations of police forces and the corresponding workforce requirements include crime levels, accident rates, number of inhabitants and the infrastructure of the area being policed. Resolution rates and intervention times (how quickly police can respond to an emergency) are additional important factors that must be taken into account in order to accurately determine personnel requirements.

The Stuttgart police wanted to use RegioGraph Analysis to simulate the repercussions of various planning factors.

## How RegioGraph led to a solution

The first step was to **analyze the existing situation**. This involved creating maps that visualized the regions assigned to the police force. With help of the "aggregate" feature, it was quick and easy to piece together municipalities to recreate the geographic areas covered by the force's 119 police posts. Using the hierarchical layer feature, these posts were aggregated to 50 police stations, and then these 50 stations to 11 police departments. The next step was to import various additional information on crime statistics from the municipalities and assigned police stations. The combination of information on criminal statistics, RegioGraph's integrated demographic data and various weightings of the individual planning factors quickly made



*Digital maps allow police personnel to oversee and coordinate operations, making them an indispensable component of successful police work.*

it possible to see a model of a need-based distribution of the police force.

The analysis option "Areas and Lines by Class" was then used to assign the numerical data to categories with various workload and assignment priorities. After color-coding the maps, the distribution of the data over the corresponding geographic regions came into focus. It was immediately clear that workload was distributed unevenly - in some cases, very unevenly.

RegioGraph Analysis was also extremely helpful in the **implementation phase**. After making the adjustments, a map was presented to management showing the balanced

distribution of workload across the police force regions; having been negatively impacted by the reduction of personnel, management was enthusiastic about the proposed distribution. It will now be easy to quickly update the calculations at any point in the future.

The Stuttgart police force uses RegioGraph Analysis for more than just personnel planning. The visualization of distance zones between police stations will serve as the basis for location decisions. RegioGraph also provides support for police tasks such as crime-fighting, through the visualization of crime scenes and their geographic, spatial and infrastructural characteristics.

#### ABOUT THE STUTTGART POLICE FORCE

Consisting of around 6,500 staff organized in 11 departments, 50 stations, 9 judiciary police field offices and 119 police posts, the Stuttgart police force is responsible for protecting the public and upholding the law for approximately 3.4 million citizens in Stuttgart county.

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# DOWNLOADS & TIPS

## REGIOGRAPH: GET STARTED WITH 10 TUTORIALS

Our video tutorials quickly teach you how carry out geomarketing tasks with RegioGraph. We've put together 10 video tutorials that acquaint you with the fundamentals of the software. Learn to create maps, import data, perform analyses and more. Get started at: [www.gfk-regiograph.com/10-steps](http://www.gfk-regiograph.com/10-steps)

## WEBSHOP: ORDER GfK PRODUCTS ONLINE

GfK GeoMarketing's entire product portfolio is only a mouse click away! You can order RegioGraph, market data and digital maps from our webshop. Order market data as a comprehensive dataset or in cost-effective extracts for individual municipalities and postcodes. You can immediately download any data you purchase: [www.gfk-webshop.de](http://www.gfk-webshop.de)

## WEBINARS ON SALES

Mark your calendar: The next geomarketing webinar is scheduled for 6 June. The webinar will show how geomarketing can be used for sales territory planning. Interested? Register online: [www.gfk-geomarketing.com/webinar-sales](http://www.gfk-geomarketing.com/webinar-sales)

## KNOWLEDGE DELIVERED TO YOUR INBOX: GfK GEOMARKETING E-NEWS

GfK GeoMarketing's e-News keeps your finger on the pulse of the latest geomarketing developments. Subscribe online and receive monthly editions with up-to-date information on RegioGraph, digital maps, market data and location research. Mailing list subscribers also get a free download each month. Sign up today! [www.gfk-geomarketing.com/enews\\_en](http://www.gfk-geomarketing.com/enews_en)

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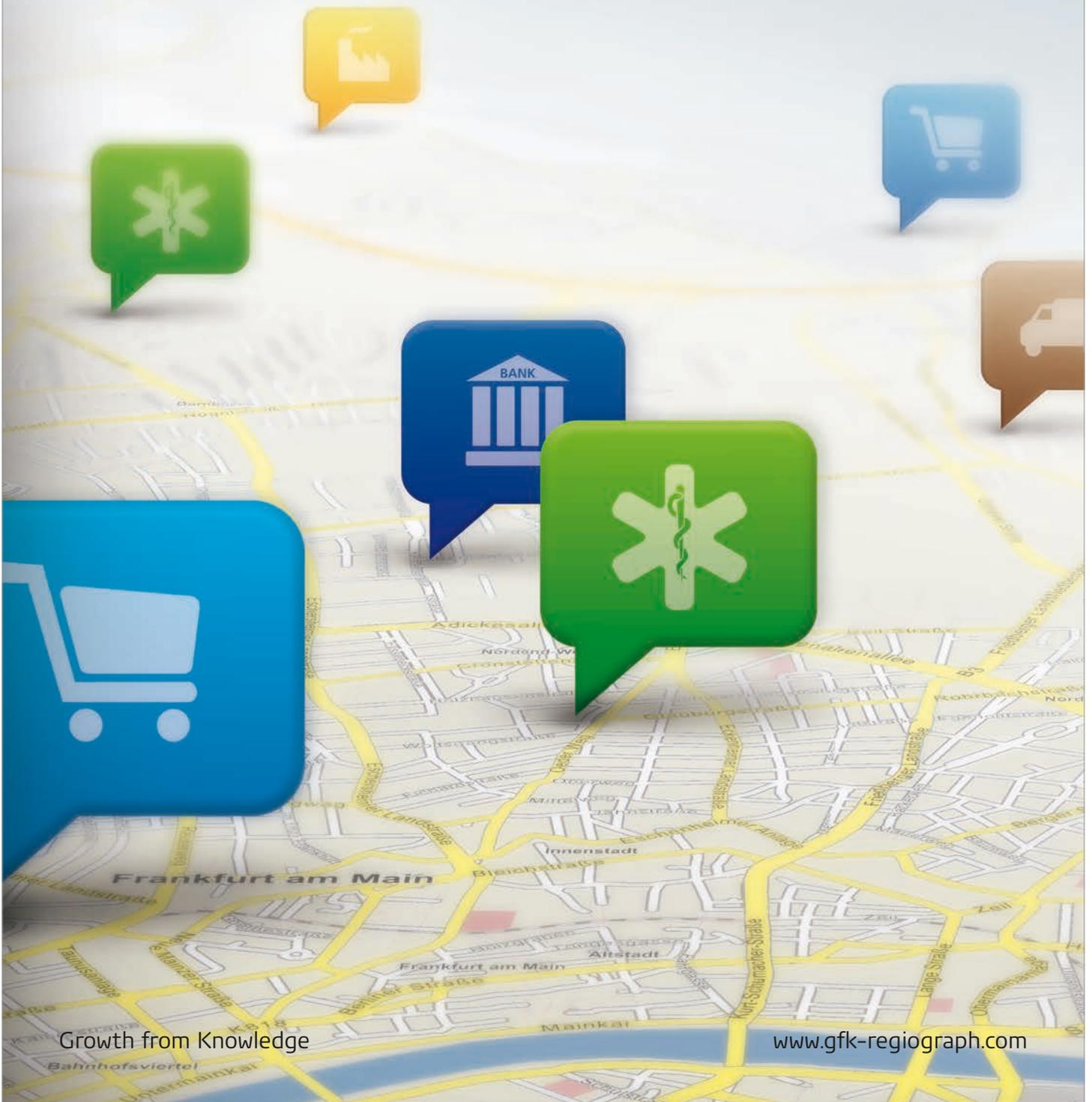
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# REGIOGRAPH



Geomarketing reveals the most promising regions for targeting your marketing, sales and expansion activities. Our software RegioGraph quickly identifies lucrative regions for your company. Use the software to analyze your customers and markets directly on digital maps and immediately pinpoint untapped turnover potential.

RegioGraph is packed with features to help you make more informed location decisions: comprehensive reporting options, professional sales territory planning tools and the latest maps and data on potential.



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