

Geo-marketing with PTV Map&Market

Geo-analyses, location and sales territory planning



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At least 80% of your company data have a geographical reference. Just think of your customer or location addresses and their attributes such as turnover or A-B-C classification. Turn your data into valuable, transparent information and create a secure basis for decision-making!

PTV Map&Market ensures you always have an overview of your target groups, markets, delivery areas or turnover potential. You can analyse and precisely edit new and existing markets, trace potential, check, optimise or re-plan locations and sales territories.

PTV has more than 30 years of experience in digital geography. Plan with PTV Map&Market and you will always be evaluating on the basis of high-quality maps and detailed road networks for Germany, Europe and the World.

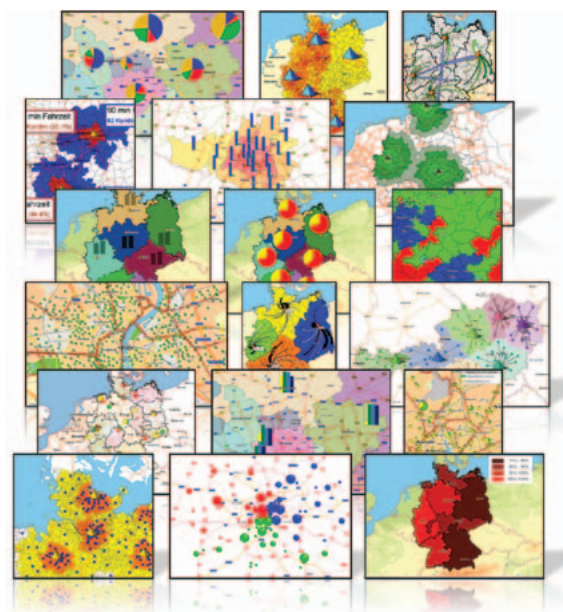
Display and analyse your markets, turnover and market potential

For more clarity

A map says more than 1,000 lists: With PTV Map&Market your company data can be clearly and transparently displayed on a digital map. Your A, B and C customers are easily recognisable, you can see strong sales territories or you can make use of your sales potential. Take one look at the map to answer important questions on sales, marketing or controlling.

This and more can be shown to you by PTV Map&Market:

- ▶ Which branches are making the most turnover?
- ▶ Where are your best customers?
- ▶ Are there "white spaces" in your sales territories?
- ▶ Where is sales potential being well used and only sufficiently used?
- ▶ Are your customers assigned to the right locations?
- ▶ Which catchment area do your locations have?
- ▶ What is the potential purchase power for your planned branches?
- ▶ Where is your target market most strongly represented?
- ▶ Where are your competitors?
- ▶ What do your goods flows look like?



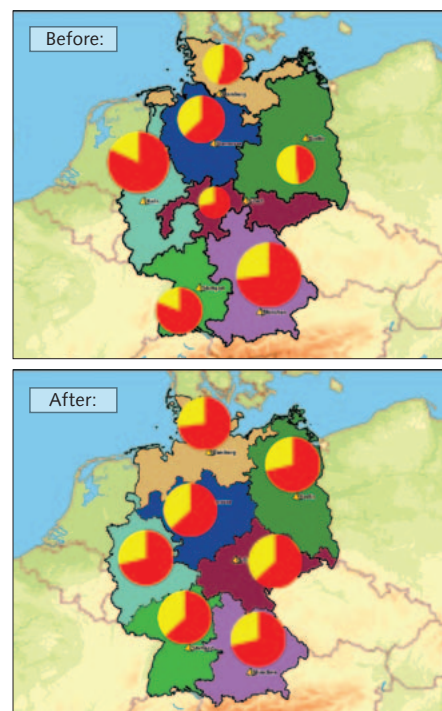
PTV Map&Market provides many visualisation and analysis possibilities for your data.

Plan effective sales territories

For more efficiency

Optimum and efficient market penetration can only be achieved with a perfect sales structure. With PTV Map&Market you can plan effective sales territories. PTV Map&Market takes driving distances and travelling times into consideration and geographically tailors the sales territories:

- ▶ Together with PTV Map&Market you can define the best number of sales territories.
- ▶ Plan effective sales territories: Tailor your territories so that they are balanced according to certain parameters: for example sales potential or number of clients. Of course, other parameters can also be specified.
- ▶ Shape your sales territories so that the sales force spend less time on the road and have more time to spend with clients.
- ▶ Alternative scenarios ("What if...") can be calculated in just a few seconds: What effect would alternative homes / locations have on the territories? What effect would alternative territory structures (more/less/other territories) have on your parameters? What savings could be made with alternative areas?



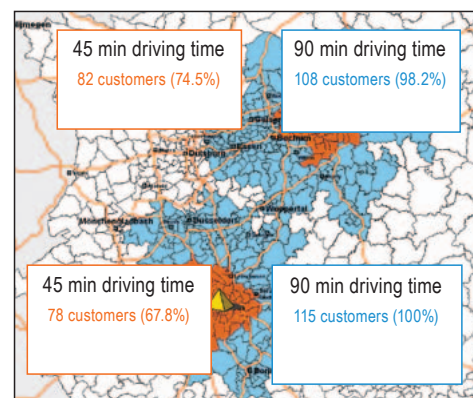
Balanced, geographically compact territories (below) ensure more efficient sales.

Plan locations and branch networks on a strong foundation

For more decision-making security

Location, location, location: These three main rules apply to all planning decisions. PTV Map&Market provides you with the basis for planning and evaluating locations and guarantees that you answer the important questions correctly:

- ▶ Are you on the course of expansion - where should you open new branches?
- ▶ How many locations do you need to provide your customers with the best service, and where should they be?
- ▶ How many branches do you need to realise your turnover potential? Where should they be opened?
- ▶ What should your branch network look like after the planned restructuring?
- ▶ How many people could reach the planned locations with 15 minutes driving time or ten road kilometres?



With PTV Map&Market you can plan optimum locations.



More clarity in marketing, sales, controlling ...

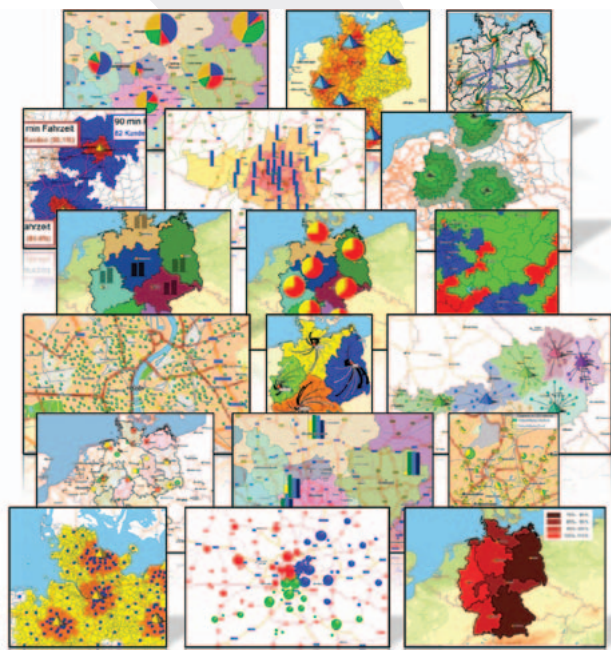
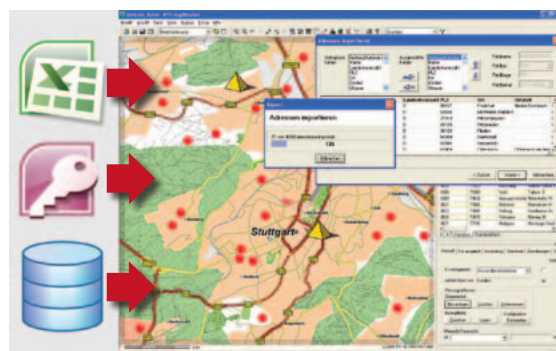
Clearly display your company data with PTV Map&Market and make regional connections visible. You can display your data per area (e.g. per postal code, community, or also your individual areas such as RPM borders in the pharmaceutical industry) or on the basis of addresses. Each data category is displayed on its own layer, which can be shown or hidden as required. PTV Map&Market provides many display and analysis possibilities depending on your database. Typical examples are:

- ▶ **A/B/C customer segmentation:** Where are your strongest customers?
- ▶ **Turnover potential:** What turnover can be made in a certain area, e.g. postal codes?
- ▶ **Turnover analyses per product group:** Which products are where and particularly successful?
- ▶ **Turnover analyses per location or area:** how high is your turnover? Where were which turnover changes?
- ▶ **Availability zones according to road kilometres or driving time (isochrones):**
Which area can your employees cover with 25 minutes driving time?
Which catchment area do your locations have?
- ▶ **Sales territory display:** What do your territories look like?
Are there "white spaces", which are not allocated to a sales territory?
- ▶ **Customer allocation:** Are your customers assigned to the right branches?
- ▶ **Analysis of competitors:** Where are your competitors? How high is the competitor density in a certain area?
- ▶ **Portfolio analysis:** How high or low is the turnover in an area measured on turnover potential?
- ▶ **Market potential analysis:** Where does your target group live? What is the population like? Do they have a strong purchasing power?
- ▶ **Goods flows:** What do your freight and goods flows look like?

... in three simple steps:

1 Import and geocode data - worldwide

You can import your data in all standard formats to PTV Map&Market: for example Excel, text files (e.g. csv, txt), Access or directly from your database. During importation, all addresses are geocoded and the address accuracy is checked. Your data are displayed on the world map, in almost all European countries and in North America even at a street map level. Incomplete addresses can be postgeocoded on the map manually if required.



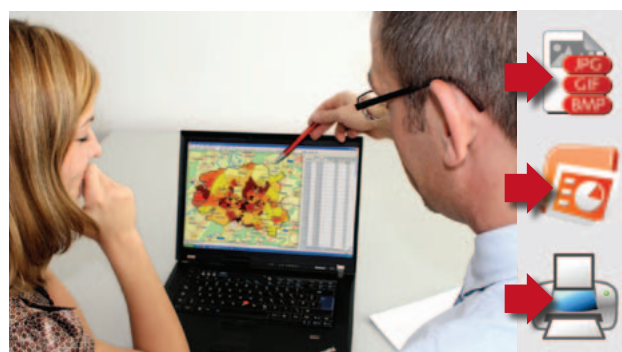
2 Analysing markets, customers and turnover, manual planning

Your customers, locations, turnover and sales potential can be viewed at a glance. Your company data are shown directly on the map as bar chart or pie chart. A mouse click shows corresponding text comments from your database. Select the level of detail you wish to be shown on your road network or locations, show and hide the area borders, or zoom in to house number levels to take a close look at your customers. Classify your data using different shapes, colours or symbol sizes.

Now start with the significant analyses and evaluations which PTV Map&Market has to offer. You can also perform first manual plans: A customer is obviously assigned to a wrong branch? Connect him to the right one with a mouse click. After each planning step the effects are shown straight away - both in the table of company data and on the map.

3 Presentations

Present your results and convince supervisors, colleagues or customers with meaningful maps. You can export maps and analysis results as image file and use them in PowerPoint or Word, for example. Of course, printouts in all formats are also possible.



More efficiency with effective sales territories

Optimum sales territories are a must for successful market processing. Many factors play a role in planning: The territories should cover all customers and regions and should be as complete as possible. **Each territory must show sufficient market potential. The utilisation of sales employees should neither exceed nor fall short of certain values.**

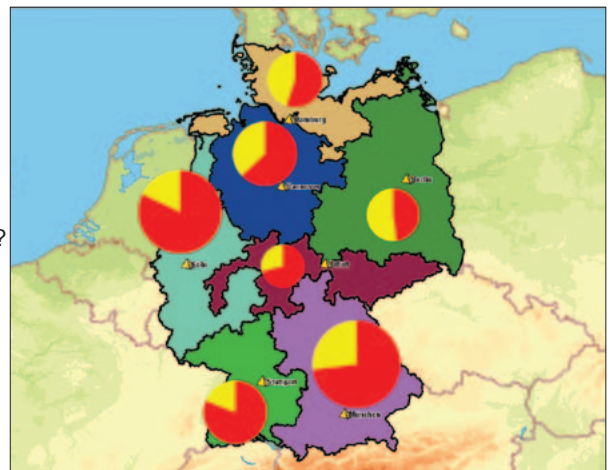
At the same time, it is important that the territories are as evenly balanced as possible. However, not only market potential or turnover data play an important role, but also the number of customers or amount of work.

PTV Map&Market creates the territories

according to direct distance, road distance, driving times or travelling costs. In this way, geographically compact territories are created, which can be efficiently processed by the sales employees according to the motto: less time on the road means more time with the customer.

1 Analysing your actual situation

Import your data to PTV Map&Market and take a close look at your sales area: Are your territories efficient? What is the potential turnover for each territory? Is it being used to its best by your employees or even exceeded? Can you serve your customers as well as possible? Do territories need to be tailored, combined or split? Using PTV Map&Market you will receive meaningful displays and reports.



2 Defining planning targets, selecting optimisation parameters

Define which criteria which you wish to use when creating efficient territories: turnover, potential, number of customers or other criteria. Limit the area size by entering maximum values for these criteria.

PTV Map&Market always geographically calculates territories which are as compact as possible and does not only consider road kilometres, but also driving times or travelling costs - depending on your requirements. When calculating driving times and travelling costs, individual vehicle profiles can also be selected.

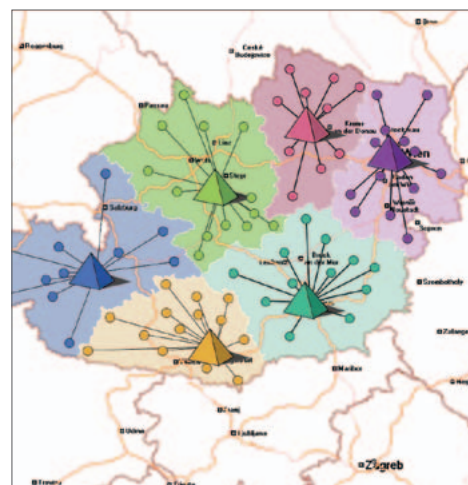




3 Planning sales territories - new plans or restructuring

Your territory structure can now be restructured at the click of a button. Run through as many "what if" scenarios as you wish: Move your maximum values for the territory size or utilisation figures, prioritise market potential more or less, calculate with more or less employees. Plan on a layer with postal code areas or communities. Of course you can also plan on an address layer (usually your customer addresses). PTV Map&Market will show the various scenarios and their effects in a matter of seconds.

Lots of our customers want to finely adjust these scenarios afterwards, for example by assigning a customer to a different sales territory. This can be done with a simple mouse click in PTV Map&Market.



4 Convincing sales employees

You now have an efficient structure with efficient territories which take your specific conditions into account. Maps and clear tables for each area will not only convince your supervisors, but also your sales representatives. All because you can shown them that your area plans are transparent, lead to efficient territories and therefore provide an efficient sales force. Also: A special batch print function enables you to automatically print sales territories individually without having to select a new map section each time.



More decision-making security in location, branch and expansion planning

No matter whether branches, subsidiaries, employee homes or depots: With PTV Map&Market you will always make the right location decisions. You wish to expand and open new branches? PTV Map&Market will tell you how many new branches you require and where they should be. Of course, existing branches, customer reachability, com-

petitors and turnover potential are also taken into account. In "what if" scenarios, you can run through several alternatives and analyse all of the effects.

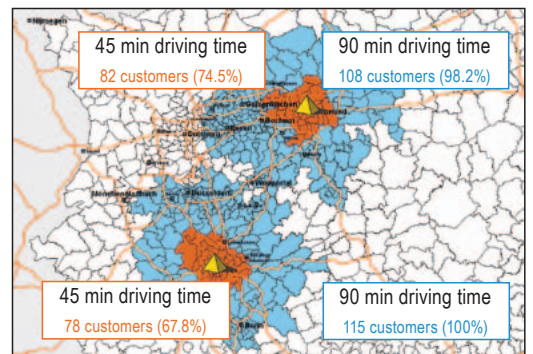
It is also possible to plan a completely new branch network (greenfield development) either as a way of comparing with your actual locations or for market penetra-

tion in new regions. You are looking for depots or warehouses for your delivery logistics? Or you would like to know the best housing area for new employees?

PTV Map&Market includes road kilometres and travelling times and calculates travelling costs and freight costs – even for individually selectable vehicle profiles.

1 Analysing your actual situation

Import your data and analyse your current locations: Which are the strongest branches? Which branches are assigned to which customers? How big are the catchment territories or sales territories for the locations? Which zones can be reached within 30 minutes driving time or 20km driving route? Do you need new branches or locations to realise your turnover potential? What percentage of customers can be reached in x minutes, how many in y minutes (coverage analysis)?



With PTV Map&Market you can plan optimum locations.



2 Defining targets, selecting optimisation parameters

Do you wish to plan additional branches? Do you wish to know how many branches are ideal for your best scenario? Do you wish to go through several scenarios? Are you interested in a "greenfield" development, i.e. a completely new plan, or do you wish to plan on the basis of an existing branch network? Do you wish to define optimum locations for new employees? Which criteria should be used to define these territories (turnover, number of customers etc.)? Or do you require depot locations for your transport logistics, so that transport costs are the decisive factor? Define your planning targets and specify parameters which should be included in planning.



3 Planning locations – Example of expansion plans

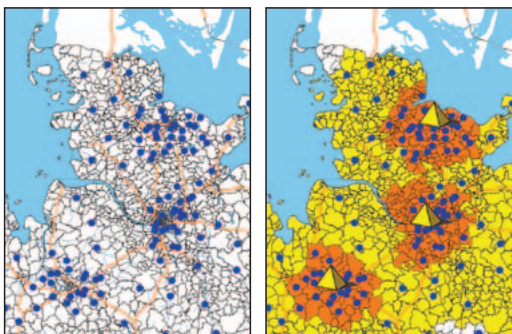
With PTV Map&Market you can plan new locations at the click of a button. Calculate the optimum number of locations or enter the number you require. Depending on your planning targets, your current customer data will also be taken into account together with data on potential, call frequency for customers or your goods flows. Your locations are selected in such a way that the corresponding catchment area or sales area remains compact. Depending on your targets, the sales force therefore spend less time on the road. Or your customers are never far from the next location. Or your transport costs sink. PTV Map&Market does not only plan with direct distances or road kilometres, but also with realistic travelling times – for a planning result which works in practice. With PTV Map&Market alternative "what-if" scenarios can always be run through. Change your planning parameters and see what effects this has on location planning. Or completely remove yourself from your existing location network and run through a "greenfield" development, i.e. a completely new development.



Optimum coverage by expanding the branch network (below).

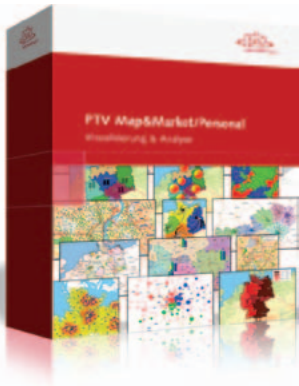
4 Planning locations – Example of new plans

You are planning market penetration in a new region and wish to plan locations? Or do you wish to just go through a new plan for an existing branch network in your mind? PTV Map&Market calculates the optimum number of branches or uses your required amount and plans the best locations including the sales territories and catchment areas. PTV Map&Market also includes the threshold values you specify: for example the turnover potential, the number of customers or the density of the target group.



New locations to provide the best service for customers (blue).

PTV Map&Market – the packages



PTV Map&Market/Personal

The starter: Geo-display, analysis and manual planning

Our starter solution for geo-marketing with many geographic display and analysis functions. In addition manual plans are possible, for example new customer allocations at the click of a button. Already included: road section exact address geocoding, calculation of road kilometres, detailed country map of your choice with routable road network, area borders and demographic data for the whole of Germany.



PTV Map&Market/Planner

The professional tool: Optimum area and location planning

Plan sales territories, branch networks, location expansion or even logistics structures. Specify the criteria which should be used to calculate territories or locations. Simulate various alternative scenarios in seconds and view the effect on your figures. All plans are performed on the basis of road kilometres, travelling times or travelling costs.



PTV Map&Market/Print

Detailed planning: Direct marketing, home delivery, disposal

If you need finely detailed planning on a road segment level, then Map&Market/Print is the one for you. Identify residential areas with a high density of your target groups, plan delivery areas, measure the success of your marketing strategies exactly. In addition, delivery services can calculate the optimum path for deliverers. Due to its detailed planning possibilities, PTV Map&Market/Print is also put to use by disposal companies.



PTV Map&Market/Premium

Complete solution for sales force

This planning system supports you in strategic and tactical trip planning for your entire field organisation. Create visit schedules optimised according to utilisation while considering all set restrictions, customer requirements and call cycles. Simulate strategic planning

variations. Gain reliable decision-making bases for your personnel planning.

Of course you can also plan optimum locations and territories with PTV Map&Market/Premium - the basis for every schedule and route planning. Read more on PTV Map&Market/Premium in our brochures on sales force management and optimisation.

An overview of the most important functions

PTV Map&Market – the packages	Personal	Planner	Print	Premium
Data import from MS Excel, MS Access, Text files (e.g. csv, txt) or databases	x	x	x	x
Data export (charts, tables, printouts)	x	x	x	x
Map display with zoom and moving functions on the map	x	x	x	x
Geocode and display address data at road section level	x	x	x	x
Radius search / radius selection	x	x	x	x
Calculate routes between any number of points	x	x	x	x
Calculate distances (road kilometres) and travelling times	x	x	x	x
Display isochrones (reachability zones) on the basis of road kilometres or travelling times	x	x	x	x
Display goods flows	x	x	x	x
Display and analyse data	x	x	x	x
Display data categories on various selectable layers	x	x	x	x
Manual planning of territories, locations and customer allocations	x	x	x	x
Automatic planning of territories, locations and customer allocations	x	x	x	x
Plan territories / locations on the basis of postal codes / administration zones or addresses		x	x	x
Planning effective territories based on values (turnover, potential etc.)		x	x	x
Limit territory sizes with threshold values		x	x	x
Plan compact territories (direct distance, road kilometres, travelling time and costs)		x	x	x
Include new locations (expansion planning)		x	x	x
Plan new locations		x	x	x
"What-if" scenarios for territories and locations		x	x	x
Degree of coverage ("what % of customers can be reached in x driving minutes?")		x	x	x
Plan using a road segment layer			x	
Calculate order of routes and walking routes			x	
Trip planning for sales force				x
Trip estimation function: Utilisation planning with travelling times for fast estimation values				x

Included in each package:

- ▶ Software on DVD
- ▶ Extensive manual
- ▶ A map of your choice exact to road sections (for example Germany, UK, France, Italy) including routable road network
- ▶ Included in maps of Germany: Area borders (Federal states, districts, communities, postcodes) and socio-demographic data (population statistics and purchase power categories at a community and postcode level).

Optional extras:

- ▶ Worldwide country maps
- ▶ Geodata and socio-economic data for all providers (see the PTV as PTV subsidiary DDS at www.ddsgeo.de)
- ▶ Maintenance packages with annual software updates, annually updated map data and free support
- ▶ Training either on your premises or in our training classrooms
- ▶ Upgrade to next Map&Market package without new installation (only serial number entry required)

PTV Map&Market in use – an excerpt from our list of customers:

Food and drink:

- August Storck
- Carl Kühne
- C+C Shaper
- CWS boco International
- Danone DACH
- Develey Senf & Feinkost
- Dr. August Oetker Nahrungsmittel
- Hassia
- Holsten Brauerei
- Karlsberg Brauerei
- Kraft Foods Europe
- Lekkerland
- Lorenz Bahlsen
- Ostfriesische Teegesellschaft
- Pepsi
- Radeberger Gruppe
- REWE
- Richard Hengstenberg
- Schwartauer Werke
- Tchibo Logistik
- Unilever Deutschland
- Warsteiner

Brand products:

- Bel Deutschland
- Coty
- Fissler
- fit
- Haribo

- Levi's
- L'Oréal DACH
- NUR DIE
- Procter & Gamble
- s. Oliver

Automotive industry:

- Continental
- GTÜ
- Daimler AG
- DEKRA Automobil
- Vergölst

Furniture and linen goods:

- BSH Bosch und Siemens Hausgeräte
- Fackelmann
- Häcker Küchen
- Melitta Haushaltsprodukte

Print media and magazines:

- DeTeMedien
- M. DuMont Schauberg
- Rheinisch-Bergischer Zeitungsvertrieb
- Schwäbisches Tagblatt
- Südwest Presse
- Zeitungsverlag Aachen

Post, delivery services, transport companies:

- Deutsche Post
- DHL Freight

- Hermes Logistik GmbH
- TNT Express

Pharmaceutical articles:

- Dr. Grandel
- Merz Dental
- Novartis
- Queisser Pharma

Building industry:

- Alkor Venilia
- Bosch
- Brenntag
- Brillux
- Nehlsen
- sto AG

Other industries:

- Ball Packaging
- Berasys
- Bergophor Futtermittel
- CAS
- CPM Germany
- DMV Diedrichs Markenvertrieb
- FH Wiesbaden
- FLT Handel & Service
- Ihr Platz
- Sam-way
- Trendnet Promotions
- Versatel

Optimise your sales and marketing with geo-analyses, location and territory planning by PTV Map&Market.

Contact us! We will be happy to advise you.

PTV. The transportation experts.

PTV AG develops the market's premier software for digital geography, transport planning and traffic planning. Headquartered in Karlsruhe, Germany, it employs 700 people worldwide.

It invests continuously in research and development to maintain its 30-year track record of success. PTV's software is the product of extensive real-life experience, including countless consulting projects in sales planning and sales force optimisation or in transport planning.