



portatour® presents a world first in the territory planning sector

The optimal home location as a game changer in the search for employees

The automatic territory planning software portatour® Territory Optimization supports its customers with the new function "home location suitability" even before the actual field service work by evaluating the optimal home location of new employees.

Vienna, 18th August 2025 –With portatour® Territory Optimization, the Viennese software company impactit provides companies with a powerful tool when it comes to planning and subsequently optimizing sales territories. Territory planning is an essential factor for companies with field sales force and can have a decisive influence on the success of the company.

With the new "home location suitability" function, portatour® offers its users a world first that represents a revolutionary improvement in the strategic planning of future personnel changes.

Innovative function puts home locations to the test

Sales and HR managers who are confronted with the situation of having to fill an unmanaged sales territory have a tool at their disposal with portatour®, which offers the perfect solution thanks to "home location suitability". As the name suggests, this innovative function evaluates potential home locations of new field reps according to their suitability.

Aspects such as the impact on driving time to customers and efficiency in the sales area are taken into account. portatour® Territory Optimization evaluates possible home locations according to whether the affected customer can be optimally supported from there and presents the results clearly on a map.

Optimally managed customers thanks to suitable home locations

The territory planning software is no exception with its high level of flexibility at "home location suitability". After a few clicks, the potential home locations and the color-coded suitability according to the selected criteria are displayed. As usual, this is also done on a clear map display. By clicking on the respective locations, you will receive detailed information on the impact that this home location would have on the care of the territory.

The new portatour® feature really comes into its own when it comes to determining strategic results: On request, the software automatically calculates how many additional employees are needed, where their ideal home location should be and which customer should be assigned to them. The goal: a balanced workload of the entire team and optimal use of the available resources.

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