



Maximize your revenue through analytics

OUR EXPERIENCE YOUR ACCURACY

RETAIL

SHOPPING MALL

SUPERMARKET

PUBLIC INSTITUTION

AIRPORT

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Our experience - Your accuracy

With more than 10 years of global retail experience within people counting, Vemco Group always aims to work with the best, most reliable and accurate counting devices that are compatible with our own developed Vemcount software.

Vemcount is used worldwide and is continuously undergoing development in close relationship with our customers to meet their expectations and needs.

Our team consists of highly experienced retail and technical staff, which provides the best possible quality and accuracy to our customers.

We aim to establish long term and close relationship with all of our customers, through a professional and open dialogue.



Optimize, analyze, measure
- Maximize your revenue



People Counting is the key to retail analytics. Integrating people counting into existing KPI reports gives you conversion rate and better understanding of your store when used in benchmark to strive for consistency.

Vemcount helps you to identify the busiest time of your store by hour, day or week in order to deploy staff more effectively.

BENEFITS

- Track each customer and identify the time they are spending in the store
- Measure customer flow at entrance, specific areas, and different store levels
- Find out how many customers pass by the store, compared to the number of visitors
- Analyze hot and cold spots in the store based on customer flow
- Find out how many customers left the store without buying
- Quantify how long your customers are spending in each section of your store
- Monitor the performance of your store in real time on your personal Dashboard
- Rank your stores performance based on visitors and sales data
- Customers hate to wait - measure the queue time and minimize it
- Reduce your cost by integrating your existing people counters into our unique software



Motivate your tenants to sell more by sharing sales and ranking reports



SHOPPING MALL

The performance of any shopping centre is highly dependant on visitor traffic. Measuring the traffic is therefore an essential key performance indicator for shopping mall operators wanting to increase operational effectiveness and improve leasing strategies.

Complicated sales data collection, huge Excel files and time-consuming analysis are now history. Tenants can easily report their sales figures online from any computer or by a smart phone/tablet.

BENEFITS

- Understand the captive & conversion rate i.e. what is the spend per visitor
- Rank stores with each other based on visitors and sales data performance
- Motivate stores, by sharing ranking and sales rapports with them
- Improving sales performance at store level by receiving valuable reports based on KPI
- Analyze hot and cold spots in the mall based on customer flow
- Measure occupancy of your mall in real time and its constituent floors/zones
- Understand visitor traffic patterns across different time periods from a single or multiple malls
- Determine which sections are most popular and which are mostly avoided
- Understand how major anchor stores impact shopper traffic
- Optimize staffing, maintenance and security based on traffic predictions

Build customer loyalty - predict queues



SUPERMARKET

Research proves that queuing at the checkout is the number one cause of customer dissatisfaction. Shoppers hate to wait in queue. Conversely, short queues – and, critically, the expectation of short checkout queues – are key ways to build customer loyalty and encourage spending.

Without an increase in the number of staff, a good queue measurement can provide significant business benefits. Queue measurement implementation has paid for itself within just months of correct usage.

BENEFITS

- Optimise employee time through predictive queue based checkout opening / closing features
- Reduce queues, increase shopping time and basket size
- Schedule staff based on typical traffic patterns – align staff with peaks of demand
- Locate/move staff relative to real-time service needs
- Determine the required staff to shopper ratios
- Match skill sets of staff to ensure optimum customer service levels
- Forecast queue demand by measuring flow on entries and reallocate staff
- Measure queue lengths and individual queue times – individual customer or shopping unit
- Generate real time alert
- Track people waiting in groups, or “shopping units” such as families



Real-time analytics of your visitors' behavior



PUBLIC INSTITUTION

Accurate traffic data is essential for the operation of public institutions. People counting data is often necessary for grants and government funding which are based on usage of the facility. For safety reasons, public locations are often rated to hold a limited number of people.

We help libraries, parks, museums, national monuments and similar locations to measure visitors and behavior.

BENEFITS

- Report number of visitors on a regular basis
- Ensure that the building is below the safe level of occupancy
- Plan shifts for employees
- Measure loan percentage (# of loan transactions / visitors)
- Benchmark several institutions with each other
- Profile institutions according to their visitors' behavior
- Measure special event attendance
- Measure occupancy of your institution in real time
- Optimize staffing, maintenance and security based on traffic predictions



Boost business performance by understanding your traffic flow



AIRPORT

In order to improve waiting time, optimize the traffic and increase passenger satisfaction, it is very important to understand the traffic flow from each entrance.

Our solution provides a complete understanding of store performance and evaluation of traffic related data for more effective marketing and operational decisions within airports.

BENEFITS

- Understand the traffic flow of airport users across the airport terminal
- Identify the hot spots and cold spots
- Number of airport users entering a retail store/shop
- Rank stores with each other based on visitors and sales data performance
- Motivate stores, by sharing ranking and sales rapports with them
- Analyze and understand the passenger behavior and trends
- Measure passenger dwell time (times pending in the retail area)
- Understand passenger waiting times (airline check-in terminals, immigration and security)
- Accurate traffic counting to optimize retail staff planning per shift
- Understand the sales KPI i.e. conversion rate or sales per visitor

SOFTWARE

Features

- ✓ Advanced user levels
- ✓ 5 years of historical data
- ✓ Feature-rich dashboard
- ✓ User-friendly design
- ✓ Ranking reports
- ✓ Integration to ERP, BI, SAP
- ✓ Zone reports
- ✓ Group reports
- ✓ Hot spots
- ✓ Sales reporting
- ✓ POS integration
- ✓ Dwell and queues maps
- ✓ Third party S/W integration
- ✓ Optimized for smartphones/tablets



Unique and smart enterprise solution

We have worked closely with retailers to develop a system that meets the needs of the industry.

The result is a very flexible and user-friendly Vemcount system. Vemcount allows you to create reports based on data from any retailer or shopping centre, compare data, view the location of stores and access live data.

Divide and view your visitor data by minute, hour, day, week, month or year. Compare your visitor data within different dates or within different stores. The data can easily be exported and presented in various spreadsheet applications or as a PDF file directly from the report page.

Dashboard

Provides a quick overview of all your stores. Every user is able to add their custom widgets based on visitors, KPI, weather & events.

Locations

Provides different reports per store divided in user-defined intervals and locations. Easy to compare locations with each other.

Zones

Provides different reports within a location. Differentiate between adults/kids, busiest areas, floors and entrances.

Groups

Provides reports from different groups based on your company structure. Group stores in owned & operated stores, partner stores, shop-in-shop or country level.

Sales Data

Provides reports to store or shopping malls to calculate KPI's like conversion rate, sales per customer, sales per visitor, captive rate, service ratio etc.

Maps

Provides information about the flow, dwell and queues. Enables you to quickly identify hot-spots, avg. waiting time and spent time at your store.

CLOUD SOLUTION

A fast and secure cloud based solution

You can either choose to have Vemcount software placed locally or use our cloud based solution.

There is no need to install any local software on your computer - you can simply view your visitor data through a web browser.

We have interconnected multiple cloud servers on five different continents, giving our customers the best possible online experience wherever they are in the world.

Vemcount makes your data available online and gives you opportunity to create different reports.

Availability to send excel or csv files automatically to users emails or FTP, so it can be easily integrated into your companys internal Business Intelligence-, Business Warehouse- or ERP systems.

Security and speed are our top priorities. All information and data are encrypted by a high-grade encryption (128 bit SSL keys).



BENEFITS

- Data is securely available online 24/7
- Multiple interconnected IBM servers clustered together
- Get upgrades immediately
- Networking and other infrastructure costs are reduced
- No internal IT resources required to maintain hardware
- 99,9% hardware uptime and reliability
- Can access the Vemcount hosted solution using any device (e.g., PC, Mac, Tablet, Phone)
- Data backups, periodic procedures, utilities and software updates are all handled for you
- Automatic, continuous and incremental online backup
- Unlimited storage and bandwidth
- Fully encrypted high-grade encryption (128 bit SSL keys)
- Dedicated with secure VLANs, firewalls and IDS/IPS

HARDWARE



Professional and intelligent counting devices for high accuracy

Accuracy is the most important aspect for behavior capture technologies. If the data is not accurate, then all decisions based on that data will be wrong.

We deliver complete people counting solution or offer you to integrate your existing hardware with our Vemcount software.

Devices from companies like Axis, Brickstream, Hella, Irisys, Pointsix and Cognimatics are already integrated into Vemcount.

In order to ensure more than 95% accuracy, your counting data is validated after each successful installation. We recommend your business the right solution at the right price.

Who are we?

Vemco Group is a Danish company founded in 2005 with HQ and R&D Center based in Denmark.

We have since 2005 developed into an innovative software company within people counting.

In 2013 Vemco Group expanded the business to South America and CIS Countries through establishment of own operated companies in Brazil and Russia and has a large network of partners worldwide.

Vemco Group is one of the leading companies in Northern Europe.

Our system helps deliver more business success for thousands of companies across the globe.

Increased productivity and sales success makes Vemcount the preferred choice for any marketing representative, manager or executive.



Download brochure

