



Retail • Shopping Mall • Supermarket • Public Institution • Airport & Station • Pedestrian Area

# Retail Analytics Made Simple



**vemco group**

Big Data, Analytics & Insights

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## WHY VEMCO GROUP?

Vemco Group is a Danish software company founded in 2005 with HQ and R&D Center based in Denmark. In 2013, we expanded the business to South America and CIS Countries through establishment of own operated companies in Brazil and Russia. Vemco Group also has a large network of trusted partners worldwide.

## Delivering deep insights about customer behavior since 2005

With more than 13 years of global experience within people counting and retail analytics, Vemco Group always aims to work with the best, most reliable and accurate counting devices that are compatible with our own developed software, Vemcount.

Vemcount is used worldwide, providing our clients with knowledge that can lead to cost savings, greater efficiency and improvement of conversion rate and profitability. This is possible, because Vemcount is continuously undergoing development in close dialogue with our customers and partners to meet every expectation and need.

Our team consists of highly experienced retail and technical staff. Bringing success to our customers with high accuracy counting solutions, makes Vemcount the preferred choice of any marketing representative, manager or executive.

“ We help our clients make fact-based decisions that improve profitability”.

**Anel Turkanovic**  
CEO

# VEMCOUNT ANALYTICS



## Fact-based decisions, meaningful change

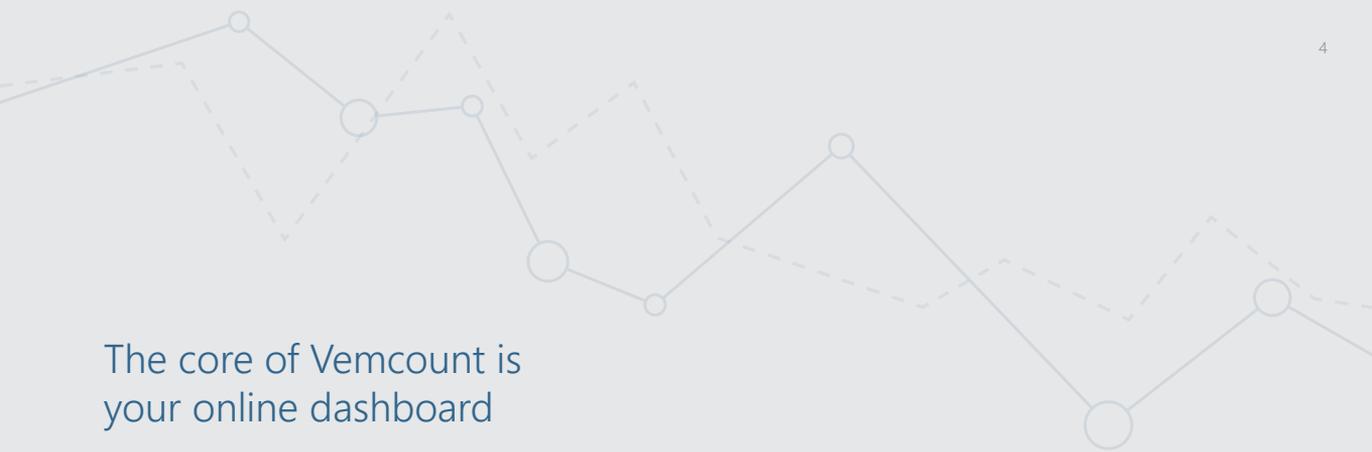
Vemcount is our unique, configurable and user-friendly software solution providing reliable data helping you to make informed decisions that positively impact sales. Vemcount is retail analytics made simple.

## Advanced, but user- friendly system

View and divide visitor data by minute, hour, day, week, month or year - or access real-time data for immediate reaction. Measure and compare performance and visitor data across different time periods or locations.

## Our experience, your accuracy

Accurate data is essential to make effective decisions. To be able to guarantee a fully functional and accurate people counting system, we always estimate what sensor is the most effective for the needs of each of our customers.



## The core of Vemcount is your online dashboard

### At-a-glance View of KPI's

Build your dashboard from scratch or choose a template from the library to get live insights about your business. Every user is able to add custom widgets based on visitors, KPI, weather and events.

### Real-time Alerts

Generate real time alerts and notifications to maintain the desired level of occupancy and improve customer service levels. Let the dashboard alert you in real time by visual means or have the notification delivered straight to assigned email-addresses.

### Customizable Reports

Get valuable insights across multiple data sources and see how they relate. Use historical data to optimize your operational effectiveness. Export the data in formats such as Excel and PDF with just one click.

### Share Your Stats

Share your dashboard with other Vemcount users from your organization by email or use the embedding function to share your dashboard anywhere on any screen with a simple copy & paste of a single code.

### Data Integration

Integrate Vemcount with your ERP, BI, POS, workforce and other systems for an all-encompassing solution. Explore and discover correlations in the data and add depth to your analysis.

### Sensor Checker

By letting our supporters monitor the system and ensure the daily operation, we guarantee delivery of data with up to 98% accuracy. Data that helps all levels in your organization achieve the optimal potential of performance.

# Retail

**Measuring true performance, requires collecting multiple data sets and transforming them into insights.**

With Vemcount, you become wiser about your customers, who they are and how they behave.

Identify peak times during a day or week, dwell time in specific zones and the waiting time spent in queues. We provide you with the possibility to make fact-based decisions within sales, marketing and staff management.

INTEGRATE YOUR POS DATA FROM ANY CASH REGISTER PROVIDER AND UNDERSTAND HOW SALES CORRELATE WITH TRAFFIC DATA, GET INSIGHTS ABOUT CONVERSION RATE AND OTHER KPI'S.

## Benefits



Measure visitor traffic and explore peak times per year, month, week and hour to deploy staff more effectively



Exclude or get separate counts for children and adults, and discover the gender distribution to profile customers even better



Get a visual view of traffic flows and understand visitor traffic patterns across different time periods from a single to multiple stores



Identify and exclude staff and irrelevant objects from counts, e.g. shopping carts for more valid data



Measure occupancy and get the average dwell time spent in your store and its zones to identify hot and cold areas



Count the number of passers-by and identify the captive rate to find out how window displays are converting into sales



Measure queue length, average wait time before being served and customer interaction level to increase customer service



Integrate with POS data to calculate conversion rate, understand how sales correspond to traffic and to weather changes



Monitor performance and generate real-time alerts, when a count exceeds a certain level, e.g. queue length



Rank your stores' performance based on visitors and sales data

# Shopping Mall

**The performance of any shopping mall is highly dependent on visitor traffic.**

Measuring the traffic is therefore an essential key performance indicator for shopping mall operators wanting to increase operational effectiveness and improve tenancy strategies.

With Vemcount, you'll get an easy-to-understand and user-friendly report module. See performance for all stores in one report or divide stores into categories, e.g. clothing stores, restaurants and so on.

TENANTS CAN EASILY REPORT SALES FIGURES ONLINE FROM ANY COMPUTER, SMART PHONE OR TABLET.

## Benefits



Measure visitor traffic and explore peak times per year, month, week and hour to optimize staffing, maintenance and security



Monitor performance and generate real-time alerts to ensure that the number of visitors does not exceed the safety precautions



Get a visual view of traffic flows and understand visitor traffic patterns across different time periods from a single to multiple malls



Exclude or get separate counts for children and adults, and discover the gender distribution to profile customers even better



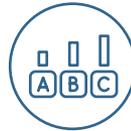
Measure occupancy and get the average dwell time spent in your mall, its floors/zones and entrances to identify hot and cold areas



Integrate with POS data to calculate conversion rate, understand how sales correspond to traffic and to weather changes



Understand how major anchor stores impact traffic flows



Rank stores with each other based on visitor and sales data performance and motivate the stores by sharing the reports



Understand and react on real time service needs, such as toilet cleaning



Exclude irrelevant objects from counts, such as shopping carts, clothing racks and similar for more valid data

# Supermarket

**Retail analytics is a data driven intelligence, providing insights about customer behavior.**

For supermarkets, short queues and high customer service levels are some of the ways to build customer loyalty.

Discover the popular areas and aisles your customers are being attracted to within your supermarket and eliminate dead zones. With Vemcount, you'll get a tool that helps you optimize conversion rates, product placements, store layout and marketing activities.

GENERATE REAL TIME ALERTS TO KNOW WHEN TO OPEN A NEW CHECK-OUT COUNTER, REDUCING QUEUE LENGTHS AND WAITING TIME.

## Benefits



Measure visitor traffic and explore peak times per year, month, week and hour to deploy staff more effectively and to forecast queue demand



Monitor performance and generate real-time alerts, when a count exceeds a certain level, e.g. queue length and allocate staff accordingly



Identify the percentage of shop-in-shop visitors whom also enter the supermarket



Exclude or get separate counts for children and adults, and discover the gender distribution to profile customers even better



Get a visual view of traffic flows to understand visitor traffic patterns from a single to multiple supermarkets



Identify and exclude staff and irrelevant objects from counts, such as shopping carts for more valid data



Measure occupancy in your supermarket and its zones to identify hot and cold areas and rate the popularity of departments based on visitors



Measure conversion rate when integrating with POS data and find out what is spend per customer



Get the average dwell time spent in a zone for each visitor, measure queue length, average wait time before being served and customer interaction level to increase customer service levels



Rank your supermarkets' performance based on visitors and sales data

# Public Institution

**As a non-profit organization, people counting is useful in producing accurate reports of the number of visitors who enter the libraries, museums and other public facilities on a daily, weekly, monthly or yearly basis.**

Vemcount presents a valid foundation of statistical data, justifying needs for government funding and donations.

Explore analytics of your visitors' behavior in real-time and generate alerts to ensure the number of people within a location does not exceed the safety precautions.

IDENTIFY THE ATTRACTION OF ACTIVITIES, BUSY AREAS AND HOW IT MAY VARY DURING A DAY TO GET AN UNDERSTANDING OF THE USAGE OF A FACILITY.

## Benefits



Measure visitor traffic and explore peak times per year, month, week and hour to deploy staff more effectively



Exclude or get separate counts for children and adults, and discover the gender distribution to market attractions even better



Get a visual view of traffic flows across different time periods to understand visitor traffic patterns in the institution



Monitor performance and measure the percentage of how many visitors who borrow books (# of book transactions / visitors)



Measure occupancy and get the average dwell time spent in your institution and its zones to identify hot and cold areas



Identify the percentage of visitors entering the different facilities of the institution, e.g. a souvenir shop or restaurant



Measure queue length, average wait time before being served and customer interaction level to increase customer service levels



Measure special event attendance



Ensure that the building is below the safety level of occupancy with real-time alerts



Understand how traffic corresponds to changes in weather with the report module

# Airport & Station

**People counting is your solution to identify the dynamic traffic flows throughout check-in terminals, security checks, duty free and other zones.**

With Vemcount, you're able to quantify flows and queue times.

When you understand the usage of any zone on a location, you know how to improve waiting time, optimize traffic flows and increase passenger satisfaction. Our solution provides traffic related data enabling you to evaluate on marketing campaigns and make operational decisions more effectively.

INCREASE PASSENGER SATISFACTION AND MANAGE QUEUES MORE EFFECTIVELY BY MEASURING AVERAGE WAITING TIME SPENT BY PASSENGERS AT CHECK-INS, SECURITY CHECKS AND OTHER COUNTERS.

## Benefits



Measure visitor traffic at each entrance and explore peak times per year, month, week and hour to deploy staff more effectively



Monitor performance and generate real-time alerts, when a count exceeds a certain level, e.g. queue length



Get a visual view of traffic flows to analyze and understand passenger behavior and trends across terminals and platforms



Understand and react on real time service needs, such as toilet cleaning



Measure occupancy of the location and its zones in real time to allocate staff according to real-time service needs



Measure stores' conversion rate when integrating with POS data and find out what is spend per visitor



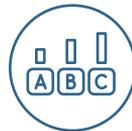
Identify hot and cold zones and rate the popularity of areas based on visitors



Discover the gender distribution of passengers and adjust your campaigns and displays accordingly



Get the average dwell time spent in a zone, such as understanding passenger waiting times and queue lengths at check-in terminals and compare with self-check-in



Rank stores with each other based on visitor and sales data performance and motivate the stores by sharing the reports

# Pedestrian Area

**People counting provides you with quantitative insights about number of visitors, traffic flows and the usage of pedestrian areas.**

From a city's most popular attraction to what happens in case of an emergency, Vemcount enables Municipal authorities to make quick and well-informed decisions.

Understand if your activities and efforts of a pedestrian area have a positive return in terms of marketing investment, and how changes in the streets may change visitor behavior.

GET AN UNDERSTANDING OF HOW DIFFERENT EVENTS AND ACTIVITIES INFLUENCE THE NUMBER OF VISITORS IN THE CITY BY COMPARING TRAFFIC DATA FROM DIFFERENT TIME PERIODS.

## Benefits



Count the number of people entering and exiting a pedestrian area



Find out how traffic corresponds to changes in weather with the report module



Explore peak times of the area per year, month, week and hour



Measure special event attendance and evaluate on activities and events based on traffic



Get a visual view of traffic flows and understand the usage of the pedestrian area across different time periods



Understand how major anchor stores impact traffic flows



Measure dwell time and identify hot and cold zones in real time or for a specific time period



Measure the commercial potential of an area or the impact of store openings/closings



Exclude or get separate counts for children and adults, and discover the gender distribution to profile customers even better



Identify and exclude irrelevant objects from counts, e.g. bicycles

## Cloud Solution

### Access Vemcount from anywhere and anytime

With a cloud-based solution you get on-demand access to Vemcount, which is deployed and managed on our cloud infrastructure hosted by Amazon (Europe). Access Vemcount via browser as needed and reduce operational costs for maintaining an IT infrastructure or in-house staff. We also support a private solution hosted by your company.



Unlimited storage  
and bandwidth



Data is securely  
available 24/7



99,9% hardware  
uptime and reliability



Fully encrypted high-  
grade encryption



Dedicated with  
secure VLANs, fire-  
walls and IDS/IPS



Data backups and  
software updates are  
all handled for you

## Data Integration

### **One unified platform**

Access and navigate through multiple data sources with ease by integrating your data from independent systems. Explore and discover correlations in the data and add depth to your analysis. Integrate Vemcount with your ERP, BI, POS, workforce and other systems for an all-encompassing solution.

### **Facilitate cross-functional communication**

Avoid working in silos. Integrating data from multiple departments into one platform will make it more transparent and easier to communicate across barriers. Knowledge sharing is key to organizational performance and adopting a shared hub for data on a company-wide scale will enable just that.

### **Integrate current devices**

With Vemcount, your old hardware is reborn. Replacing your old hardware is a big expense, which often leads to companies being stuck with their current provider. Integrating your current devices into Vemcount enables you to use data on a modern platform without the added expense of finding new hardware.



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