

CASE STUDY

# THE DESIRE FOR AN INNOVATIVE, RELIABLE, AND SCALABLE CENTRAL SOLUTION

**Vemco Group**

**Client**  
Magasin Du Nord

**Location**  
Denmark

**Industry**  
Department Store

**Application**  
People Counting

## HOW VEMCO GROUP ENABLES MAGASIN DU NORD TO REDUCE OPERATIONAL COSTS

A/S Th. Wessel & Vett, Magasin du Nord - also known as Magasin - is a chain of department stores located at Kongens Nytorv in Copenhagen, Fields in Copenhagen, Lyngby, Rødovre, Odense, and Aarhus.

Magasin is owned by the British department store chain Debenhams. The company's roots date back to 1868, where Theodor Wessel and Emil Vett opened a manufacturing company in Aarhus under the name Emil Vett & Co. The business quickly became a success and moved to Immervad in 1871, where it is also located today.

### CHALLENGE

When we met with Magasin back in 2013, they had an outdated people counting solution, which did not deliver reliable and accurate customer data. Furthermore, they demanded a hosted solution that could export customer data into a central business intelligence system. This solution should provide the administration and management with access to analytical tools, allowing them to create in-depth analyses of customer behavior in all of their department stores. Magasin focused on the following questions:

- How do we ensure that we receive credible and accurate customer data?
- How do we allow employees to focus solely on our core business and save the amount of time spent on handling large sets of customer data, without compromising on the quality of the data output?
- How can we ensure that a possible expansion will not hamper the existing workflow or data output and create problems that would weaken the efficiency of the process?

*Magasin*

“ We wanted a central solution that could cover all of our department stores in Denmark. We wanted the same system and a hosted solution but managed from one place. It was also a requirement from the beginning that the solution was able to count very accurately. And it has worked perfectly”.

Lasse L. Mohrsen  
Loss Prevention Manager  
Magasin Du Nord

### SOLUTION

For entrances and escalators at each department store of Magasin, we have installed new industry standard 3D people counting sensors, which have the ability to count with more than 98% accuracy. Each sensor has a built-in control software, which allows us to control each camera 100% remotely. The sensors send data to Vemco Group's central servers, deployed and managed on our cloud infrastructure hosted by Amazon (Frankfurt). By integrating the sensors with our unique retail analytics software, we provide every person in the management and administration at Magasin with access to actionable in-store metrics, presented on their personal and user-friendly dashboard or in customized reports.

## RESULTS

Being offered a hosted cloud solution with a comprehensive support service was the deal breaker for Magasin. By outsourcing customer data to Vemco Group, Magasin has not abdicated their responsibility but made a strategic choice to let us handle the daily operations, so they can focus on their core business. Thus, the solution allows Magasin to:



**Work with a fully scalable solution that can be adjusted to meet the needs for deeper analysis** of customer behavior patterns - such as measuring zones and queues, or expansion of a location.



**Receive accurate customer data and a comprehensive support** including monitoring of the solution 24/7, ensuring full reliability.

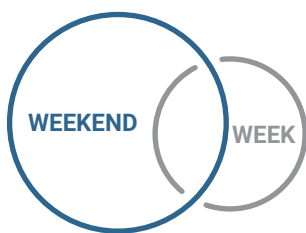


**Access analytical tools in Vemcount for in-depth analyses of customer traffic** for all of their department stores.

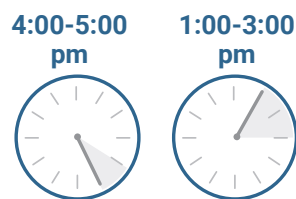


**Reduce operational costs** for maintaining an IT infrastructure or in-house staff.

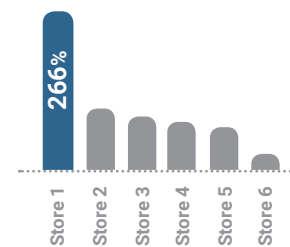
## INSIGHTS



The six department stores are welcoming most visitors on Saturdays with 41-68% more visitors than the average number of visitors per day.



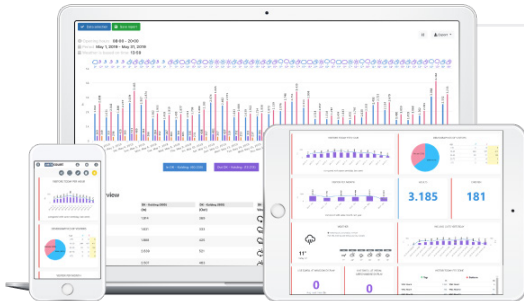
From Monday to Friday traffic peaks between 4:00-5:00 PM. During the weekend the peak hours are from 1:00-3:00 PM.



Magasin's best performing department store generates 266% more visitors on average per day compared to the five other department stores.

# Next-Level Data Analytics & People Counting

Vemco Group is a Danish software company that delivers innovative solutions with the customer in focus. We pride ourselves in identifying our customers' challenges quickly and developing solutions to address them. Combining the most accurate counting devices on the market with our data analytics solution, we provide our customers with access to a range of analytical tools that enable them to make fast and efficient decisions.



## Fact-Based Decisions, Meaningful Change

Vemcount is a configurable and user-friendly software solution providing reliable data, helping you make informed decisions that positively impact sales. With insight into number of visitors, customer behavior, and store performance, we make it easier for you to create effective marketing and operational decisions while understanding the related impact.

## Advanced, Yet User-Friendly System

View and calculate 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. The data can easily be exported and presented in various spreadsheet applications or as PDF-files directly from the report page.

Vemcount is flexible with an unlimited number of users being able to join the platform, including different access levels, such as Retail Manager, Area Market Manager, IT Manager, Store Manager, and so on.

## 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 only use the best professional hardware on the market. We always estimate what sensor is the most effective for the needs of each of our customers.

Furthermore, we use our own educated technicians and partners for all installations. Our supporters monitor the system (optional), ensuring the daily operation of our customers. Data back-up is either made at a local server (private solution) or by our data center and external servers (cloud solution)

“OUR MISSION IS TO HELP OUR CLIENTS MAKE FACT-BASED DECISIONS THAT IMPROVE PROFITABILITY”.

Anel Turkanovic  
CEO  
Vemco Group



## WHO WE ARE

With 17+ years of experience, Vemco Group is a world-leading data analytics software company, specializing in footfall data, customer behavior, and business optimization. With its HQ based in Denmark and local support and sales offices across the globe, the company consists of a highly professional team of experts ready to serve a global clientele in close collaboration with partners across 95+ countries.

With us, you can act based on certainty rather than intuition, as we turn data into insight that allows you to make fact-based predictions and act in time. We employ the best and most innovative sensor technology on the market to ensure that our highly developed software has at least 98% accuracy in its data collection. Thus, we can transform the collected data into valuable analytics, helping people optimize their business operations, enhance the customer experience, and maximize profits.

Contact our sales team for more information

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