

Vemco Group

Client
Odense Municipality

Location
Denmark

Industry
Public Institution

Application
People Counting

CASE STUDY

ODENSE MUNICIPALITY IMPROVES THE USE OF THE SHOPPING STREET

HOW VEMCO GROUP TAKES ACTION TO IMPROVE CUSTOMER FLOW

Odense Municipality is the third most populous municipality in Denmark. Being the birth city of the famous fairytale poet H.C. Andersen, the city prides itself on being the city of fairytales in Denmark. The city offers, among other things, beautiful scenery, exciting museums and attractions, as well as a 3 km long shopping street.

CHALLENGE

Odense Municipality and Vemco Group entered a collaboration to become informed about the city flow with the aim of developing and running the city more efficiently in the future. The collaboration started out as a test period, implemented during the Smart City Programme in 2017 and has continued as a close partnership since then. The challenge consisted of two parts. Being able to access insight into how the citizens and visitors of Odense use the city, and act on this insight based on a valid and factual ground of decision-making rather than a gut feeling.

Thus, Odense Municipality raised the following questions:

- How are we able to measure traffic in the shopping street's testing area 24 hours a day and use this knowledge in strategic, as well as operational, decision-making?
- How do events influence the number of visitors in the city?
- How do we ensure the city spaces are optimally designed?



**ODENSE
KOMMUNE**

“ We have been satisfied with our collaboration with Vemco Group, which has shown us that it is possible to reliably and professionally monitor pedestrians on our shopping street. We see a great potential in developing and running our city better based on the insights that Vemco Group has given us”.

Jacob Høffer Larsen
Program Manager Smart City Odense
Odense Municipality

SOLUTION

To solve the challenge that Odense Municipality faced, it required sensors that provide accurate measurements of visitors on the shopping street, in all kinds of weather, day or night. Vemco Group uses market-leading outdoor sensor technology to meet this challenge. These sensors cover heights up to 20 meters unrelated to weather or temperature influences. To measure how the citizens and visitors of Odense use the shopping street, we covered all relevant entrances and exits. We also implemented advanced height filtration to separate children from adults in the counts. The sensors are integrated with our software, allowing Odense Municipality to follow the number of pedestrians in real-time via an online dashboard while selected employees receive daily reports that provide a user-friendly and visual overview of the measurements from hour to hour and day to day.

RESULTS

By integrating four robust and weather-resistant outdoor sensors with our unique analytics software, Odense Municipality is now able to access insight into the use of the shopping street based on facts in the form of valid data from the real world rather than intuition. By getting accurate knowledge about how many people use the shopping street, Odense Municipality can:



Compare different time periods with each other, which gives a real understanding of how different events influence the number of visitors in the city.



Compare demographic data about the visitors, which provides insight into the number of children versus adults or females versus males, who use the pedestrian area.

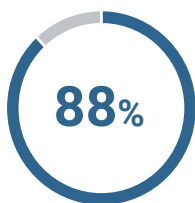


Get a better understanding of whether the city spaces in the pedestrian area are optimally designed by looking at movement patterns, and where they prefer to start and end their journey on the shopping street.

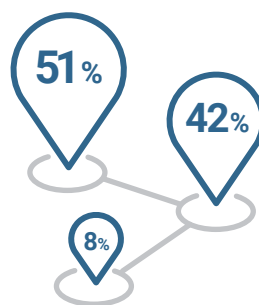


Get an understanding of how the city is used from easily understandable visualizations, which are interesting both for the municipality, as well as the business owners in the city. It also provides Odense Municipality the opportunity to make quick but well-informed decisions.

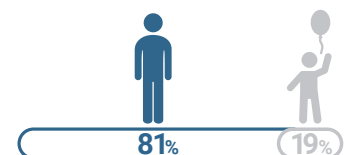
INSIGHTS



During the H.C. Andersen Festival in 2018, traffic was up to 88% higher than the average on an ordinary day.



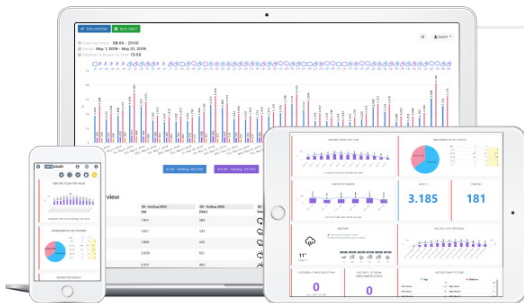
51% of all traffic on the shopping street comes from Street 1, whereas 42% comes from Street 2 and only 8% from Street 3.



19% of the daily visitors on the shopping street are, on average, children, where the remaining 81% are adults.

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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