Empowering Retail with Technology

vemco group
Data Analytics, Insights & Actions

ABOUT US

Our Mission:

To provide our customers with intelligent data in order to make fact-based decisions that improve performance and add value. We achieve this through our turnkey solution, including our specialized software and cutting-edge technology.

Who are we?

Vemco Group is a world-leading data analytics software company, specializing in delivering solutions for people counting, tracking, and customer behavior as well as collecting data across multiple KPIs and providing access to everything within our easy-to-use platform.
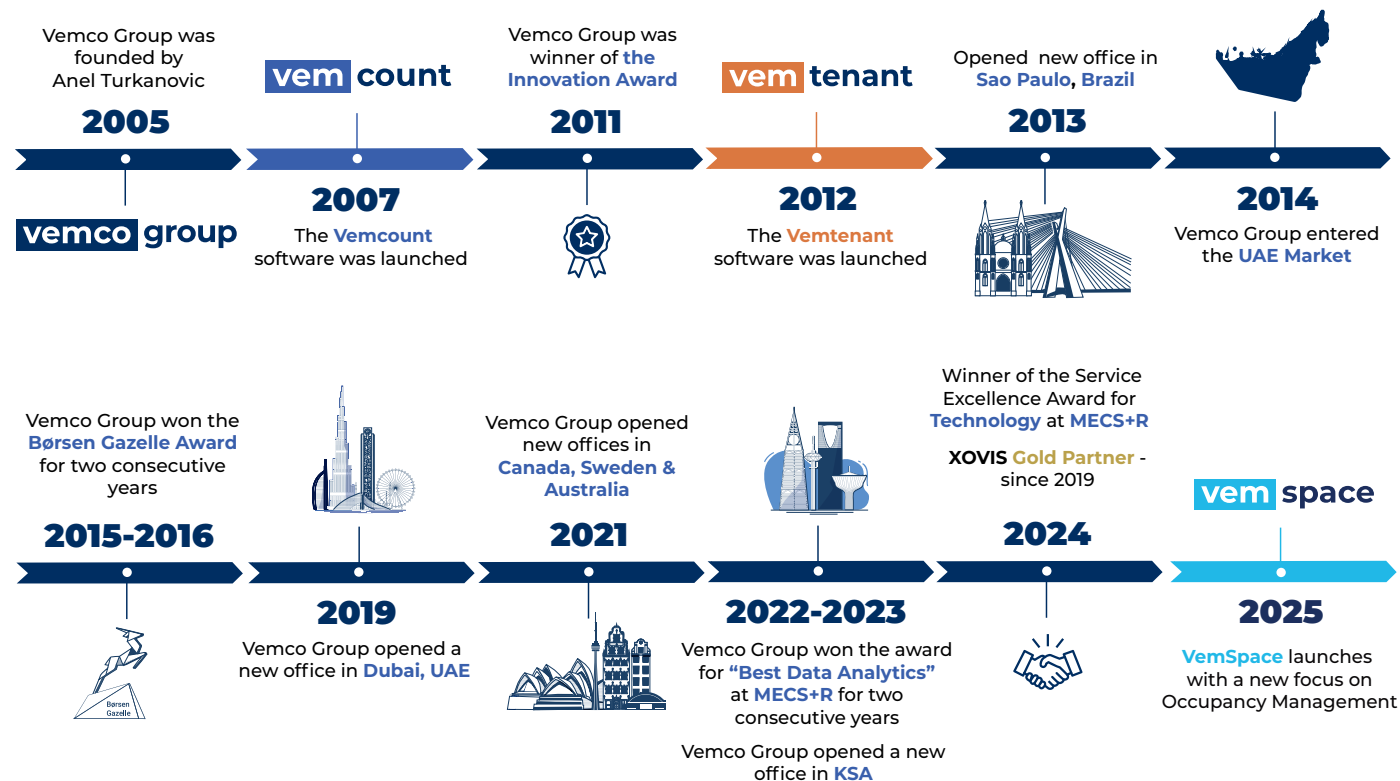
Since 2005, we have continually developed and innovated our solution based on the direct feedback from all our customers using the platform from around the world.

In close and continuous dialogue with our partners and customers, we strive to stay on an evolutionary road to success, as we believe that our customers success is our success.
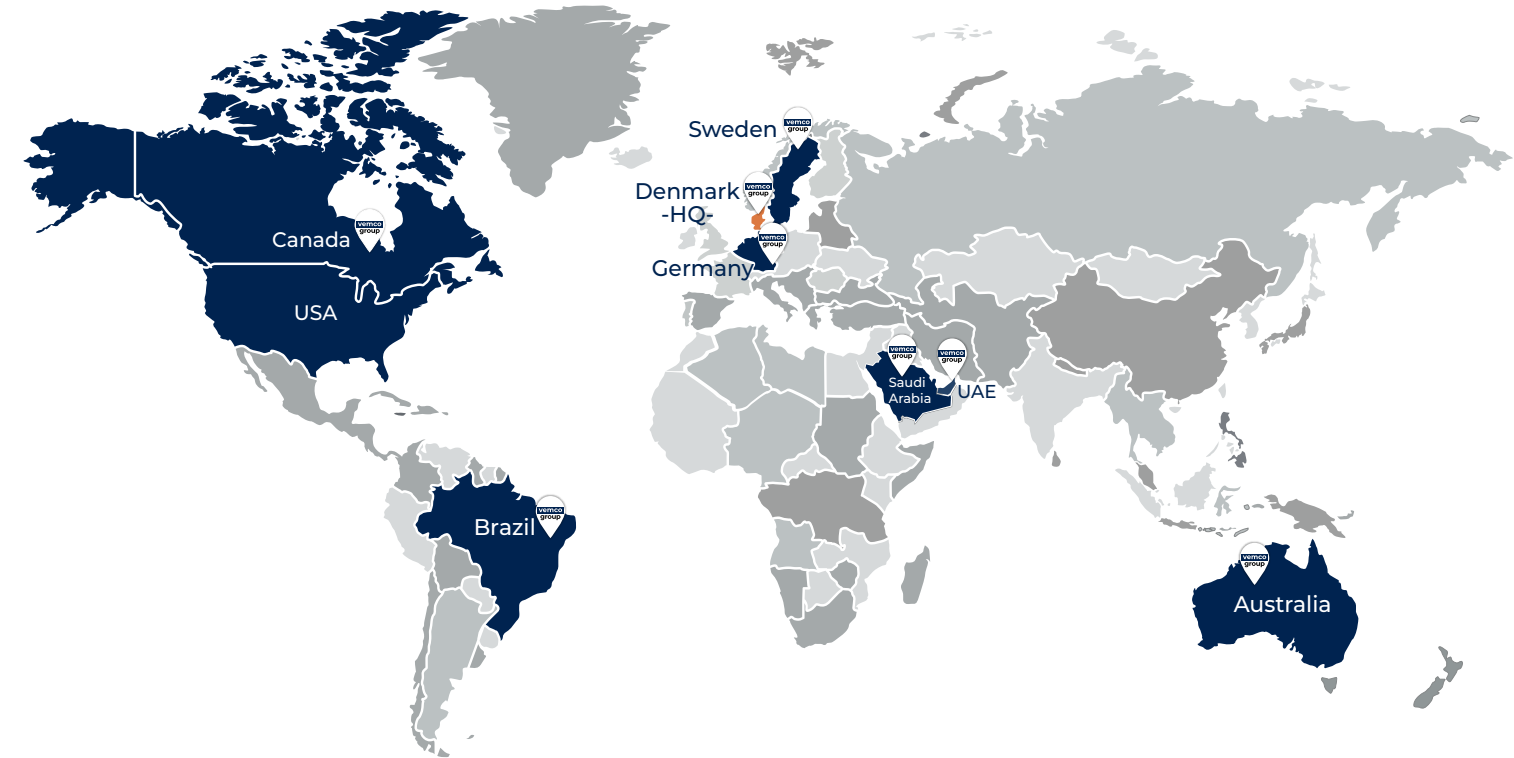
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The History of Vemco Group

2005 — Vemco Group was founded by Anel Turkanovic

vem count — **2007** — The Vemcount software was launched

2011 — Vemco Group was winner of the Innovation Award

vem tenant — **2012** — The Vemtenant software was launched

2013 — Opened new office in Sao Paulo, Brazil

2014 — Vemco Group entered the UAE Market

2015-2016 — Vemco Group won the Børsen Gazelle Award for two consecutive years

2019 — Vemco Group opened a new office in Dubai, UAE

2021 — Vemco Group opened new offices in Canada, Sweden & Australia

2022-2023 — Vemco Group won the award for "Best Data Analytics" at MECS+R for two consecutive years. Vemco Group opened a new office in KSA

2024 — Winner of the Service Excellence Award for Technology at MECS+R. XOVIS Gold Partner - since 2019

vem space — **2025** — VemSpace launches with a new focus on Occupancy Management

Since our founding in 2005, we have placed our customers at the centre of everything that we do, developing a product that is sophisticated, yet easy to use. This simple approach has enabled our business to expand worldwide, supporting customers in over 98 countries. We have formed strong partnerships with market-leading hardware manufacturers to deliver an unparalleled solution, along with achieving many development milestones.

In this journey we have always strived to deliver excellence through innovation and research, delivering the best available technology on the market.

Global Reach, Local Expertise

Canada · USA · Brazil · Sweden · Denmark -HQ- · Germany · Saudi Arabia · UAE · Australia

With decades 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.

Our solution is used worldwide, providing our customers with knowledge that can lead to cost savings, greater efficiency and improvement of conversion rate and profitability. This is possible, because our software 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.

Our Solutions
For the Retail Industry

Over the years, we have worked closely with retailers across the globe, ensuring that our software can meet any need in this sector.

vem count

- SaaS Model Platform
- Customizable Dashboards
- Real-time People Counting
- Reports & Analytics
  plus much more.

vem track

- Heatmaps & Tracking
- Customer Journey
- Dwell Times & Zones
- Queue Management
  plus much more.

vem fusion

- Email & Audio Alerts
- REST API & CSV
- Export & Import
- POS, BI & ERP Integration
  plus much more.

vem space

- Indoor Climate
- Fitting Room Detection
- Occupancy Management
- Facilities Management
  plus much more.

vem count

Vemcount is a sophisticated, highly customizable & user-friendly software platform. It is a SaaS offering, empowering retailers with easy-to-use live dashboards, reporting and analysis to make informed decisions.

Customizable Dashboards

Each user can build as many of their own customized dashboards, for an overview of multiple KPIs and insights like visitor counts, live occupancy, trends, sales, conversion rates, events, weather and more. Build a dashboard from scratch or use a template from our library.

Tailor-Made Reports

Every user can build and manage their own reports by saving, editing, and sharing with other users. Get valuable insights across multiple data sources to optimize operational effectiveness. Export the reports into formats such as Excel (CSV) and PDF with just one click on a daily, weekly, or monthly basis.

Data Integration

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

Real-Time Alerts

Set alerts and notifications to maintain control of the desired level of occupancy to act quickly and improve customer service.

Sensor Checks

We continually monitor every sensor with health checks built in. We provide remote access to the sensors to easily validate the accuracy at anytime.

Sensor Technology

Since 2005, we have integrated with over 40 different types of sensor manufacturers. We can combine different sensor technologies within the same solution and utilize different sensor types based on coverage requirements, height, external environment in addition to using AI for demographic data to ensure a highly customized solution to exceed our clients requirements.

Alternatively, we can also integrate our software with the store's existing hardware, as we have already integrated with many sensors on the market. This is a cost effective approach to deliver a high ROI while enhancing the existing solution.

Capture Rate

Know the passer-by count and identify the capture rate to determine how window displays are converting into sales. You can also measure the sales conversion ratio by integrating your POS system to see how many customers made purchases compared to the total number of customers who visited the store.

Fitting Room Occupancy

Fitting rooms are a prime area where conversions are made. We can help retailers to manage fitting room occupancy and provide valuable data that can enhance customer satisfaction and drive sales.

PRESENSE OVERVIEW

50% **2/4**

OCCUPIED

Staff Optimization

Estimate and exclude staff from visitor counts to improve accuracy in all your data collection. By identifying the number of visitors, you can use historical data based on predictive analysis to identify when and where to allocate staff.

This way, you can prevent missing sales opportunities and optimize your under-staffed or overstaffed hours.

vem count

Benefits for Retailers

Footfall Numbers & Analyses

Count the total visitor numbers to identify peak times during your chosen time frame.

Understanding peak hours, days, or months helps you plan for future events by ensuring you have allocated the needed number of resources.

Benchmark Locations

Compare and rank store entrances, zones, customer traffic, based on the performance through hourly or daily reports to understand customer distribution at all your locations.

Compare the conversion data across all your stores to determine the progress of each. This helps you to identify the areas of improvement and enhance your perfor-

Peak Times

Identify peak times during the day, month or year and optimize your business operations.

Discover peak hours in which the store generates the most traffic. Manage events and marketing campaigns during these time accordingly.

Group Identification

Identify families walking in groups to gain a complete and accurate overview of your collected footfall data.

Gender Distribution & Adult/Child Filtration

Capture the demographics of your incoming visitor traffic to gain valuable customer insight that helps you make strategic decisions surrounding product displays, advertising, and inventory.

The AI sensors offered in our solution are designed to differentiate between males and females as well as adults and children.

Staff Engagement

A great way to bring the retail experience to life is to make it as interactive as possible for customers who walk into the store. Observe how your staff interacts with the customers and make sure they are available at the right place at the right time.

Being there for your customers can pay you dividends in terms of sales conversions.

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Effective Merchandising

With the data we provide, you can have a deeper understanding of how consumers engage with window displays and how it captures customer interest and sales.

Better Sales & Marketing Strategies

Being able to measure the success or failure of sales and marketing campaigns is a potent tool for identifying strategies that resonate with your customers.

With insight into traffic trends and transactions, you will have a better idea on how best to market and sell your products.

Besides this, you can analyze traffic patterns and dwell zones to identify the most popular areas in your store for optimum product or promotion placements.

Less Resource Wastage

Effective and continuous retail analytics use can lead to better resource allocation in your business and help you understand what is working and what is not. You'll have the insight to spend money and allocate resources only towards the strategies, products, and initiatives that drive growth and abandon or optimize those that are not.
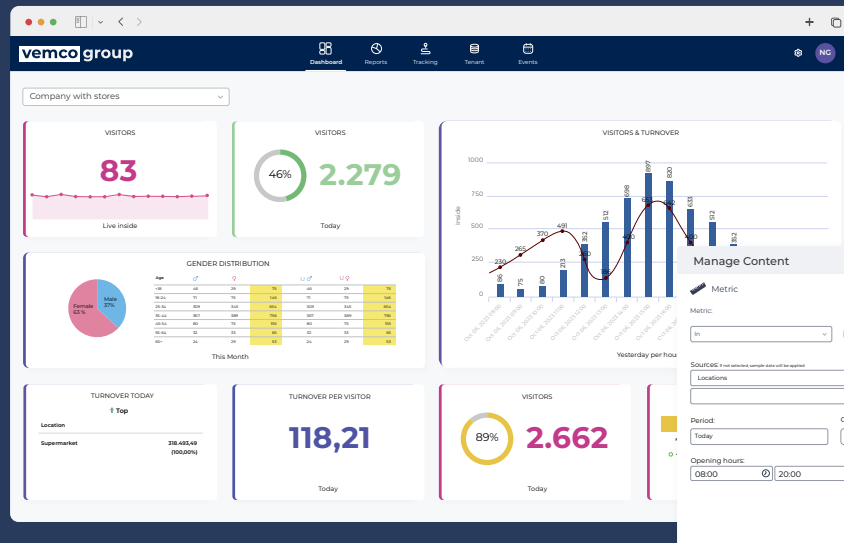
Improved Customer Experience

Getting to know your customers and how they behave is integral to creating strategies that will make the shopping experience enjoyable. Analyzing customer data like dwell time, conversion rates, queue times, and being alerted to real-time issues, enables you to ensure that your customers remain loyal to your brand.

• Customers are served promptly with access to in-demand products.

• They can navigate through the store and find products effortlessly.

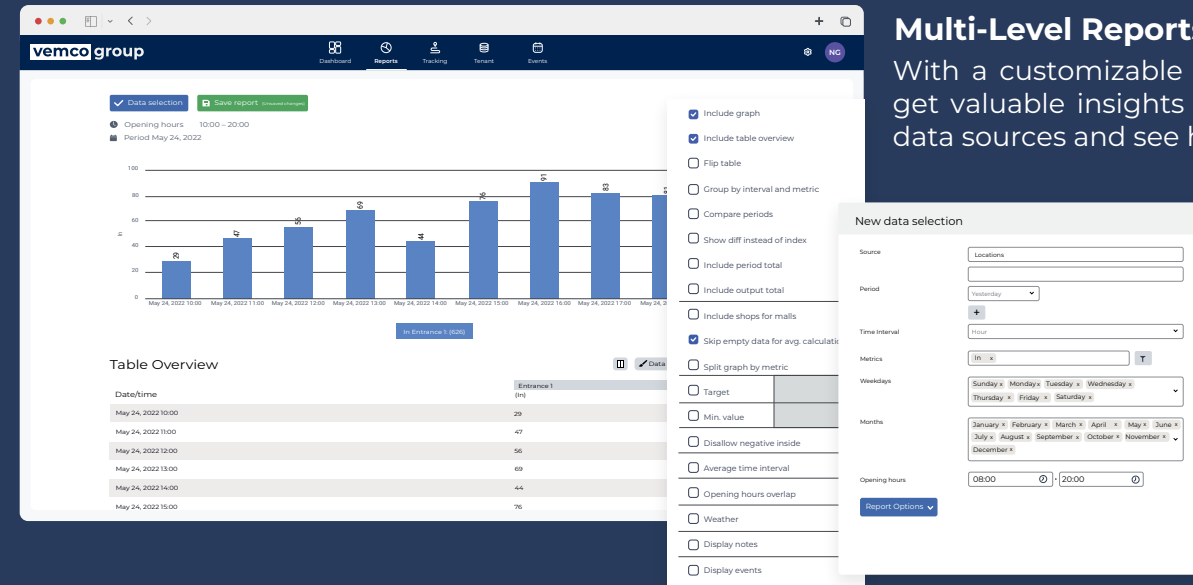• They are not subjected to overcrowding or excessively long queues.

User-Friendly Dashboard

The core of Vemcount is your Online Dashboard which provides a quick overview of your key figures and valuable insights.
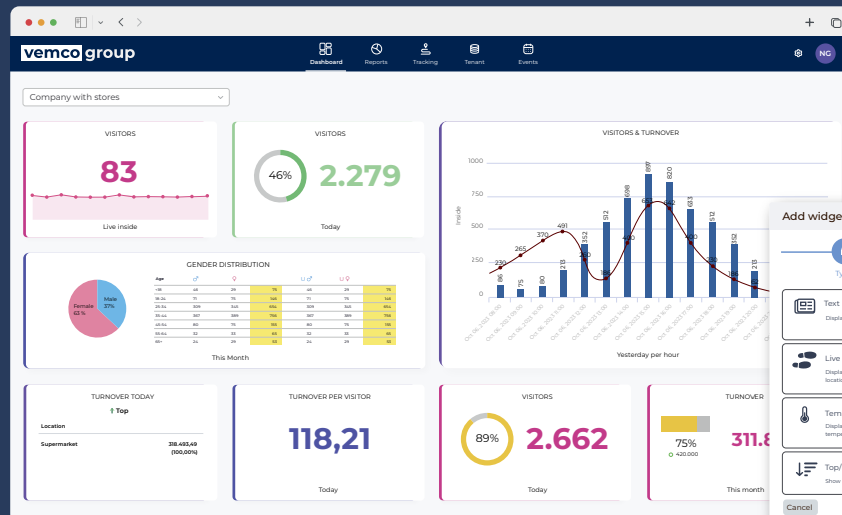
Custom Widgets

You can add, move, resize, delete, and rename widgets based on your need. You have complete control over the dashboard design, layout and content.

Multi-Level Reports

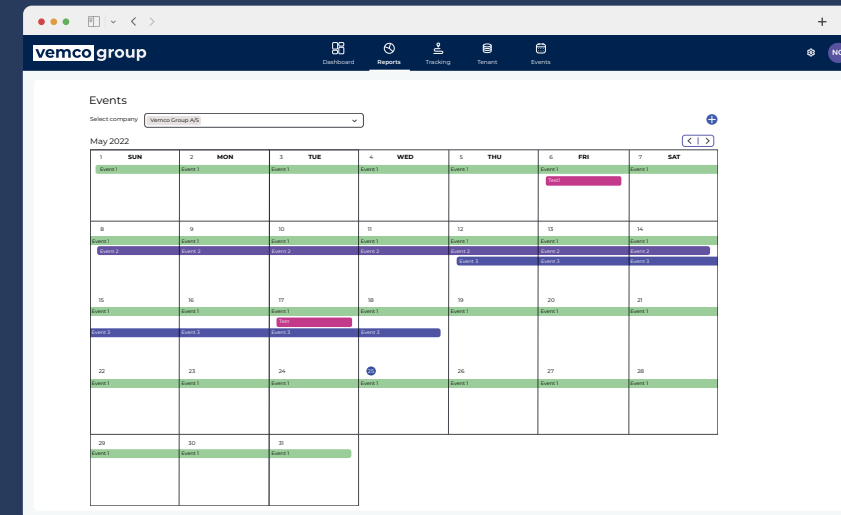With a customizable report, you can get valuable insights across multiple data sources and see how they relate.

Each user can easily define the location from where data is pulled, time intervals and other KPIs.

Calendar & Event Module

Identify changes in traffic and trends during promotions, marketing campaigns, events or public holidays.

Users can also avail our hours overlapping feature to extend the reporting hours of the day based on their time preferences for the trading day.
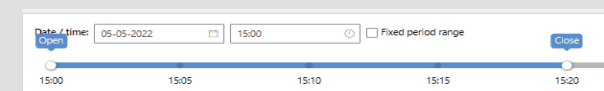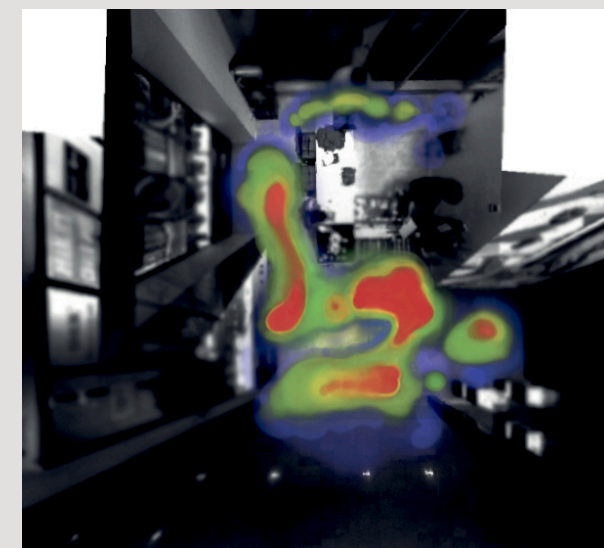
vem track

Our visitor tracking module, Vemtrack, allows you to understand:

Customer Distribution & Full Tracking

Understanding the customer journey in certain areas of the store can allow for a deeper insight into performance. Our solution tracks distribution throughout the store to help you discover how performance correlates with turnover and we can also provide full customer tracking.

We can also provide customer tracking in select zones by stitching sensors together, for example a location where events are held or a kiosk in the walk way. We can understand customer dwell time and attraction ratios.

Heatmaps – Hot & Cold Zones

Heatmaps show hot and cold zones within the store. It reflects how customers navigate your store, where they stop to browse, which products they engage with, and which entrances and exits they prefer. This data gives retail managers insight into optimizing store layout and product placement for ultimate accessibility and customer satisfaction.

Occupancy Measurement:

Footfall counter sensors can measure, with 98% accuracy, the number of people occupying a space at any given time.
The number can be displayed in real-time on a messaging screen at the entrance of a store. When the number reaches a predetermined limit, a new message can be displayed requesting customers to wait for a safe signal before entering.

GDPR Compliant

We respect shoppers' privacy by offering fully tested and secure sensor technology that delivers accurate data while being fully GDPR compliant and in line with privacy laws.
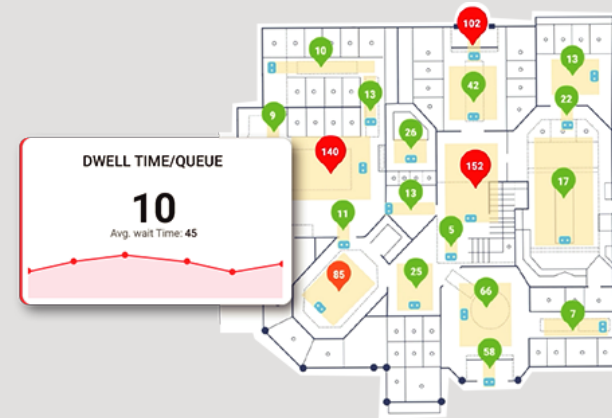
vem track

Queue Management

One universal trait among customers is that they hate standing in line or waiting for service. A queue management system monitors and detects people standing in queues and measures the amount of time they stand still or when they abandon the store.

Retail managers can set up real-time alerts to be sent to staff members on the floor when queues grow or when queue time reaches a predetermined limit so they can open additional checkout counters to reduce queue times.

DWELL TIME/QUEUE

10
Avg. wait Time: 45
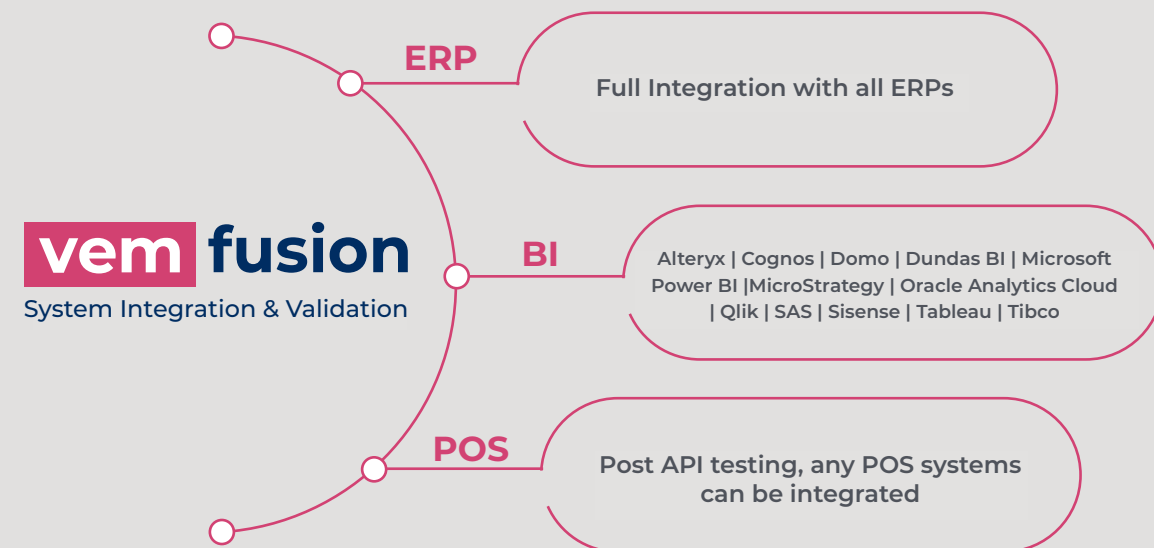

Customer Journey

Track customer flow and the full customer journey inside your store in real-time and how traffic converts into sales.

With insights about customer flow, we provide you with actionable metrics and an accurate data-driven understanding of customer behaviors and preferences.

vem fusion

Vemfusion ensures easy integration between our software and your preferred, existing systems and software. Build, deploy, and manage our software across a range of applications, while combining data from multiple sources.

- Vemfusion drives rapid, significant improvement to business metrics across retail & malls.
- With Vemfusion, retail operations become smooth and efficient. It helps free people from repetitive processes to focus on what is important.
- Future solutions can also be integrated with Vemfusion as data collection points expand.

vem fusion
System Integration & Validation

ERP
Full Integration with all ERPs

BI
Alteryx | Cognos | Domo | Dundas BI | Microsoft Power BI |MicroStrategy | Oracle Analytics Cloud | Qlik | SAS | Sisense | Tableau | Tibco

POS
Post API testing, any POS systems can be integrated

150+ Data Sources

XOVIS | HIKVISION
Google Analytics | Hella Aglaia
DELOPT | YARDI
Sitoo | sigfox
LoRaWAN | CISCO Meraki
TELEDYNE FLIR | Power BI
INTENTA | sameSYSTEM
VIVOTEK | AXIS COMMUNICATIONS
DIVIOTec | TD Intelligence Technology
Securitas | MicroStrategy
Front Systems | PiP
ELSYS.se | Milesight
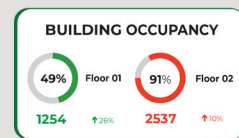shopify | nedap

Live Dashboards & Alerts

Integrate data from multiple sources to get a full understanding of your data and improve retail operations.

vem space

Understand how visitors use your store after they step through the door. With VemSpace, you can gain insights into all aspects of your facility, such as indoor climate, occupancy levels, time spent in fitting rooms, and more, while supporting ESG goals and being resource-efficient.

CURRENT TEMPERATURE

30,5 ºC
↓ 0.5%
Previous day

BUILDING OCCUPANCY

49% Floor 01	91% Floor 02
1254 ↑26%	2537 ↑10%

Environmental Comfort

Real-time monitoring indoor climate, including temperature and CO_2 levels for optimal working and shopping conditions. Intelligent climate control ensures employee and visitor comfort throughout the day.

What You Get With VemSpace

Occupancy Management	Desk Presence	BMS Integration
Air Quality/CO_2	Temperature	Fitting Room Detection

POS

Cloud-Based Solution

With our cloud-based solution you get on-demand access to Vemcount, which is deployed and managed on our cloud infrastructure hosted by AWS. Access Vemcount from anywhere as needed and reduce operational costs for maintaining an IT infrastructure or in-house staff. We also support a private solution hosted locally.

Unlimited data storage and bandwidth

99.9% hardware uptime and reliability

Data is securely available 24/7

Fully encrypted through high grade encryption

Dedicated with Secure VLANs, firewalls and IDS/IPS

Data backups and software updates are all handled for you

Each retailer can upload sales data through their own individual cloud

Your Data is Secure

Using Prueba CyberSecurity, cloud security is tested monthly and additionally over periods of updating/uploading – this is to ensure your data is kept safe.

To date, our security has never been breached. Prueba generates quartely reports that our cleints can request anytime.

You are in Safe Hands

As innovation is at the core of our culture, we make a virtue of having a professional and open dialogue with clients in order to continuously update, develop, and improve our software for their benefit. We have a wealth of experience allowing us to deliver beyond expectation.

Commitment and world class customer service is crucial and an integral part of our core values. Therefore, we have our own infrastructure and IT technicians, engineers, and software developers specialising in the installation with every client having a dedicated account manager and customer success manager to ensure that our clients always receive professional guidance and support.

Programming and Installation

Programming and installing the devices are easily done by our own experienced technical staff.

Calibration & Validation

After every installation, our team calibrates and monitors the quality of the devices, ensuring an accurate data output.

Software Configuration

By integrating our software with the devices, we turn data into insights available on a user- friendly dashboard or as customizable reports.
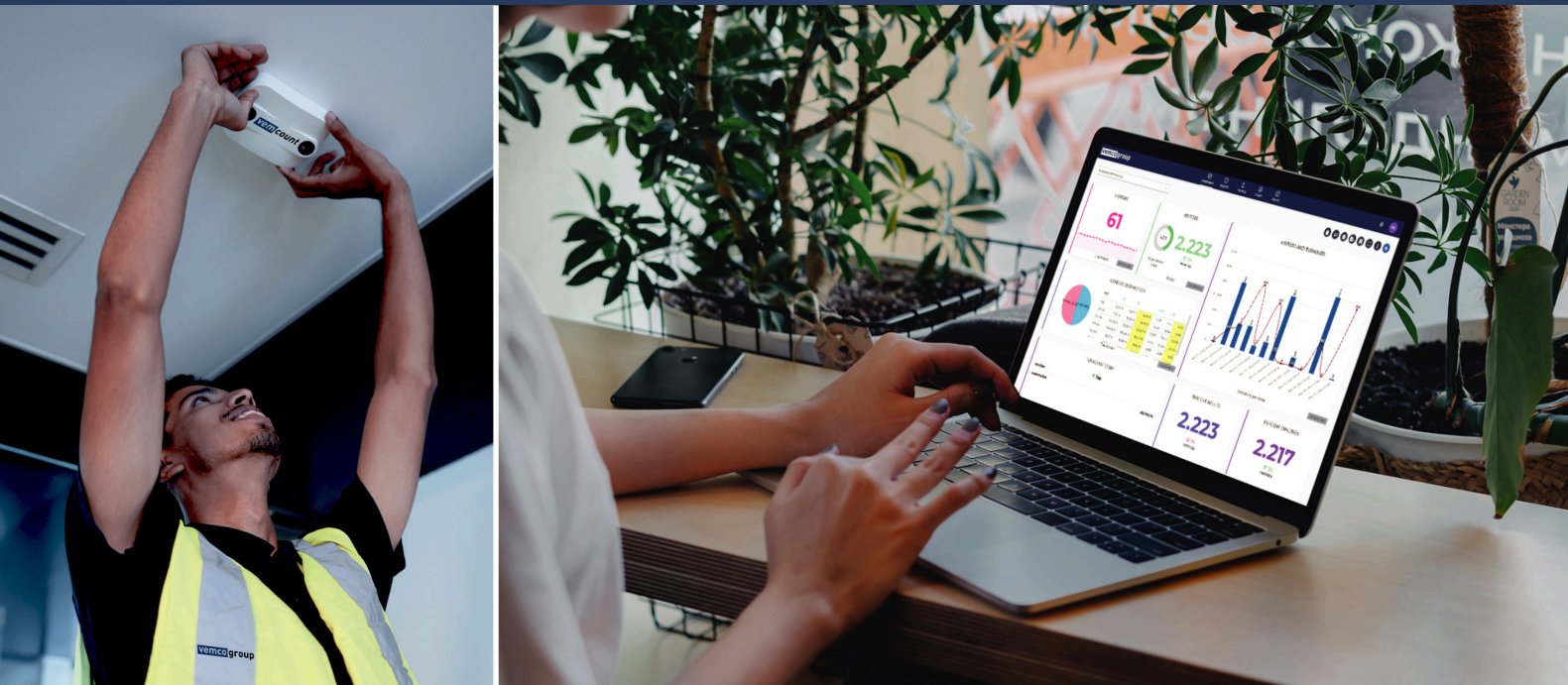
Sensor Health Check

By allowing our experienced team monitor the system and ensure daily operations, we aim to deliver data accuracy up to 98%.

An All-Encompassing Solution

With decades of experience working with leading retail property owners, we have the knowledge and experience to deliver a complete turnkey solution. Once a plan has been approved, we deploy the most reliable and accurate sensors based on your requirements, with our in-house team handling every step of the solution roll out.

We provide ongoing training sessions along with 24/7 support available on demand in addition to our help desk to ensure the highest levels of service are delivered. Our self-monitoring systems and health checks will allow us to deploy a technical team before you even know that there is a problem. Every customer has a dedicated Account Manager and Customer Success Manager as a point of contact for software support and integrations. Your success is our success, we operate as an extension to your business model. This partnership approach ensures that we have never lost a customer.

Some of Our Valued Customers

Get In Touch

Denmark Office:

HQ / R&D / Sales / Support
Røde Banke 77, 7000, Fredericia

+45 76 22 11 46

contact@vemcogroup.com
www.vemcogroup.com

vemco group
Data Analytics, Insights & Actions

Australia
17 Bluestone Circuit Seventeen
Mile Rocks QLD 4073, Australia
+61 1800 094 210

KSA
Level 6, Akaria Plaza, Gate D
Olaya Main Street, Riyadh, KSA
+966 59 128 7830

Brazil
Av. Vereador José Diniz, Cj. 608
04604-007 Sao Paulo
+55 11 4117 8146

Canada
2010 Winston Park Drive, Suite 200
Oakville, ON L6H 5R7
+1 905 616 4706

Sweden
Hyllie Stationstorg 31
215 32 Malmö, Sweden
+46 722 331 474

UAE
PO Box 430761, Dubai
2002, Maze Tower, Dubai, UAE.
+971 (0) 4514 6082