



Improve Visitor Experiences

- In your municipality and library

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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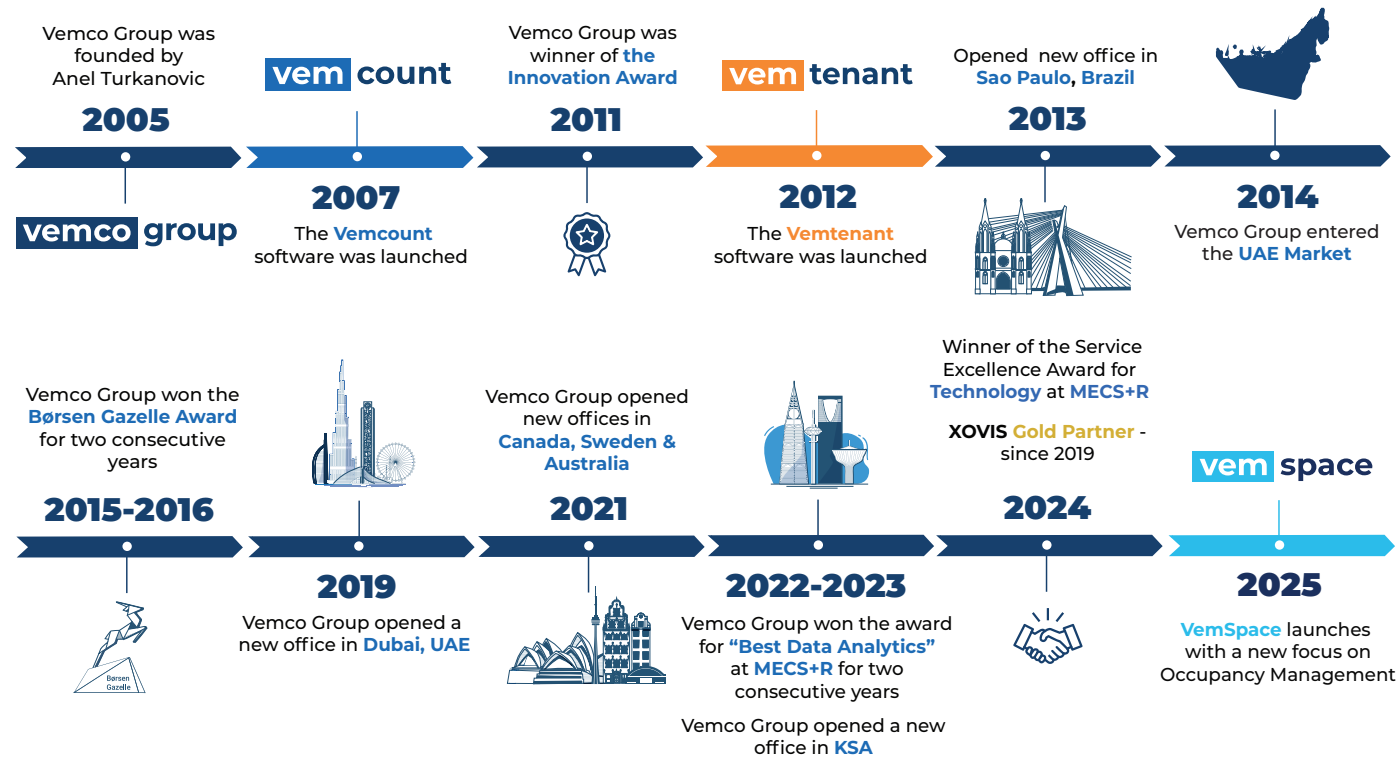
AN ALL-ENCOMPASSING SOLUTION

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The History of Vemco Group



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



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 Municipalities & Libraries

Over the years, we have worked closely with municipalities across the globe, ensuring that our software can meet any need in this sector—whether it be libraries, swimming pools, parks, or something entirely different.

vem count

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

vem track

- Heatmaps & Tracking
- Visitor 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
- Desk Presence
- Occupancy Management
- Facilities Management
- plus much more.



Vemcount is a sophisticated, highly customizable & user-friendly software platform. It is a SaaS offering, empowering business owners 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 customers requirements.

Alternatively, we can also integrate with your existing hardware with our software, 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.



Benefits

For Municipalities & Libraries

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 entrances, locations, zones based on the performance through hourly or daily reports to understand visitor distribution.

Peak Times

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

Understanding peak times helps you plan for future events by ensuring you have allocated the required number of resources.



Staff Management

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 understaffed or overstaffed hours.



Gender Distribution & Adult/Child Filtration

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

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

Group Identification

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



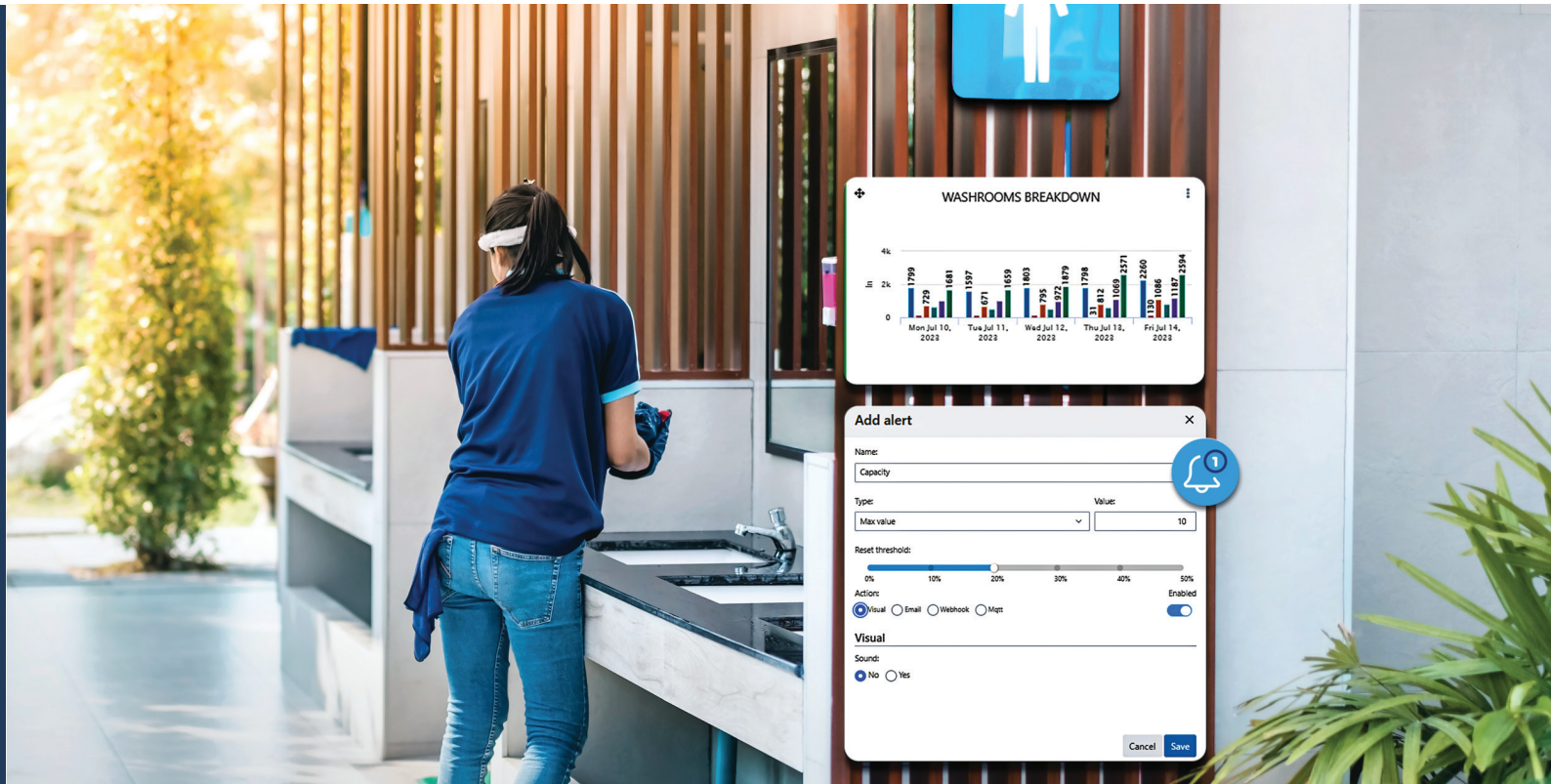
Visitor Numbers
that Secure Funding

For municipalities, accurate documentation of visitor numbers is the key to obtaining government funding and ensuring stable operations. Our solution provides you with precise and reliable visitor numbers that meet the potential requirements of funding authorities. You can now capture all visitors, divided by demographics, including those without tickets, annual pass holders, children, and groups, which can otherwise be difficult to document.

Facility Management

Knowing visitor numbers and peak hours lets you manage your asset efficiently.

Stay alert when restroom maintenance is needed or when areas need a restock of resources. Facility services can stay cost-efficient and aware of the overall status of your facility.



Occupancy Management

Keep track of the exact number of visitors inside your facility or outdoor area to understand occupancy levels in real time. Should the maximum capacity be reached, our system red flags you to ensure safety measures are being upheld. This way, you can optimize the overall customer journey, as visitors leave with a positive experience.

Our software easily integrates with your existing ERP, BI, POS, API, and other systems for an all-encompassing asset performance.



Entrance Level Solution

Smart sensors are installed at your entrance and exit points to monitor real-time footfall and visitor occupancy.

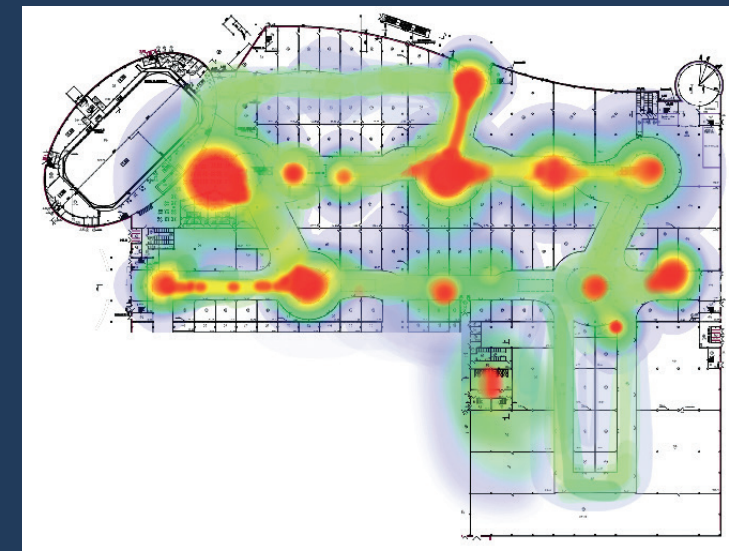
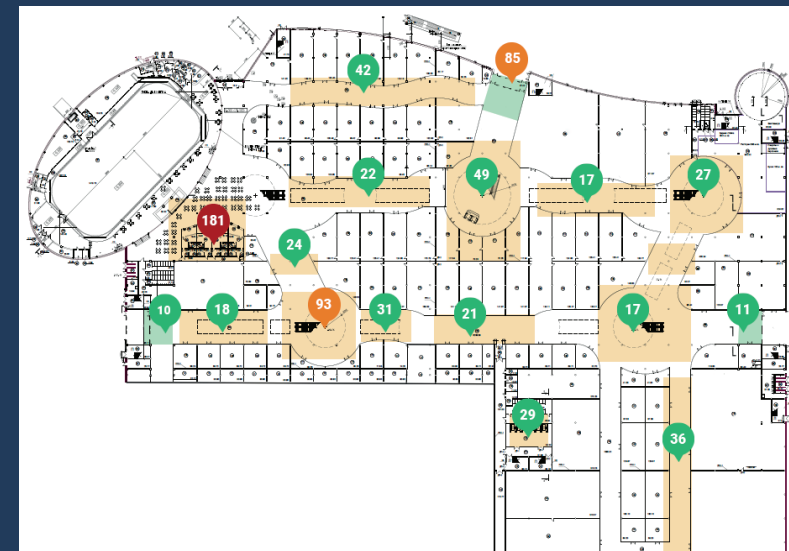
The system provides live occupancy data and real-time counts, enabling insights into competitive benchmarks and traffic trends.



Floor & Zone Level Solution

You can monitor occupancy per floor, zone or the entire facility in real-time. Understand the distribution of visitor flows between different levels or zones to optimize your staff to enhance visitor experience during their visit and understand how different parts of the building are performing.

The zone level solution includes footfall and occupancy of different zones across the facility, such as the specific halls, exhibitions, shop areas, cafes, children areas, etc. You can easily define zones based on the sensor layout. By observing traffic flows and dwell zones, you can gain a heat mapped insight into which areas are preferred by visitors and which are not.





Outdoor Visitor Counting

We use market-leading sensor technology that is resistant to all weather conditions. This way, we ensure accurate data collection regardless of weather, height dimensions, and crowd densities.

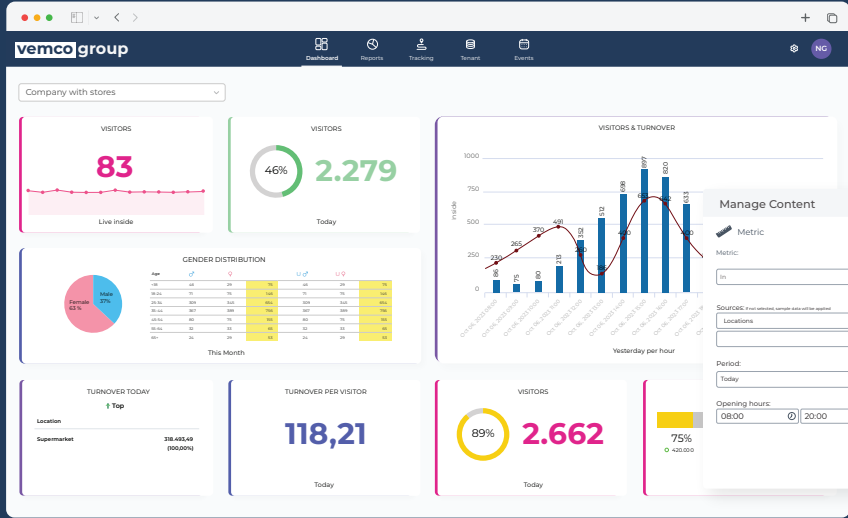
We count people in the municipality's various outdoor areas, including shopping streets, parks, markets, outdoor swimming pools, etc.



Outdoor Queue Management

Keep track of your outdoor queues. Our outdoor sensors can accurately monitor average wait times, queue lengths, and more, regardless of weather conditions.





User-Friendly Dashboard

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

Change layout

Title: Visitors Today

Description:

Metric: In

Indicator color: Red

Text color: Green

Width: 1

Height: 1

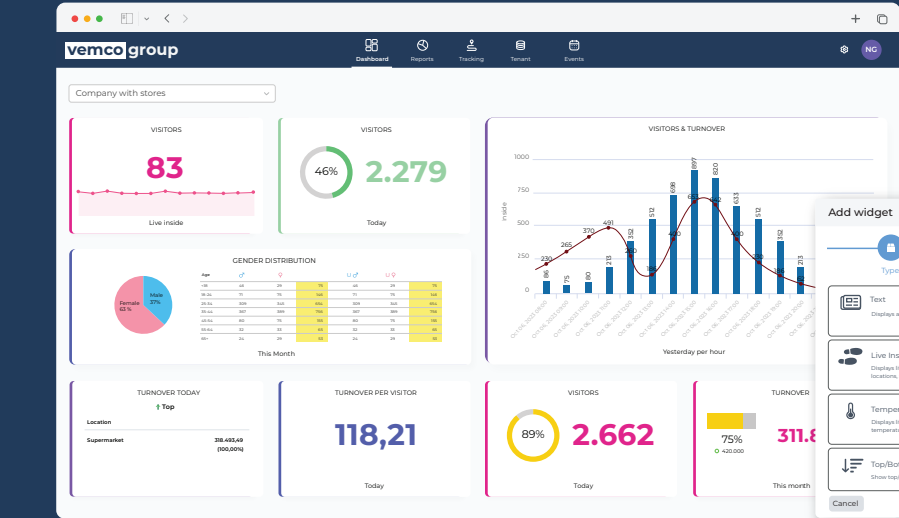
Period: Today

Compare: Same weekday, previous year

Opening hours: 08:00 - 20:00

Overlapping: ☐

Cancel Save



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.

Add widget

Type: ☐ Content: ☐ Layout: ☐

Text: Displays a user defined text

Media: Displays a user defined text

Metric: Displays performance for locations, stores etc.

Live Inside: Displays live inside for locations, stores etc.

Social Distance (beta): Displays live social distance

Mask Detection: Displays live mask detection

Temperature (beta): Displays live temperature detection

Live dwell/queue: Shows live dwell/queue

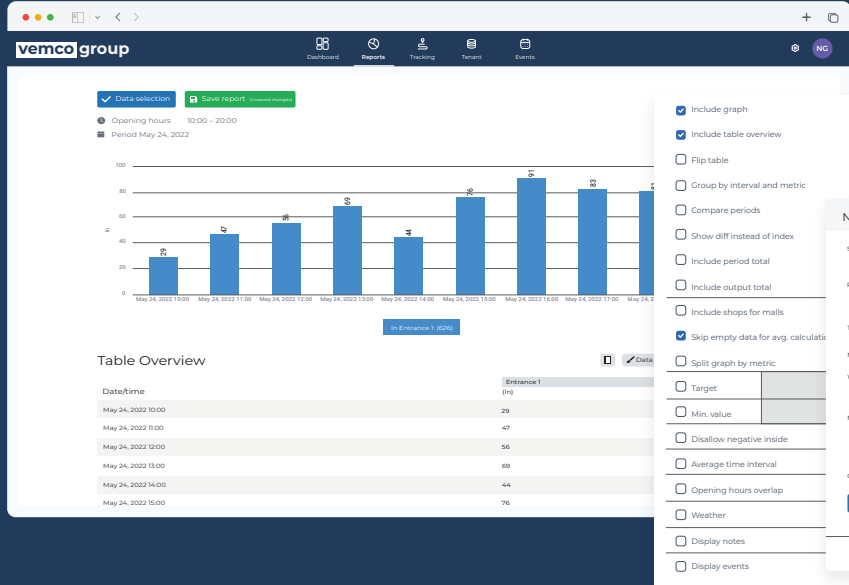
Age & Gender: Shows age & gender metrics

Top/Bottom: Shows top/bottom list

Weather: Real time weather insights and forecasts

Chart: Visualizes the performance of the metrics of your

Cancel



Multi-Level Reports

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

New data selection

Source: Locations

Period: Yesterday

Time Interval: Hour

Metrics: In

Weekdays: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday

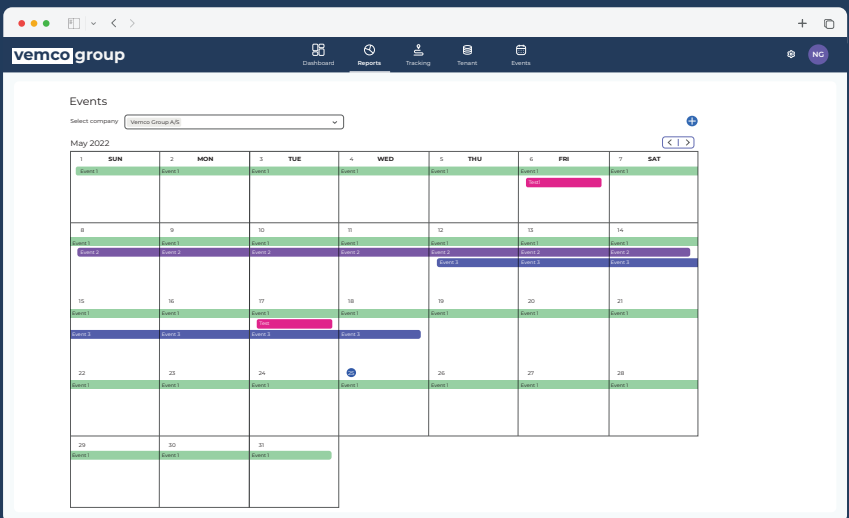
Months: January, February, March, April, May, June, July, August, September, October, November, December

Opening hours: 08:00 - 20:00

Report Options

Close Apply

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.

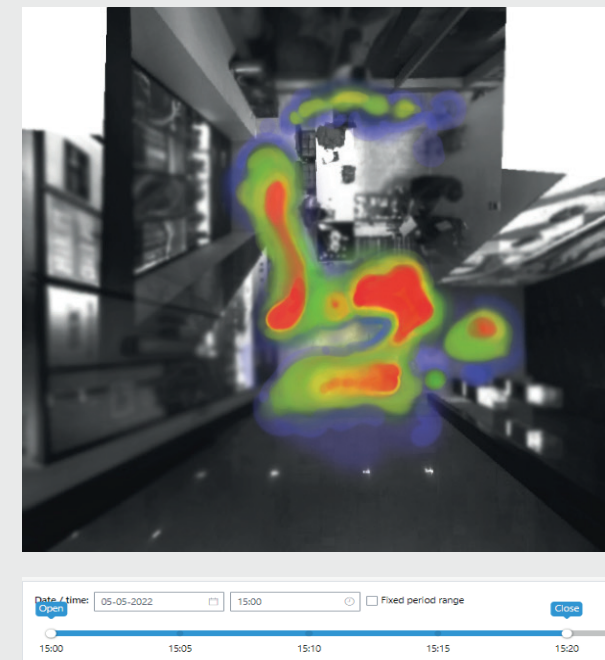
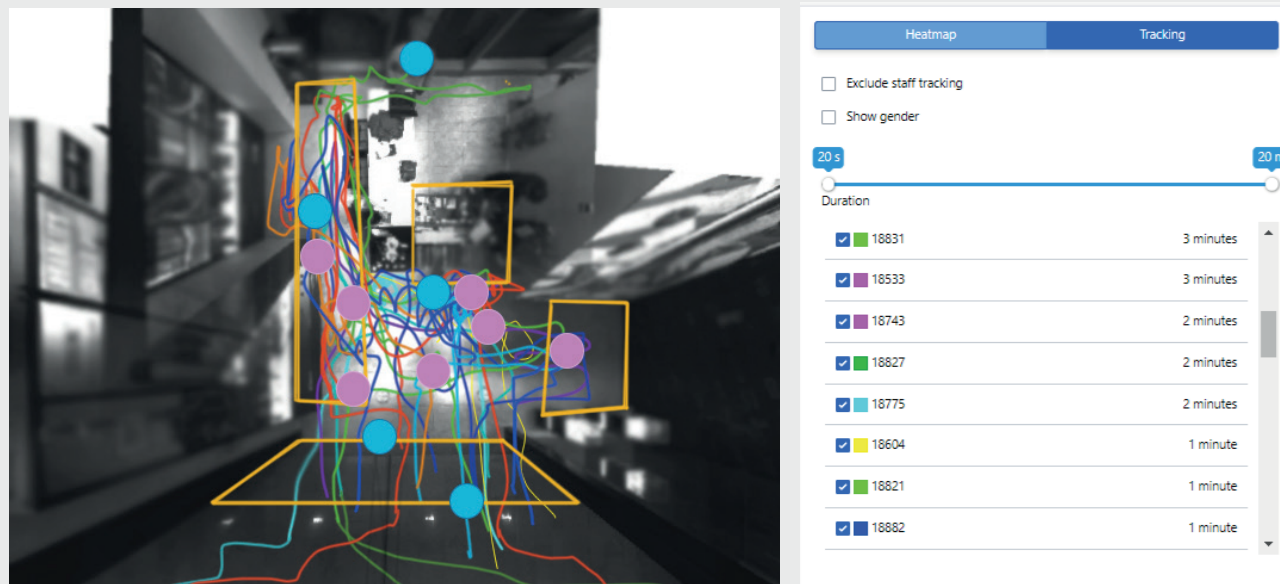
vem track

Our visitor tracking module, allows you a full understanding of:

Visitor Distribution & Full Tracking

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

We can also provide visitor tracking in select areas by stitching sensors together, for example a location where events are held. We can understand visitor dwell time and attraction ratios.



Heatmaps – Hot & Cold Zones

Heatmaps provide a graphic overview of visitors distribution and patterns by identifying hot and cold zones to help you understand which areas and spaces within the facility that attract visitors.

Understand where your visitors are spending their time and detect dwell areas to help enhance your marketing strategies and optimize building layout.

GDPR Compliant

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



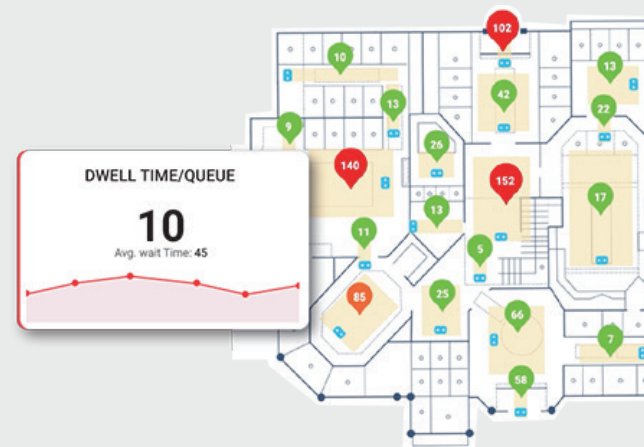
vem track

Queue Management

If there are locations within the municipality where queues are commonly forming, we can support. Our solution can fully track visitors and understand queue patterns, allowing you to manage queues in real time and calculate queue lengths, in addition to using predictive analytics to plan ahead.

Our highly accurate sensor technology is implemented to monitor crowding patterns, enabling you to predict when and where queues tend to occur.

This insight helps you enhance the overall visitor experience by organizing your staff to meet the occupancy levels.



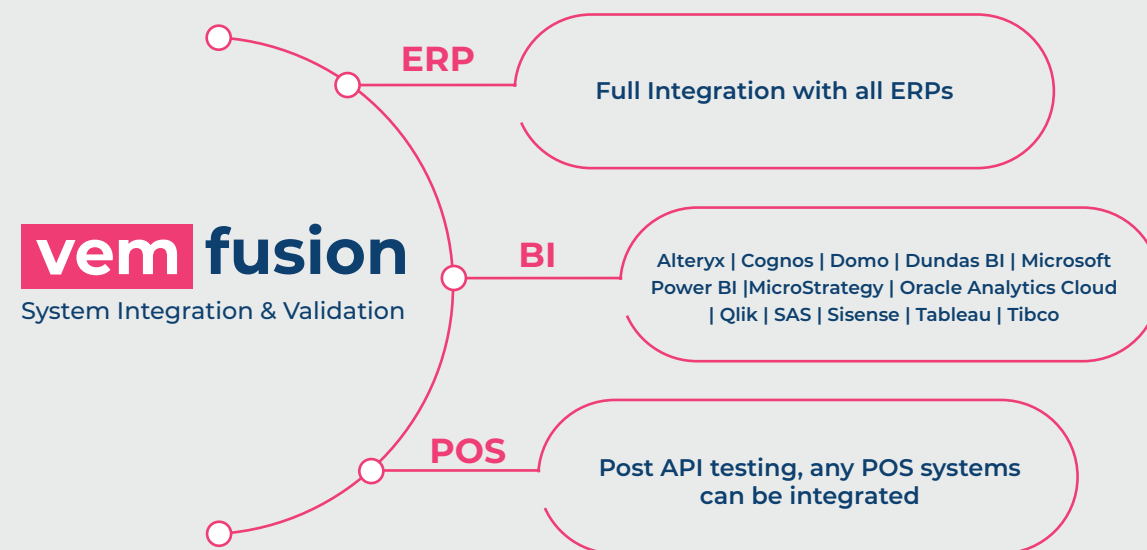
Visitor Journey

Track visitor movements in your library or other buildings in real time, as well as how traffic translates into sales – this can, among other things, be done through integration with the museum's POS system or online ticket shop. With insights into customer flow, we provide you with actionable metrics and an accurate, data-driven understanding of visitor behavior.

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 the public sector.
- With Vemfusion, 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.



150+ Data Sources



Live Dashboards & Alerts



vem fusion

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



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

Indoor Climate Control

Monitor your indoor climate in real time, including temperature and CO2 levels, for optimal working conditions. Intelligent climate control ensures comfort for both staff and guests throughout the day.

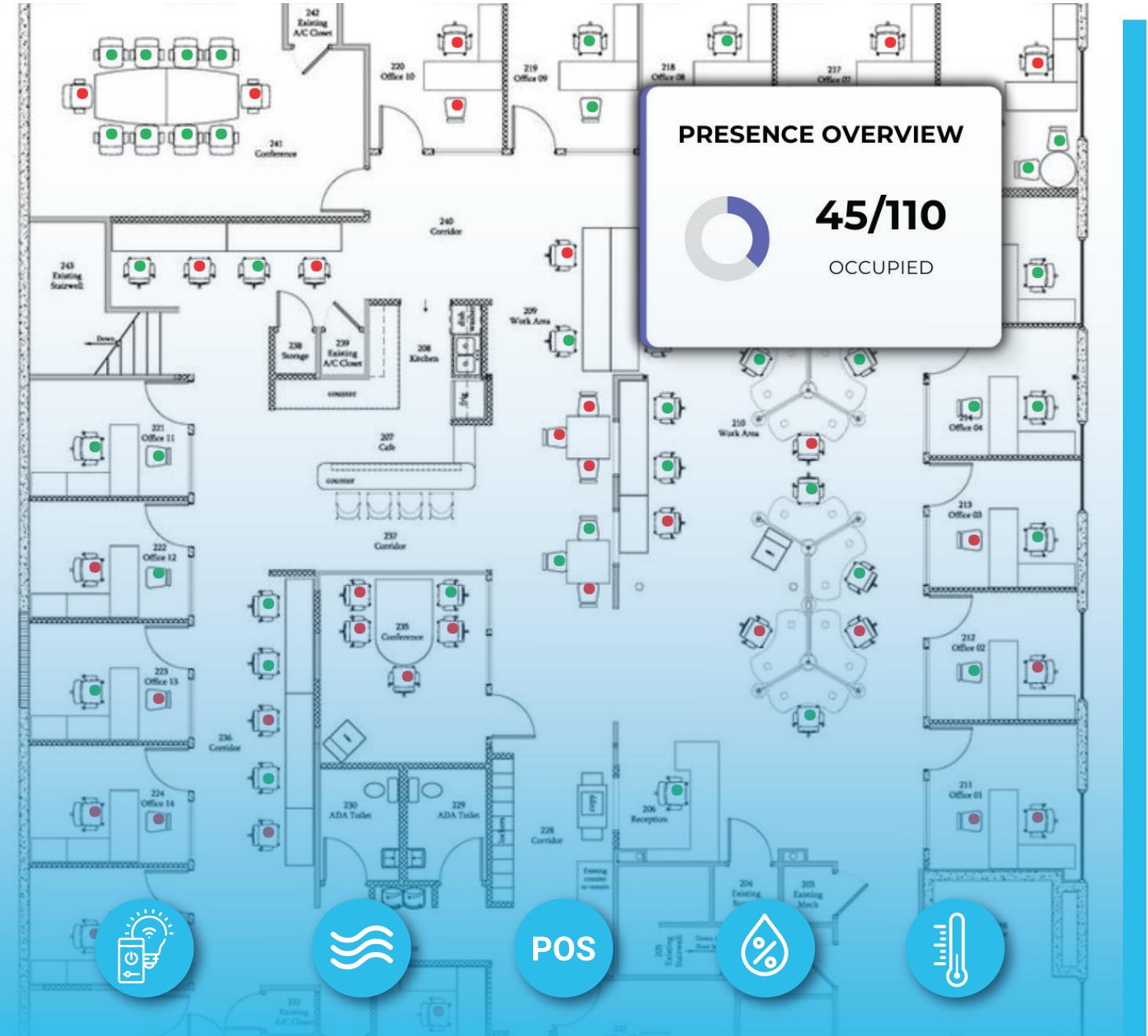


What You Get With VemSpace

Occupancy Management	Desk Presence	BMS Integration
Air Quality & CO2	Temperature	Room Usage Insight


Benefits for Municipalities & Libraries

Resource Efficiency	Detailed Insight	ESG Support
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Cloud-Based Solution


With our cloud-based solution you get on-demand access to our software, which is deployed and managed on our cloud infrastructure hosted by AWS. Access our software 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 secure 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 quarterly 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 customers 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 specializing 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.



Software Configuration

By integrating Vemcount with the devices, we turn data into insights available on a user-friendly dashboard or as customizable reports.



Calibration & Validation

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



Sensor Health Check

By allowing our experienced team monitor the system and ensure daily operations, we aim to deliver data accuracy between 98% and 100%.

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 on-going 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.



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