



Magasin Du Nord chooses Vemco Group

Magasin Du Nord chooses Vemco Group as supplier and service partner for their people counting solution in their 6 department stores in Denmark

Accurate customer and visitor numbers are a necessity in daily operations

As Magasin Du Nord's previous solution to count visitors and customers was out dated and did not work in several places, there was a great need for a new, scalable, reliable and more modern technological solution. Additionally, the solution was required to be able to export customer data to the central business intelligence system at Magasin Du Nord. With such possibility key people in the administration and management is able to access analytical tools for in-depth analysis of customer behaviour in all of their department stores, where raw customer data has to have a high value of credibility and accuracy.

Lasse L. Mohrsen, who is Loss Prevention Manager at Magasin Du Nord, explains: "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 only one place". He continues: "However, it was also a requirement from the beginning that the solution was able to count very accurately. And it has worked perfectly".

The desire for an innovative, reliable and scalable central solution

Sales Director at Vemco Group, Steen Svanholm, says: "A very important reason for winning this client was that we could offer Brickstream 3D cameras, which has the ability to count with more than 95% accuracy and has a built-in control software that allows us to remote control each camera 100%. In combination with our Vemcount platform we are able to monitor the entire solution 24/7 and thereby give Magasin Du Nord a second to none reliability. In addition, the infrastructure is built in a way where the solutions are infinitely scalable and can therefore evolve with Magasin Du Nord's need for deeper analysis of customer behaviour patterns, such as measuring zones and queues".

About Magasin

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. The group currently employs approx. 1,000 full-time employees and had a turnover of 2.2 billion DKK in the financial year of 2011/12.

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 by the name Emil Vett & Co. The business quickly became a success and moved to Immervad in 1871, where it is also located today.

Magasin Du Nord enter into an agreement with Vemco Group in March 2013 about a hosted central people counting technology for their 6 department stores in Denmark.

"We wanted to find a partner who was a serious player in the market, but not too big. Understood in the way that we did not want to be a little fish in a big ocean. We were looking for a partner who had a reasonable size in relation to our needs, and ourselves", Lasse L. Mohrsen states and explains further: "In addition, it was important that Vemco Group is recognized in the market, has years of experience and a size that allows flexibility and understands our business needs. We also need a professional opponent who dares to say, "this does not work". This is what we get from Vemco Group".

Technical background

The people counting solution consists of a number of Brickstream IP 3D cameras located locally in each department store. These are connected to the Internet, which sends customer data to Vemco Group's central servers located on several continents in the world to provide optimum speed and security wherever you are. It is the world's largest Cloud infrastructure company Softlayer, which is a part of the IBM Group, who hosts the servers of Vemco Group.

"By outsourcing to Vemco Group we have not abdicated our responsibility. But we have got a partner who can handle the needs that we have. Data about our visitors and customers are very important to us, but it is not our core business. By strategically outsourcing customer data, we are always guaranteed to have access to a partner with updated skills, and we can dedicate our own employees to our core business", says Lasse L. Mohrsen.

About Vemco Group

Vemco Group has local partners in Denmark, Spain, Russia, Turkey, Sweden, Norway and Finland, and provides people counting solutions for companies and shopping centers worldwide. It has provided a lot of experience in compiling and running solutions to many different locations that geographically does not have the same location. When you connect multiple installations to the current solution, it can easily be scaled and customized. That is what the people counting solution is designed for.

The Vemcount solution is built up by user profiles, which is placed on one of the markets most reliable people counting solutions. At the same time, the solution only requires minimal resource consumption, as Vemco Group is responsible for its maintenance and service.

The solution matches people counting needs now and in the future ensuring complete flexibility if you want to expand to new locations later on.