Empowering Malls 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 mall performance and value. We achieve this through our turnkey solution, including our specialized software and cutting-edge technology.
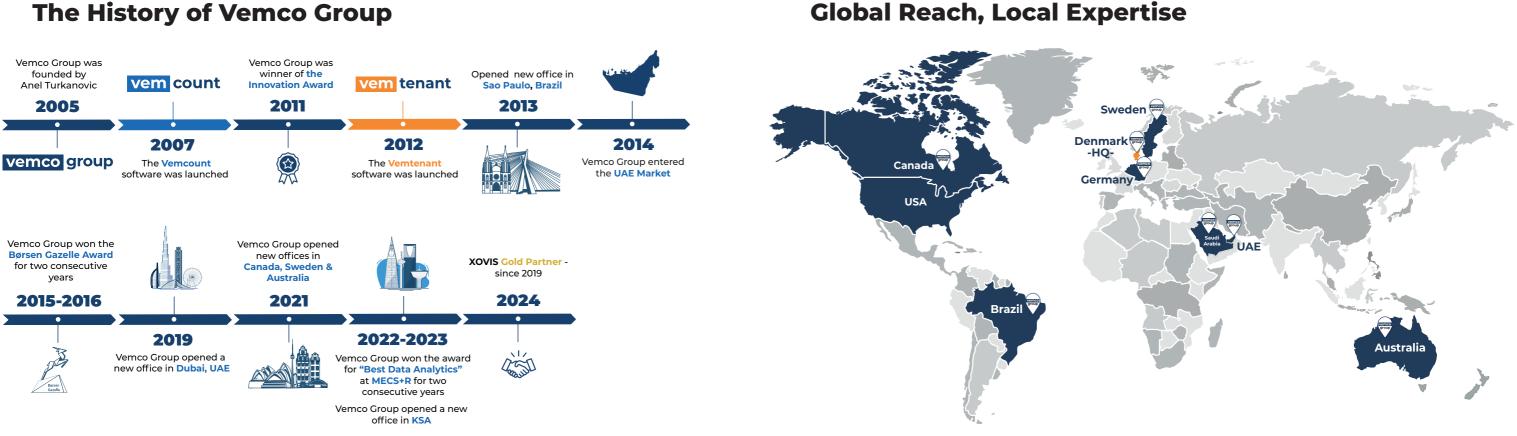
Who are we?

Vemco Group is a world-leading data analytics software company, specializing in delivering solutions for pedestrian counting, tracking, modelling 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. Our solution is used by over 400 malls globally and we have developed additional modules and features to further support and add value, along with utilizing the very best technology available for malls.

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.

TABLE OF CONTENTS

The History of Vemco Group

2005
Vemco Group was founded by Anel Turkanovic

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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
XOVIS Gold Partner - since 2019

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 more than 18 years 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, Vemcount.

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 Vemcount 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.

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Vemcount is a sophisticated, highly customizable & user friendly software platform. It is a SaaS offering, empowering mall owners and operators 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 the mall's existing hardware with our Vemcount 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.

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Benefits

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

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.

Group Identification

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

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.

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Entrance Level Solution

Smart sensors are placed at the entrance and exit points of the mall to track real time footfall and the customer occupancy of the mall, at any given time.
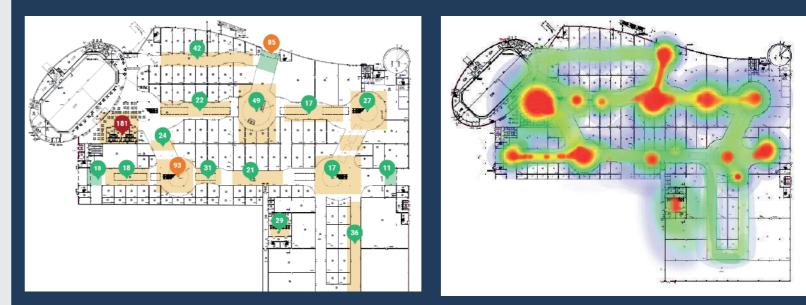
The data includes live occupancy and real-time counting for understanding competitive benchmarks and retail traffic indexes.

Floor & Zone Level Solution

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

The zone level solution includes footfall and occupancy of different zones across the mall, such as the food courts, common areas, kids play area etc. The mall 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 customers and which are not.

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Shop Level Solution

Our shop level solution is where we can place a sensor outside every retail unit, to understand footfall performance and the capture rate across every store and category within the mall.

Through this data, you can identify which stores are performing well and during which period. This insight enables you to understand which store categories perform well and where is the scope for improvement to increase sales.

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 mall.

Occupancy Management

Keep track of the exact number of visitors inside your mall to understand occupancy levels, for the entire mall or for specific areas. 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 the mall with a positive experience.

Vemcount easily integrates with your existing ERP, BI, POS, API, and other systems for an all-encompassing asset performance.
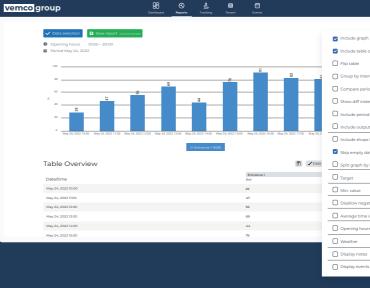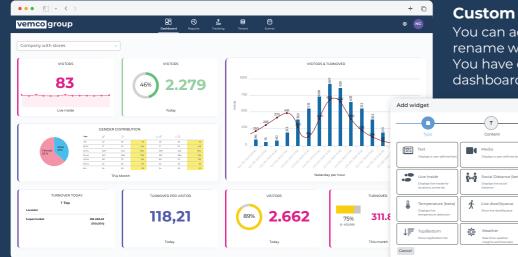
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User-Friendly Dashboard

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

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.

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.

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.
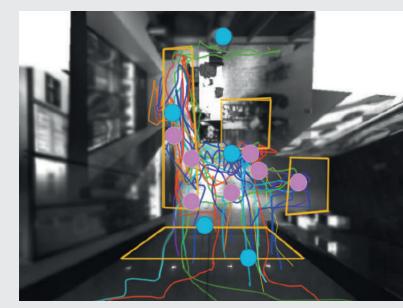
vem track

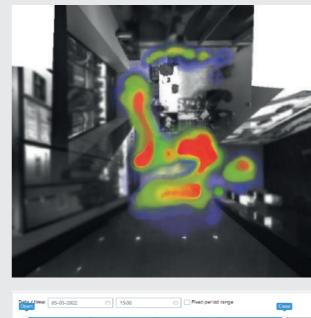Our visitor tracking module, allows you a granular understanding of:

Customer Distribution and Full Tracking

Understanding the customer journey in certain areas of the mall can allow for a deeper insight into performance. Our solution tracks distribution throughout the mall 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 areas 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.

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.

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 your mall are attracting the most visitors.

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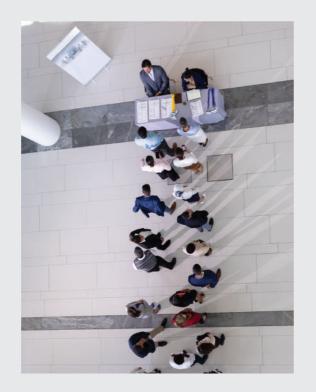
vem track

Queue Management

If there are locations within the mall where queues are commonly forming, we can support. Our solution can fully track customers and understand queue patterns, allowing the mall 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 customer experience by organizing your staff to meet the occupancy levels.

DWELL TIME/QUEUE

10

Avg. wait Time: 45

Staff Identification

We can identify staff as well exclude them. This allows us to track engagement with visitors or time stamp when they are entering/leaving a location, for example to enable a higher efficiency for washroom maintenance.

Customer Journey

Track customers flow of your space 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 flows and behaviors.

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Vemtenant is an all-in-one cloud solution where efficiency, automation, and retail analytics matter. It is a two-way management and analytical solution that forms a platform between mall and each tenant, to automate collecting tenant sales turnover and sales KPIs. The mall can then combine the sales and footfall data to generate in-depth reports over mall performance.

Tenant Revenue Import & Management

Dashboard & Reports

Mall Reports & Analysis

Ranking of Store & Sales Performance

Rent to Sales Performance

Calculate KPI Reports

Notifications and Alerts to Store Managers

Category & Revenue Segmentation

Collect Turnovers

Missing Revenue Reports

Revenue Import and Deadline Penalties

Front Store Analytics with Vemcount

vem tenant

Benefits

Tenant Revenue Import & Deadlines

Through manual, semi-manual, or automatic import, mall owners can easily collect their tenant's sales turnover, transactions or other KPIs.

Our platform can easily run reports to identify missing data, set up deadlines, red flags, automated emails, and penalties for missing turnover update to ensure your tenants are always importing their sales data.

Rank Stores

Rank stores in your mall based on sales turnovers and their predefined categories or zones. It is an efficient way to compare store performances and encourage a competitive environment in your mall.

By sharing average spend and trend analysis reports, demonstrated by a categorized ranking system, motivation to improve will rise among individual stores.

Mall Reports & Analysis

Our solution helps you determine the ideal mix of stores in your mall. This way you can optimize your mall layout and plan store adjacencies to ensure cross-fertilisation of spend, a higher profit and increased dwell time and up-spend during the extended mall visits.

Category Segmentation

Analyze turnover by making data-based comparisons between tenants within a category, or zone and the total mall turnover. Asset managers can use this data to review performance by category and or zone, to decide on optimal tenant mix, zone, or cluster.

By dividing stores into categories, such as accessories, women's clothing, food, sports, etc. mall owners can see which stores, within a selected category, have the highest turnover.
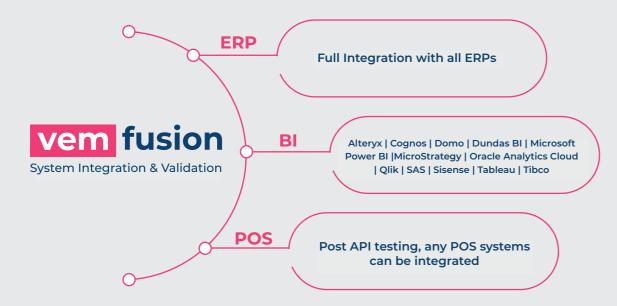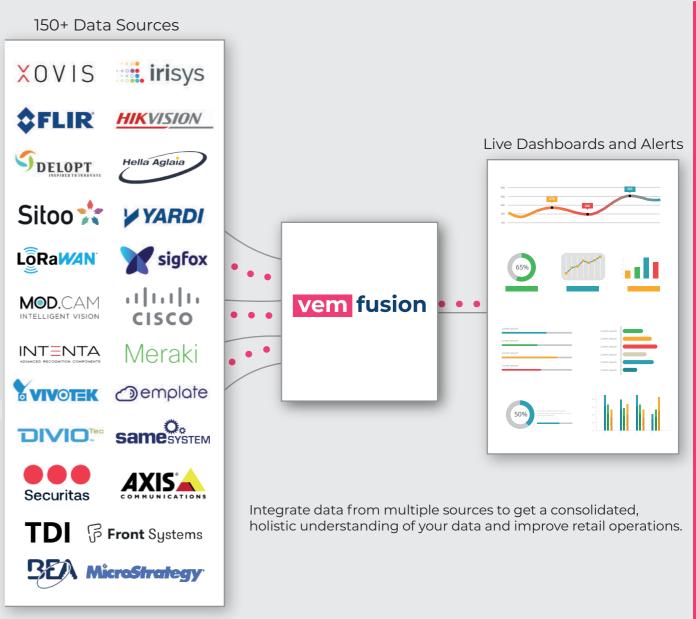

Report Overview

Turnover Stats

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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, mall 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.

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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 | irisys
FLIR | HIKVISION
DELOPT | Hella Aglaia
Sitoo | YARDI
LoRaWAN | sigfox
MOD.CAM INTELLIGENT VISION | CISCO
INTENTA | Meraki
VIVOTEK | emplate
DIVIO Tec | sameSYSTEM
Securitas | AXIS COMMUNICATIONS
TDI | Front Systems
BEA | MicroStrategy

vem fusion

Live Dashboards and Alerts

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

vem iot

Enhance your mall competence and automate your business by connecting, communicating, and managing all your devices and applications centrally with Vemiot.
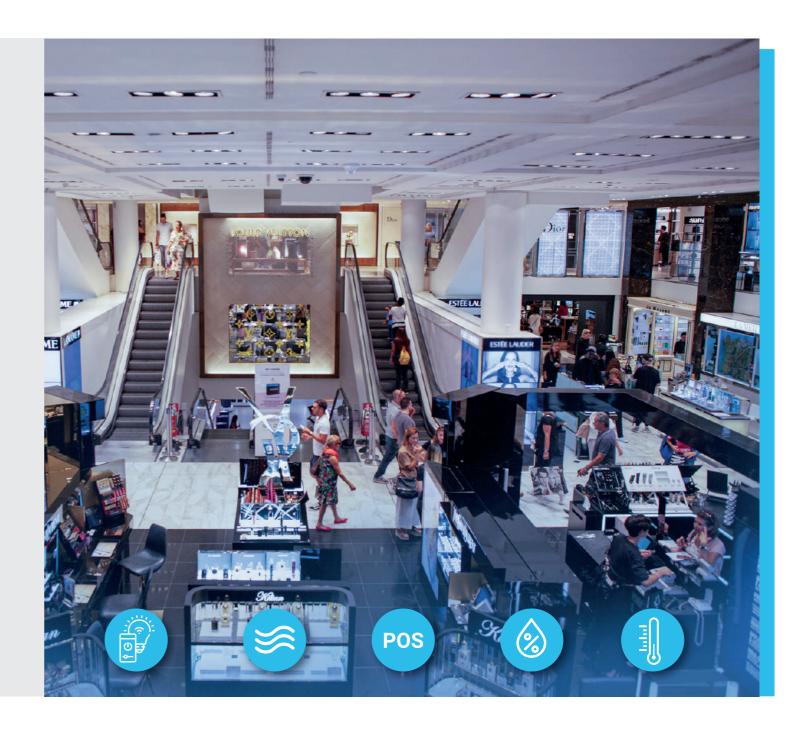
Workspace Sensor/Devices to manage

Room Occupancy	Desk Presence	Smart Lighting
Air Quality/Co2	Temperature	Humidity

Our Vemiot Hardware Integrations

LoRaWAN IoT	Sigfox	IoT Technology-IR

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

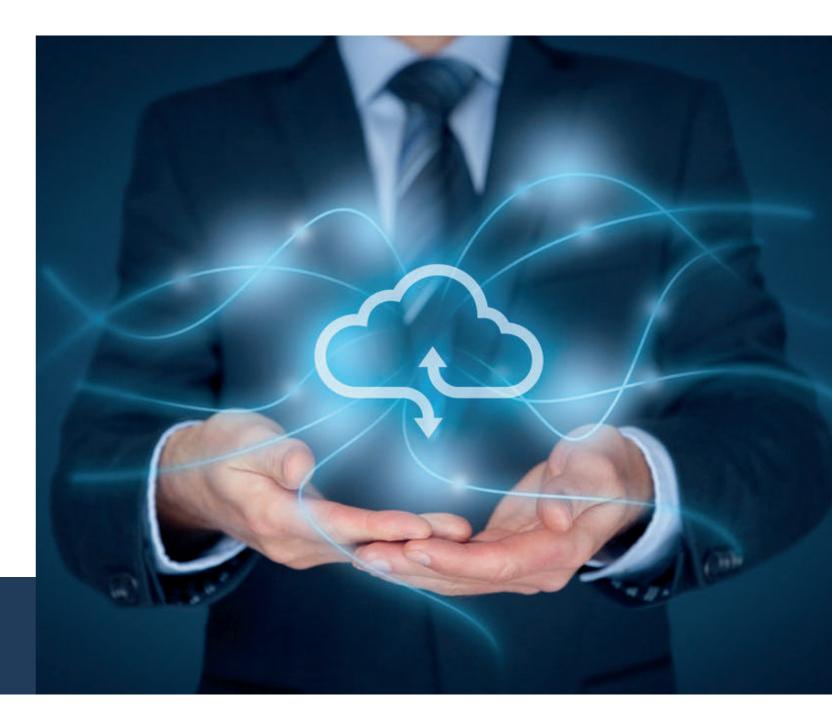Fully encrypted through high grade encryption

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 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.

Calibration & Validation

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

Software Configuration

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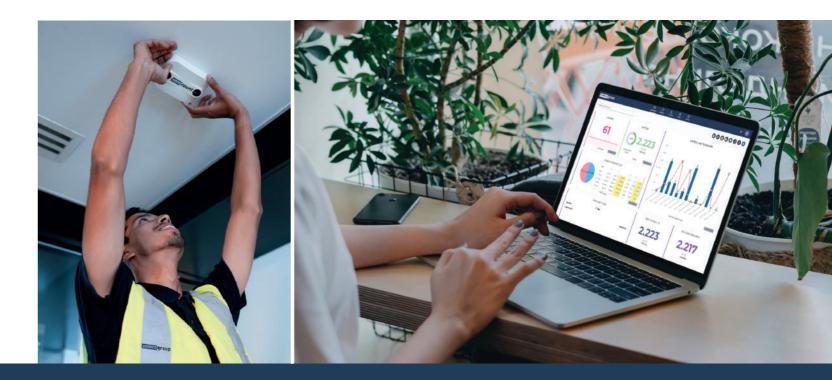
Sensor Health Check

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

An All-Encompasing Solution

With over 18 years 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

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