



# Empowering Retail with Technology

**vemco**group

Data Analytics, Insights & Actions

# ABOUT US

## Our Mission:

To provide our clients with intelligent data in order to make fact-based decisions that improve retail 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 behaviour 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 numerous retailers globally and we have developed additional modules and features to further support and add value to their businesses.

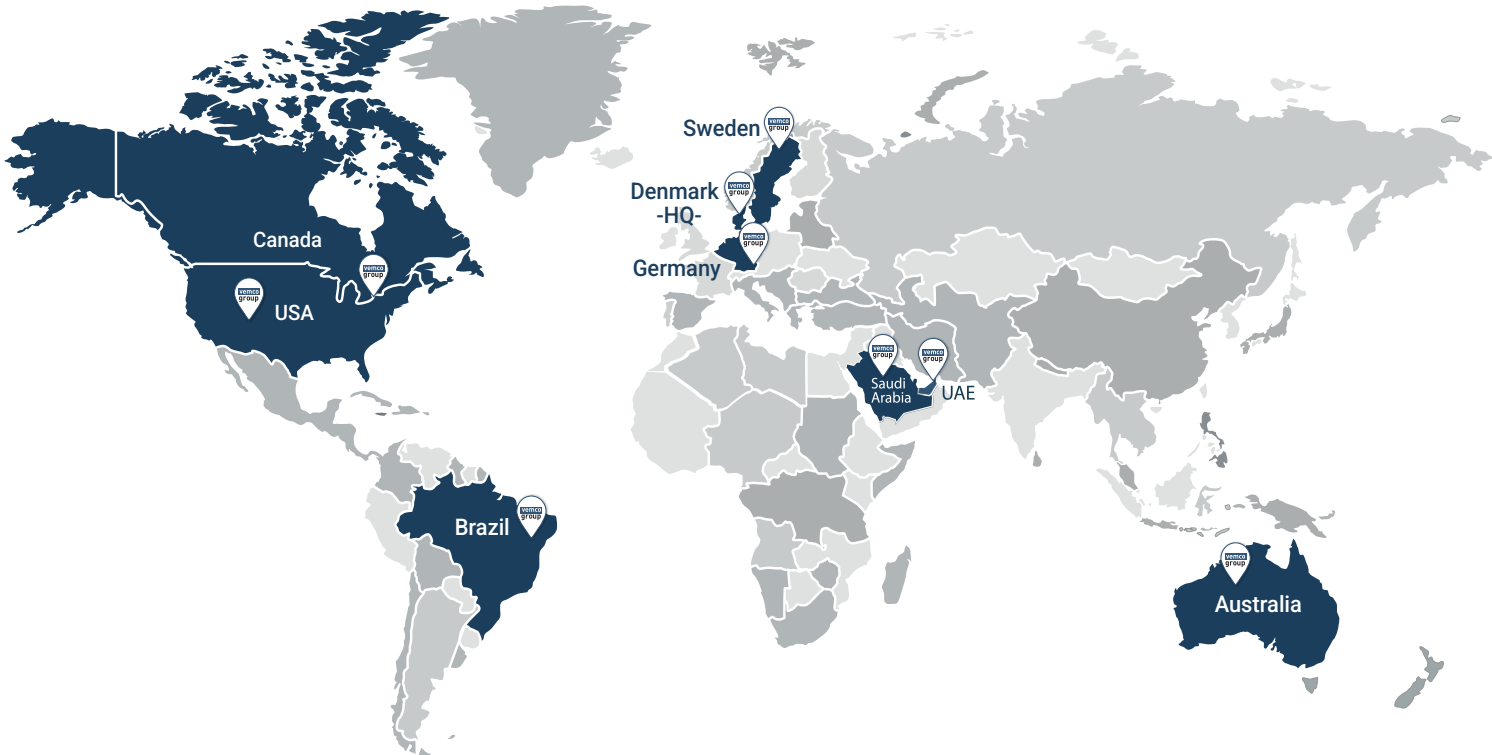
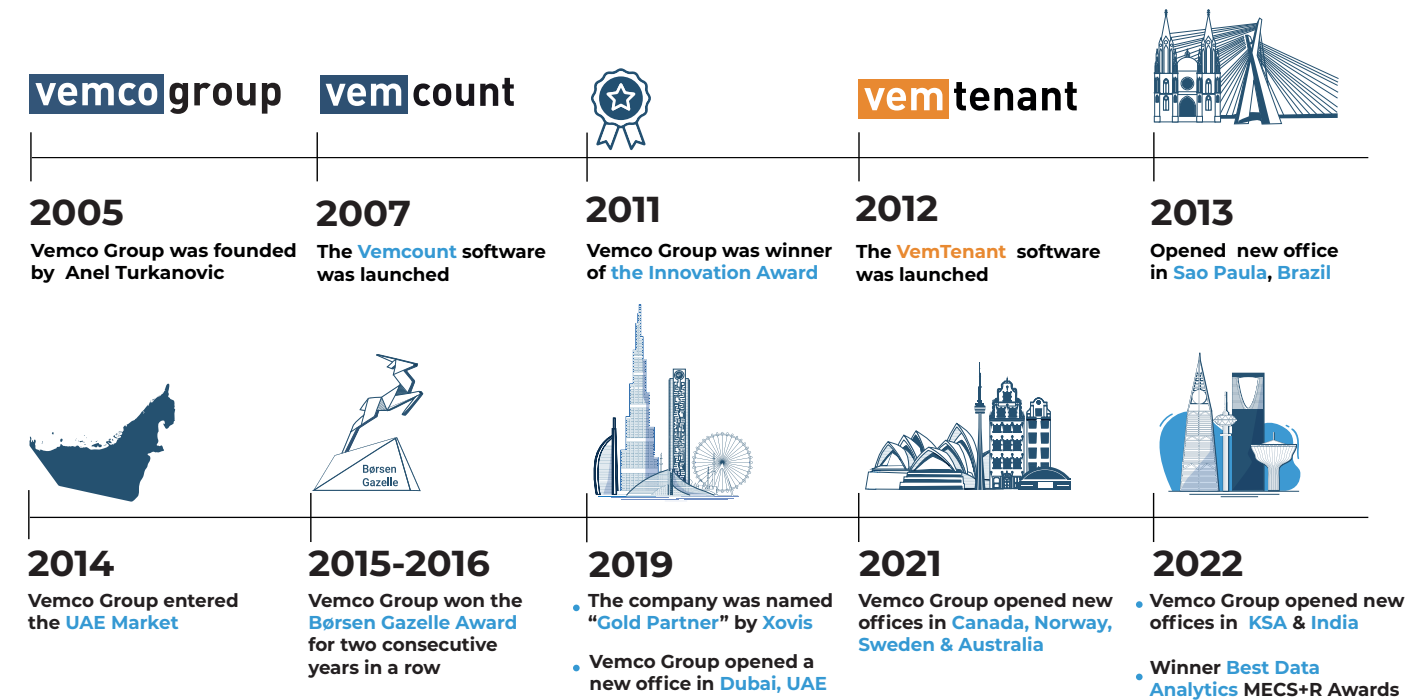
In close and continuous dialogue with our partners and clients, we strive to stay on an evolutionary road to success, as we believe that our client's success is our success.

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# The History of Vemco Group



## Global Reach, Local Expertise

Since our inception 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 clients 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.

With more than 17 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 clients 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.



# Retail Solutions

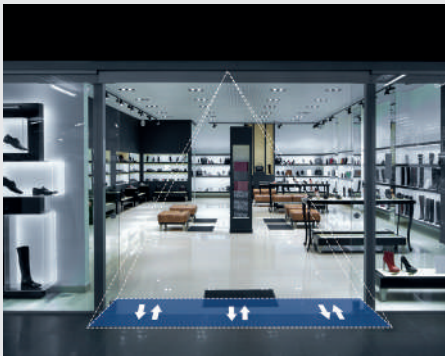
In addition to our flagship platform Vemcount, over the years we have developed new modules which can either bulk on or operate independly to further support retail operations.

One Smart Cloud Platform, Endless Possibilities

## vem count

Footfall Analysis & Prediction

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



## vem track

Visitor Tracking & Insights

Dashboards and Reports  
Customer Journey  
Dwell Areas  
plus much more.



## vem iot

Business Automation

Product Movement Beacons  
Fitting Room Occupancy  
Footfall Counters  
plus much more.



## vem fusion

System Integration & Validation

Email & Audio Alerts  
REST API & CSV  
Export & Import  
plus much more.



# vemcount

Vemcount is a sophisticated, highly customizable & userfriendly 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 Vemcount 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.



# vem count

## Dwell Time and View Direction:

The more time customers spend checking a display or product, the more likely they are to buy something.

Measuring the dwell time and understanding the customer's view direction will help create maximum impact on sales ensuring products and advertisements are seen by customers clearly.



## 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.



## 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 understaffed or overstaffed hours.





# vemcount

## 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 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 performance.

### Peak Times

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

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

### 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.



### 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 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.



## 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.

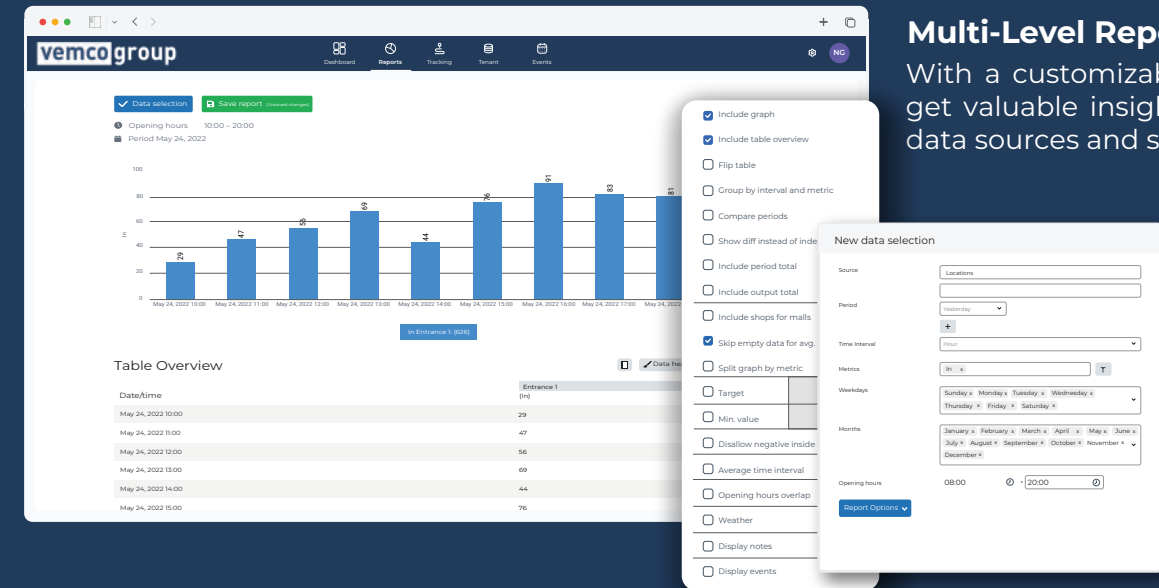
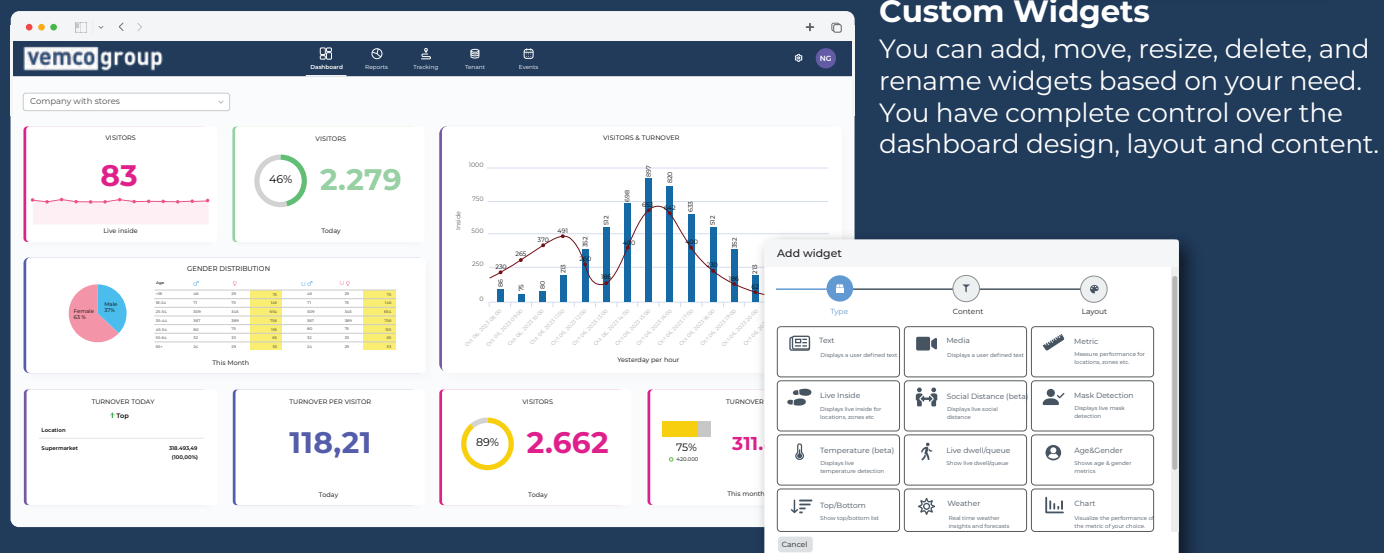
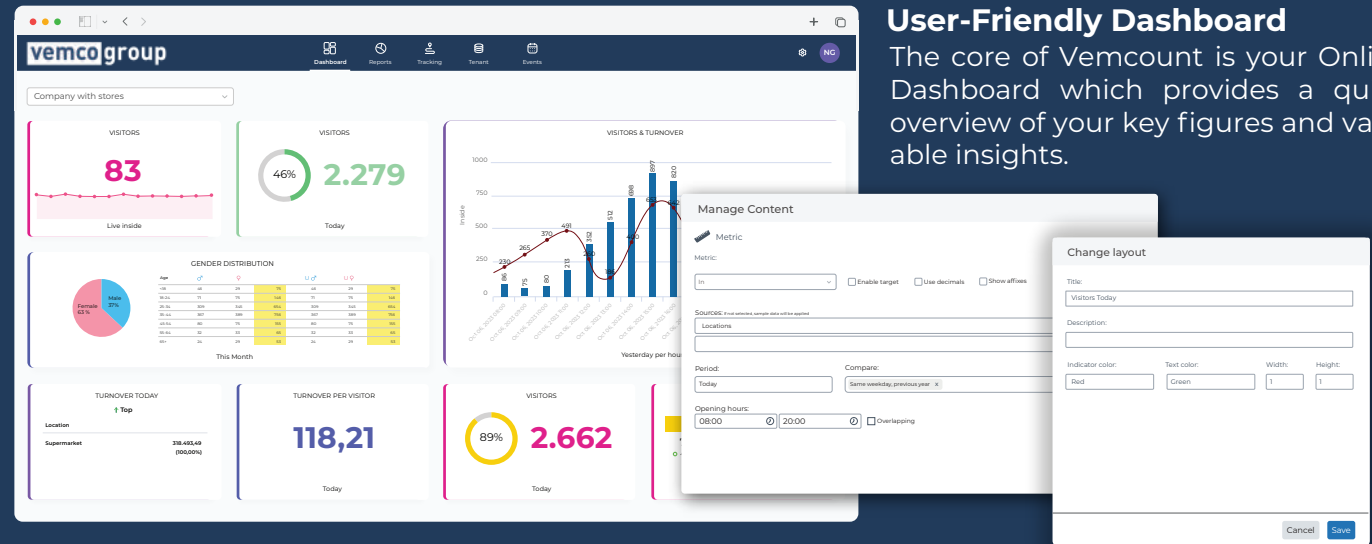


## Improved Customer Experience

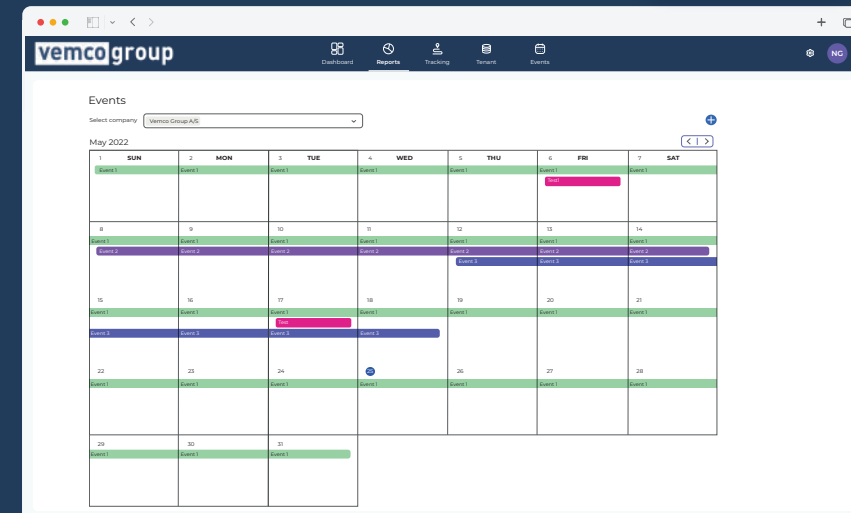
Getting to know your customers and how they behave is integral to creating strategies that will make the shopping experience enjoyable. Analyzing customer data like dwell time, conversion rates, queue times, and being alerted to real-time issues, enables you to ensure that your customers remain loyal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





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



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.

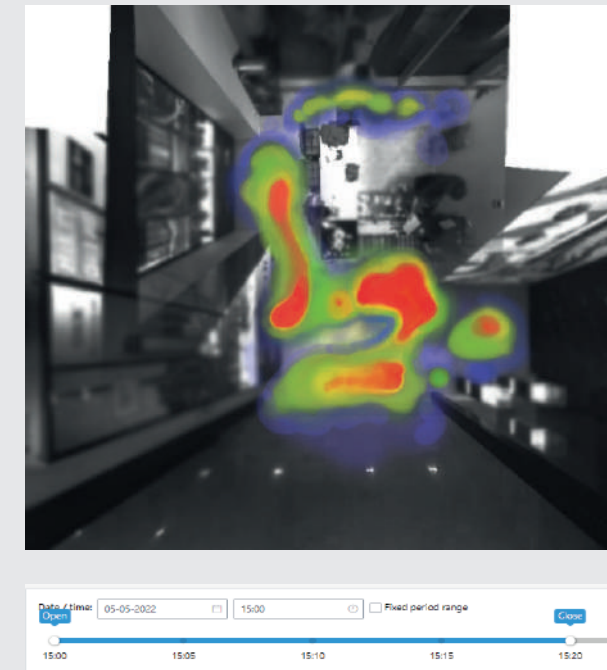
# vemtrack

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

## Customer Distribution and 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

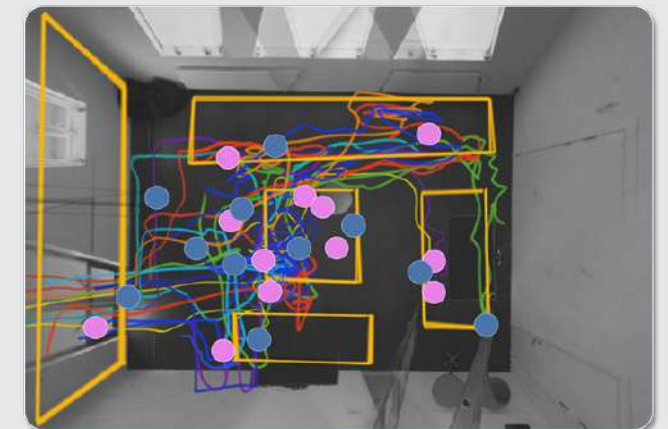
Heatmaps show hot and cold zones within the store. It reflects how customers navigate your store, where they stop to browse, which products they engage with, and which entrances and exits they prefer. This data gives retail managers insight into optimizing store layout and product placement for ultimate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



## 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

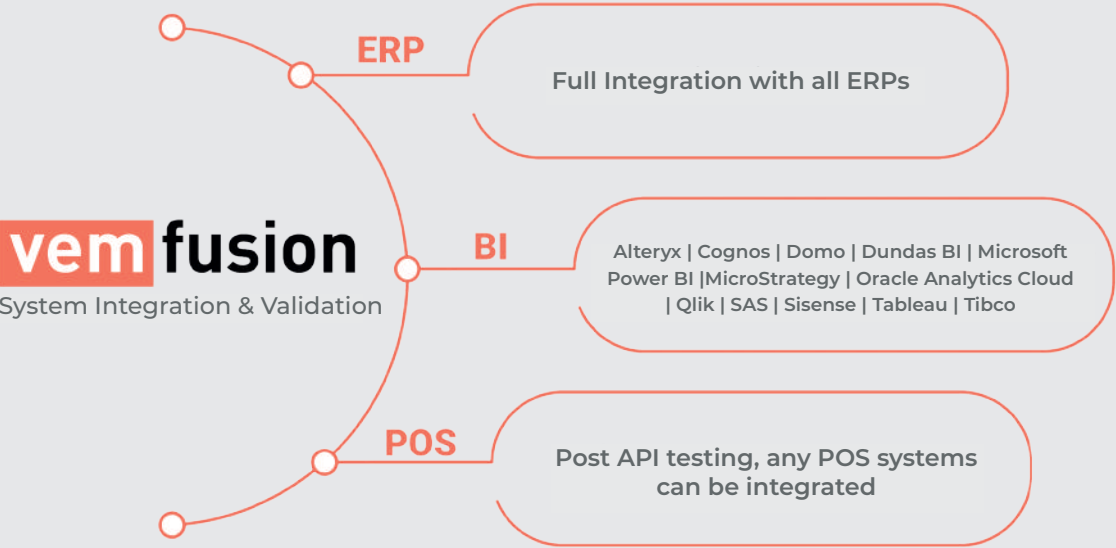
Track customers flow of your space in real-time and how traffic converts into sales.

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

# 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.



## 150+ Data Sources



## Live Dashboards and Alerts



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





Enhance your store's 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  
Air Quality/Co2

Desk Presence  
Temperature

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



## Sensor Health Check

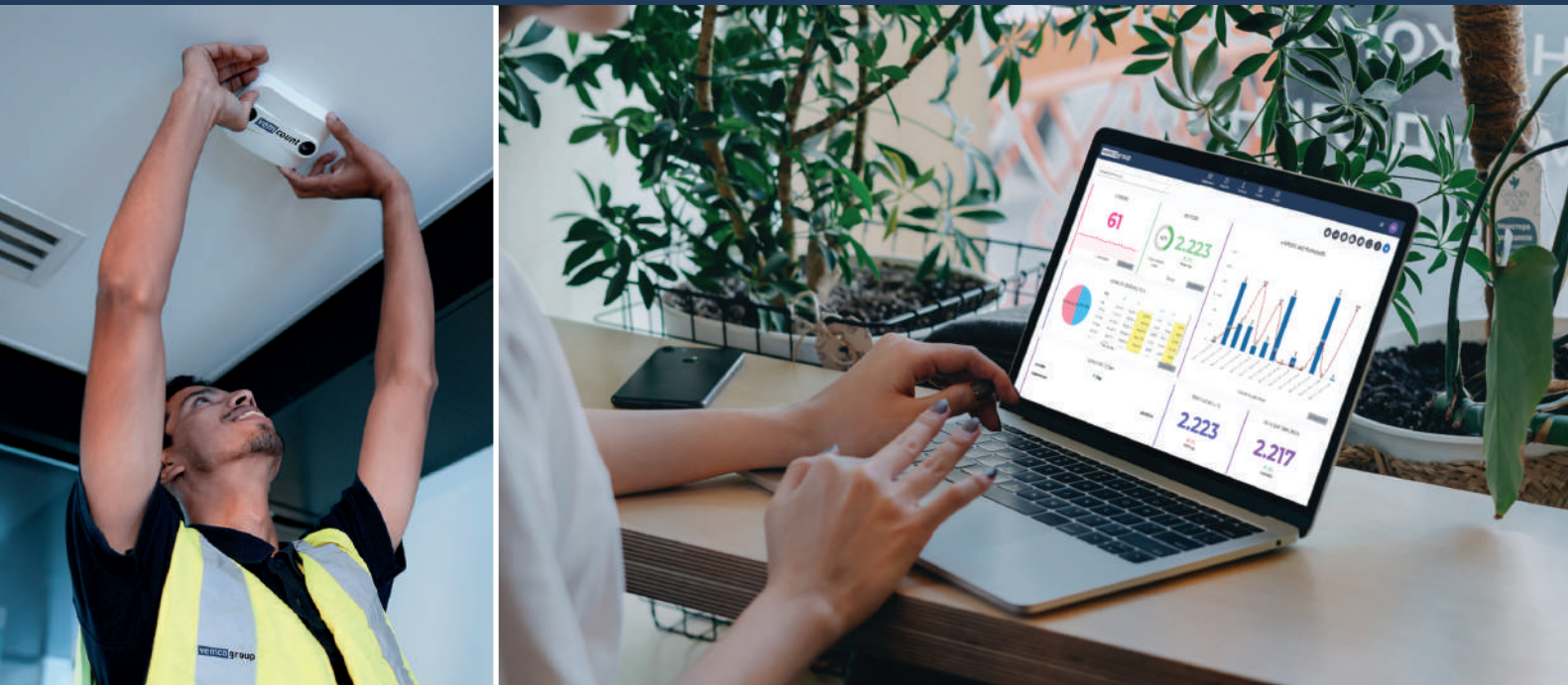
By allowing our experienced team monitor the system and ensure daily operations, we aim to deliver data accuracy between 98% and 100%.



# A True Turnkey Solution

With over 17 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 inhouse 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](mailto:contact@vemcogroup.com)  
[www.vemcogroup.com](http://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  
+9661 486 8500



### **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**

Prästgårdsängen 6  
412 71 Göteborg, Sweden  
+46 722 331 474



### **UAE**

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