Empowering Universities
with Technology

vemco group
Data Analytics, Insights & Actions

ABOUT US

Our Mission:
To provide our clients with intelligent data 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.
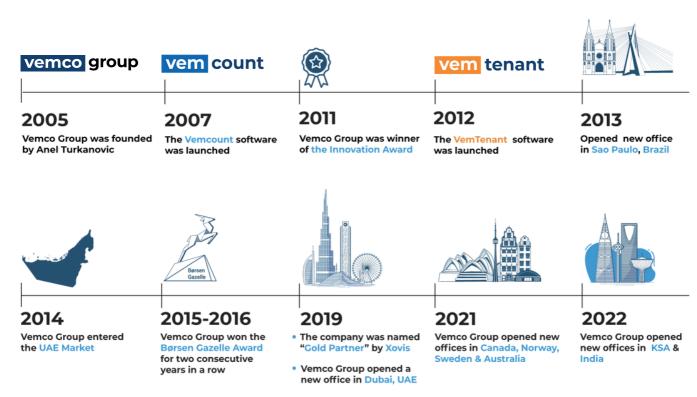
Who are we?
Vemco Group is a world-leading data analytics software company, specializing in delivering solutions for people counting, tracking, and customer behavior as well as collecting data across multiple KPIs and providing access to everything within our easy-to-use platform.

Since 2005, we have continually developed and innovated our solution based on direct feedback from all our customers using the platform from around the world. Our solution is used by numerous businesses globally and we have developed additional modules and features to further support and add value to their operations.

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.

The History of Vemco Group

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 in a row

2019
• The company was named "Gold Partner" by Xovis
• Vemco Group opened a new office in Dubai, UAE

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

2022
Vemco Group opened new offices in KSA & India

Since our founding in 2005, we have placed our customers at the center 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.
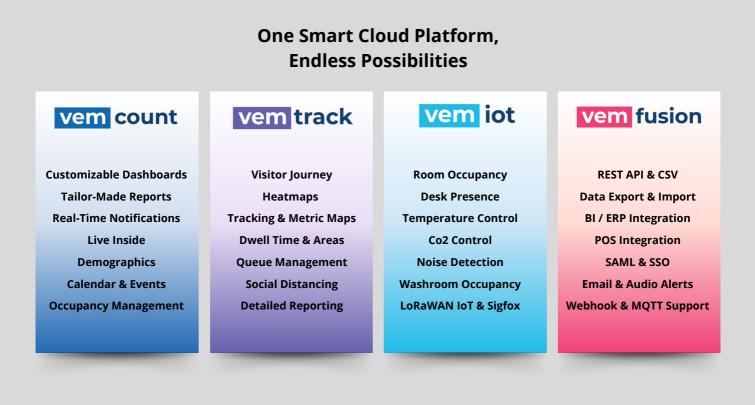
Global Reach, Local Expertise

With more than 18 years of global experience in people counting and data analytics, Vemco Group always aims to work with the best, most reliable, and most accurate counting devices that are compatible with our own developed software.

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 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 our software the preferred choice of any marketing representative, manager, or executive.

Smart Solutions For
Education & Public Institutions

Our solutions are specially designed to fit the needs of any business or institution. For universities, we have made the perfect combination that helps you drive efficiency, sustainability, and strategic growth.

One Smart Cloud Platform, Endless Possibilities

vem count	vem track	vem iot	vem fusion
Customizable Dashboards	Visitor Journey	Room Occupancy	REST API & CSV
Tailor-Made Reports	Heatmaps	Desk Presence	Data Export & Import
Real-Time Notifications	Tracking & Metric Maps	Temperature Control	BI / ERP Integration
Live Inside	Dwell Time & Areas	Co2 Control	POS Integration
Demographics	Queue Management	Noise Detection	SAML & SSO
Calendar & Events	Social Distancing	Washroom Occupancy	Email & Audio Alerts
Occupancy Management	Detailed Reporting	LoRaWAN IoT & Sigfox	Webhook & MQTT Support

How We've Helped
Universities Across Oceania

With over 10 years experience working with tertiary education facility operators, we have the knowledge and experience to deliver a complete 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.

University of Melbourne
As an integral part of the University of Melbourne's visionary "Smart Campus" programme, we have provided critical real-time traffic data and space occupancy reporting, generated from over 730 sensors installed across 37 different buildings.

University of Queensland
The University of Queensland was an early adopter of our solutions, installing advanced 3D sensors across their libraries and specialized study spaces. The solution allows the Library Management team to gain detailed insights into the way students use these spaces, including occupancy levels.

Auckland University of Technology
For the last 3 years, Auckland University of Technology has installed over 350 of people counting sensors. The sensors provide key operational data on the usage of University facilities allowing the Space Planning team to implement targeted adjustments leading to improvements in operational efficiencies.

University of Tasmania
As part of the University of Tasmania's exciting move to transform its southern campuses and build important teaching and research facilities in the heart of Hobert CBD, we have supplied a solution with over 275 people counting sensors, which are installed in the newly constructed assets, as well as existing buildings.

University of South Australia
We commenced an implementation project with the University of South Australia in late 2022, deploying sensors across the City West Campus in Tutorial, Active Teaching, and collaborative spaces with the aim of delivering detailed insights into the utilization of these spaces across the academic year.

Benefits for Universities

Our people counting system solves a variety of traffic monitoring challenges providing the tools to effectively analyze visitor traffic for ongoing infrastructure decision making, planning, and compliance.

Quantify Usage & Justify Investment

Quantify and measure utilization and facility performance to key stakeholders to support funding submissions, grants, and sponsorships.

Staffing Level Optimization

Optimize staff scheduling for peak periods and troughs in visitor numbers and occupancy to improve visitor experience and staffing efficiencies.

Increase Efficiencies & Reduce Costs

Improve facility management by allocating resources to clean/service areas based on actual space usage rather than predefined rotations or time intervals. Relevant parties can be alerted to perform required duties when visitor traffic thresholds are reached resulting in better utilization of resources and cost savings.

Social Distancing & Live Occupancy

Live occupancy monitoring systems helps keep spaces safe by ensuring safety standards and capacity requirements are met.

Forecasting & Planning

Analyze historical and real-time data to understand trends and relationships between various data sets to gain valuable insights on facility performance and anticipate future demand periods. For example, peak demand changes due to weather, seasonal, and holiday periods.

Performance Benchmarking

Compare the utilization data across multiple locations to determine performance of each and help identify areas of improvement.

Enhanced Space Management & Visitor Experience

Understand how buildings are being used to make the most of facilities and improve visitor experience. Gain valuable visitor insights through visitor counts (individual/groups), demographics (adult/child/gender), peak, queue, dwell times, and zone traffic to tailor operating hours, program schedules and optimize facility layout according to the busiest areas.

Sensor Benefits

- **Discreet ceiling-mounted design for both indoor and outdoor environments**
- **High-accuracy sensor with at least 99% counting accuracy**
- **Measures bi-directional traffic in real-time**
- **Stereo height measurement distinguishes between adults and children**
- **Uses AI to determine gender**
- **Privacy – no visual or other identifying data is captured or stored during operation ensuring compliance with privacy legislation and GDPR**
- **Employee exclusion, filter zones, pass zones, and exclusion zones allow the device to deliver meaningful targeted metrics**
- **36-month hardware warranty**

Our Applied Sensor Technology

Since 2005 we have integrated with over 40 different types of sensor manufacturers, including IoT, AI, 3D, thermal, and more. We can combine different sensor technologies within the same solution and utilize different sensor types based on coverage requirements, height, and 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 your 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.

Our Software

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, indoor climate, 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 our software 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.
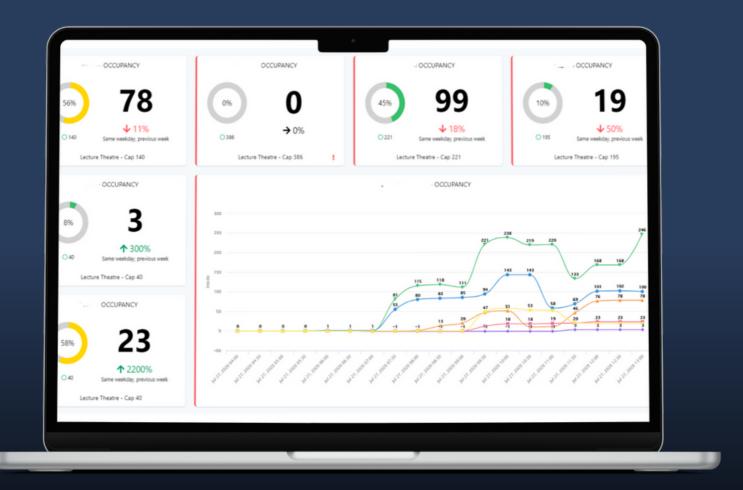

Sensor Checks

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

A Multi-Space Occupancy Dashboard

Ideal for Universities

Discover live occupancy in all classrooms, study halls, and auditoriums.
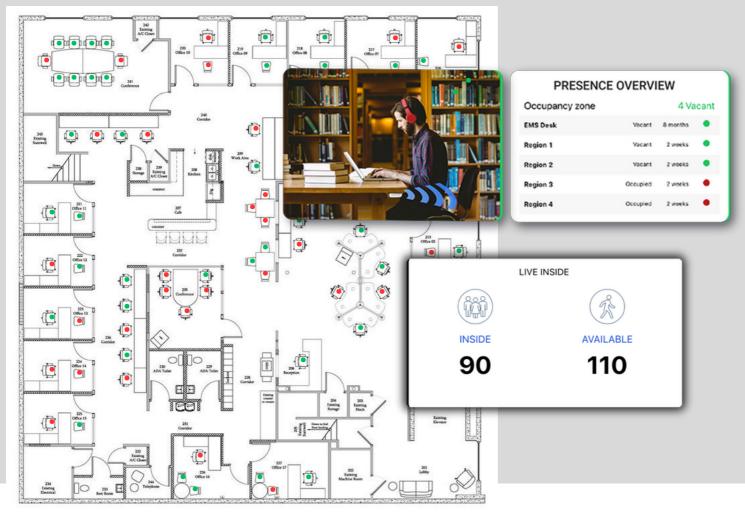
A Whole-Building Dashboard

Ideal for Universities

Discover live occupancy across the entire building, including reception, cafeteria, offices, classrooms, etc. View data on a daily, weekly, monthly, or yearly basis.

Desk Presence Map

Maximize space utilization with real-time detection of individuals at desks. By placing a small battery-powered IoT sensor below each desk, you can detect occupancy levels. This information can be sent directly to screens or apps, so students get a real-time overview of the availability of study rooms, libraries, and more.

PRESENCE OVERVIEW

Occupancy zone			4 Vacant
EMS Desk	Vacant	8 months	●
Region 1	Vacant	2 weeks	●
Region 2	Vacant	2 weeks	●
Region 3	Occupied	2 weeks	●
Region 4	Occupied	2 weeks	●

LIVE INSIDE

INSIDE	AVAILABLE
90	110

Full Integration

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.

Booking Systems

Integrate live and historical data from our software with your booking systems to see if rooms are empty even though they are booked.

Maze Maps

Integrate occupancy data and heatmaps with your maze maps to access data in one single place for optimized efficiency and overview.

ERP / POS / BI / CRM / BMS

Integrate data from any source to get a consolidated, holistic understanding of your data and improve operations.

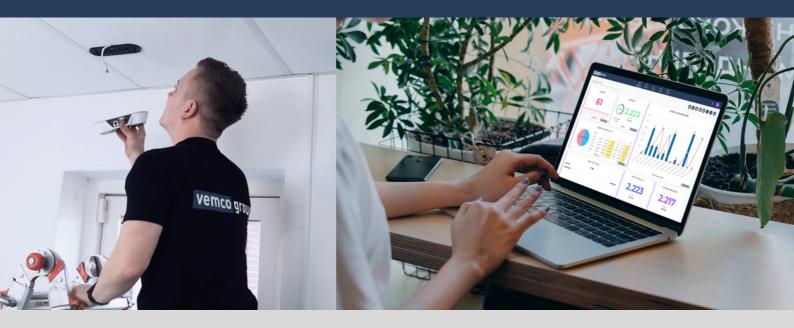

150+ Data Sources

vem fusion

Sensor & System Integration

A True End-to-End Solution

We provide ongoing training sessions along with help desk support to ensure the highest levels of service are delivered. Our self-monitoring systems and sensor health checks allow us to stay on top of any sensor issues and troubleshoot the problem.

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

Your success is our success, we operate as an extension to your business model. This partnership approach ensures that we have high level of customer loyalty and satisfaction.

Get In Touch

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