CASE STUDY

THE DESIRE FOR AN INNOVATIVE, RELIABLE AND SCALABLE CENTRAL SOLUTION

HOW VEMCO GROUP A/S ENABLES MAGASIN DU NORD TO REDUCE OPERATIONAL COSTS

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.

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.

"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 one place. It was also a requirement from the beginning that the solution was able to count very accurately. And it has worked perfectly".

Lasse L. Mohrsen
Loss Prevention Manager
Magasin Du Nord

CHALLENGE

When we met with Magasin back in 2013, they had an outdated people counting solution, which didn't deliver reliable and accurate customer data. Furthermore, they demanded a hosted solution that could export customer data into a central business intelligence system. This solution should provide the administration and management with access to analytical tools, allowing them to create in-depth analysis of customer behavior in all of their department stores. Magasin focused on the following questions:

• **How do we ensure that we receive credible and accurate customer data?**

• **How do we allow employees to focus solely on our core business and save the amount of time spent on handling large sets of customer data, without compromising on the quality of the data output?**

• **How can we ensure that a possible expansion won't hamper the existing workflow or data output and create problems that would weaken the efficiency of the process?**

SOLUTION

For entrances and escalators at each department store of Magasin, we have installed new industry standard 3D people counting sensors, which have the ability to count with more than 96% accuracy. Each sensor has a built-in control software, which allows us to control each camera 100% remotely. The sensors send data to Vemco Group A/S' central servers, deployed and managed on our cloud infrastructure hosted by Amazon (Frankfurt). By integrating the sensors with our unique retail analytics software, Vemcount, we provide every person in the management and administration at Magasin access to actionable in-store metrics, presented on their personal and user-friendly dashboard or in customized reports.

RESULTS

Being offered a hosted cloud solution with a comprehensive support service was the deal breaker for Magasin. By outsourcing customer data to Vemco Group A/S, Magasin has not abdicated their responsibility, but made a strategic choice to let us handle the daily operations, so they can focus on their core business. Thus, the solution allows Magasin to:

Work with a fully scalable solution that can be adjusted to meet the needs for deeper analysis of customer behavior patterns - such as measuring zones and queues, or expansion of a location.

Receive accurate customer data and a comprehensive support including monitoring of the solution 24/7, ensuring Magasin a second to none reliability.
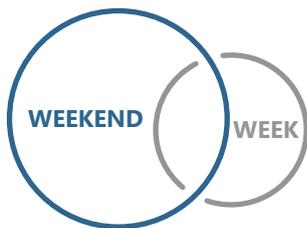
**Access analytical tools in Vemcount for in-depth analysis of customer** traffic for all of their department stores.

**Reduce operational costs** for maintaining an IT infrastructure or in-house staff.

INSIGHTS

WEEKEND **WEEK**

4:00-5:00 pm **1:00-3:00 pm**

266%
Store 1 | Store 2 | Store 3 | Store 4 | Store 5 | Store 6

The six department stores are welcoming most visitors on Saturdays with 41-68% more visitors than the average number of visitors per day.
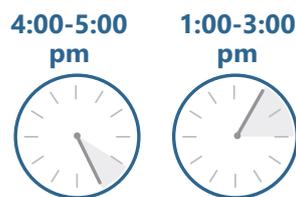
From Monday to Friday traffic peaks between 4:00-5:00 PM. During the weekend the power hours are from 1:00-3:00 PM.
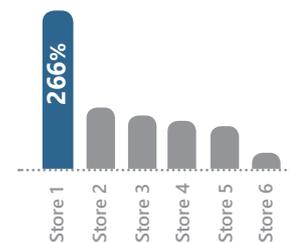
Magasin's best performing department store generates 266% more visitors on average per day compared to the five other department stores.

Next level people counting

Vemco Group A/S is a Danish software company that delivers innovative solutions with the customer in focus. We pride ourselves on identifying our clients' challenges quickly and developing solutions to address them. Combining the most accurate counting devices on the market with our retail analytics solution, Vemcount, we provide our clients access to a range of analytical tools that enable them to make fast and efficient decisions.
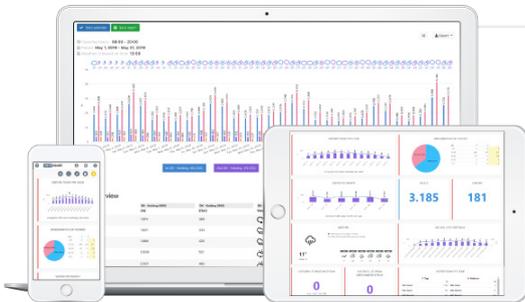
Fact-based Decisions, Meaningful Change

Vemcount is a configurable and user-friendly software solution providing reliable data helping you to make informed decisions that positively impact sales. With insights about number of visitors, customer behavior and store performance, we make it easier for you to create effective marketing and operational decisions and understand the related impact.

Advanced, but User-friendly System

View and divide visitor data by minute, hour, day, week, month or year - or access real-time data for immediate reaction. Measure and compare performance and visitor data across different time periods or locations. The data can easily be exported and presented in various spreadsheet applications or as PDF-files directly from the report page.

Vemcount is flexible with an unlimited number of users including different access levels, such as Retail Manager, Area Market Manager, IT Manager, Store Manager and so on.

Our Experience, Your Accuracy

Accurate data is essential to make effective decisions. To be able to guarantee a fully functional and accurate people counting system, we only use the best professional hardware in the market. We always estimate what sensor is the most effective for the needs of each of our clients.

Furthermore, we use our own educated technicians and partners for all installations. Our supporters monitor the system (optional), ensuring the daily operation of our clients. Data back-up is either made at a local server (private solution) or by our data center and external servers (cloud solution).

> "*OUR MISSION IS TO HELP OUR CLIENTS MAKE FACT-BASED DECISIONS THAT IMPROVE PROFITABILITY".*

Anel Turkanovic
CEO
Vemco Group A/S

WHO WE ARE

Vemco Group A/S is a Danish software company that delivers innovative and customized solutions. Since the beginning in 2005 we have used the most reliable and accurate counting devices and collected and analyzed data in our software solution, Vemcount, with the aim of providing our clients with knowledge that can lead to cost savings, greater efficiency and improvement of conversion rate and profitability. We have our own experienced technical staff, programmers and supporters to make sure our clients receive professional guidance and support.

In 2013 Vemco Group A/S expanded to South America and CIS countries, opening new support and sales departments in Brazil and Russia, to be able to represent, help and support clients all over the world. Our HQ and R&D center is based in Denmark.

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