CASE STUDY

ODENSE MUNICIPALITY IMPROVES THE USE OF THE SHOPPING STREET

ODENSE KOMMUNE

" We have been satisfied with our collaboration with Vemco Group A/S, which has shown us, that it is possible to reliably and professionally monitor pedestrians on our shopping street. We see a great potential in developing and running our city better based on the insights that Vemco Group A/S has given us".

Jacob Høffer Larsen
Program Manager Smart City Odense
Odense Municipality

HOW VEMCO GROUP A/S TAKES ACTION TO IMPROVE CUSTOMER FLOW

Odense Municipality is the fourth most populous municipality in Denmark. As the birth city of the famous fairytale poet H.C. Andersen, the city prides itself on being the city of fairytales in Denmark. The city offers, among other things, a beautiful scenery, exciting museums and attractions as well as a 3 km long shopping street.

CHALLENGE

Odense Municipality and Vemco Group A/S entered a collaboration to become more informed about the city flow, with the aim of developing and running the city even better in the future. The collaboration entered as a test period, implemented during the Smart City Program in 2017, and has continued as a close partnership since then. The challenge consisted of two parts. Being able to access insights on how the citizens and visitors of Odense use the city, and act on these insights based on a valid and factual ground of decision-making rather than a gut feeling. Thus, Odense Municipality raised the following questions:

- **How are we able to measure traffic in the shopping street's testing area 24 hours a day and use this knowledge in strategic as well as operational decision-making?**
- How do events influence the number of visitors in the city?
- How do we ensure the city spaces are optimally designed?

SOLUTION

To solve the challenge that Odense Municipality face, it requires sensors that provide accurate measurements of visitors on the shopping street, in all kind of weather, day or night. Vemco Group A/S has managed this by using some of the market's best outdoor sensors. These sensors cover heights up to 20 meters unrelated to weather or temperature influences. To measure how the citizens and visitors of Odense use the shopping street, we cover all relevant entrances and exits. We have also implemented advanced height filtration to separate children from adults in the counts. The sensors are integrated with Vemcount, allowing Odense Municipality to follow the number of pedestrians in real time via an online dashboard, just as selected employees receive daily reports that provide a visual and easily understandable overview of the measurements from hour to hour, day to day.

RESULTS

By integrating four rugged and weather-resistant outdoor sensors with our unique analytics software, Vemcount, Odense Municipality is able to access insights about the use of the shopping street based on valid data from the real world and not merely a gut feeling. By getting accurate knowledge about how many people use the shopping street, Odense Municipality can:

Compare different time periods with each other, which gives a real understanding of how different events influence the number of visitors in the city.

Compare demographic data about the visitors, which provides insights about the number of children versus adults, who use the pedestrian area.

Get a better understanding of whether the city spaces in the pedestrian area are optimally designed by looking on how people move, and where they prefer to start and end their journey on the shopping street.

Get an understanding of how the city is used from easily understandable visualizations, which are interesting both for the municipality as well as the business drivers in the city. It also provides Odense Municipality the opportunity to make quick but well-informed decisions.
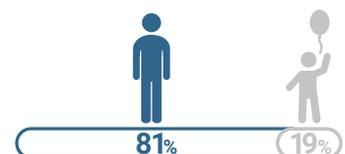
INSIGHTS

88%

51%

42%

8%

81% **19%**

During the HC Andersen Festival in 2018, traffic was up to 88% higher than the average on an ordinary day.

51% of all traffic on the shopping street comes from Street 1, where 42% comes from Street 2 and only 8% from Street 3.

19% of the daily visitors on the shopping street are, on average, children, where the remaining 81% are adults.

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.
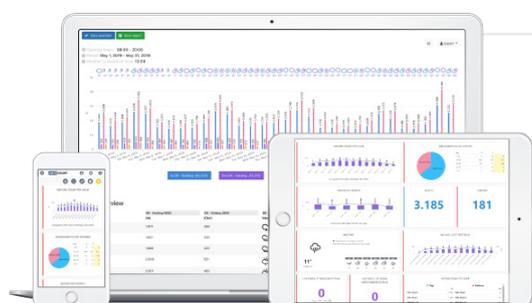
Fact-based Decisions, Meaningful Change

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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