

JOINT VALUE BROCHURE

DATA-DRIVEN SOLUTION POWERED BY
ANALYTICS, INSIGHTS AND ACTIONS

Experts in People Counting Solutions and Data Analytics

About Vemcount

Vemcount is provided by Vemco Group as an end-to-end solution for any location with visitor and customer footfall. Through a user-friendly and customizable dashboard, customers gain access to valuable data analytics and reports. We aim to help our customers make fact-based decisions to optimize business operations, enhance customer experience, and maximize profits.

We offer real-time data that gives our customers valuable KPI's which they can act on in time. Our solution is an all-encompassing customer journey software with in-house developed software and the best sensor technology on the market.



Technical Details

Solution Type	Retail management platform
Integration Protocols	ISAPI
Product Languages	English/French/Italian/German/Spanish/Dutch/Turkish/Portuguese/Korean/Chinese
Regions	Europe/Asia/Africa/North America/Oceania/Middle East & North Africa

Integrated Hikvision Products

✓ IP Cameras

Supported Product Models and Versions

Vemco: Vemcount; Version 2023.1.4 or later

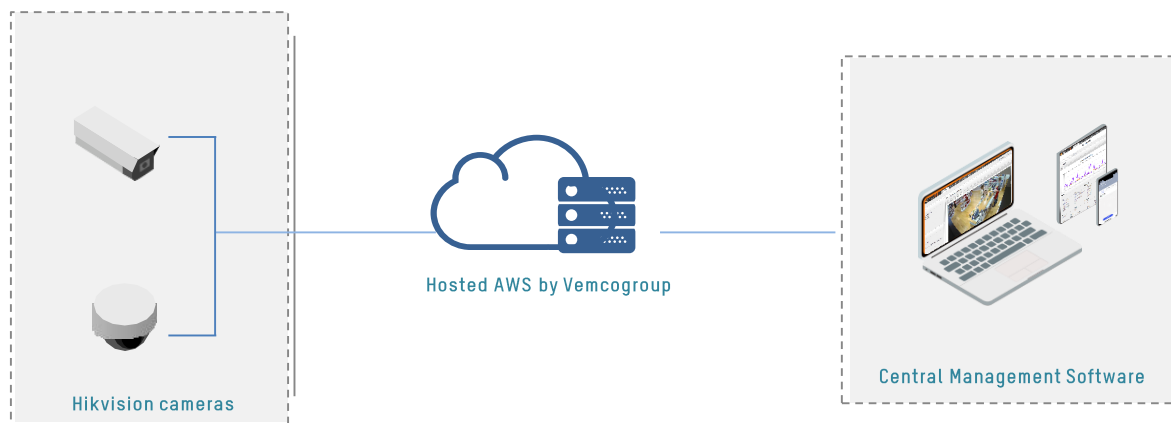
Hikvision:

Hikvision DS-2CD6825G0/C-IS(2.0MM) Dual-lens people counting; all versions

Solution Architecture

We provide an all-in-one cloud solution to understand your store's performance with people counting.

Wherever you are installing a Hikvision people counting camera, the information and data need to go somewhere to be used for analytics and reporting, enabling you to take the right actions. The Vemcount software platform provides a safe cloud-based home for incoming data from the people counting camera. The software can be used anywhere from large buildings with hundreds of sensors, and retail chains with a global store network to transportation hubs and shopping malls, and any other constellation with people flow.



* Please reach out to Hikvision@vemcogroup.com for a free trial and training.

Key Benefits

Real-time data: Makes the data entries relevant and easy to act on

As a cloud-based configurable software, it keeps real-time communication with the live stream from the camera applied. The maximum delay of the data input from camera to software is around 2 seconds, making the data entries relevant and easy to act on.



AI-features and IoT: helps you better understand about your store's business performance

The Vemcount software together works with Hikvision sensors to provide many AI features that can help our customers collect relevant data.

For example, the traffic inside and outside stores is measured and compiled with multiple data sources to provide valuable and accurate information on all aspects of your business.



Increase revenue with reports analytics

Two-way management and analytics solution where sales, footfall, real-time performance dashboard, and shop & ranking reports help you improve and increase sales.

The Vemcount platform also allows for other data to be uploaded, such as sales numbers, workforce information, or environmental data. This gives the end-user the ability to create KPIs, including conversion rates, and allow for optimization of staff planning, lighting levels, or indoor temperature without having to import data from various sources into an Excel sheet.

Flexible and full integration

We deliver a unified solution for the comprehensive management of your POS, ERP, CRM, and BI integrations.

This comes at competitive Hikvision partner pricing with an easy-to-use interface, which allows the partners to manage the platform on their own after a short introduction.



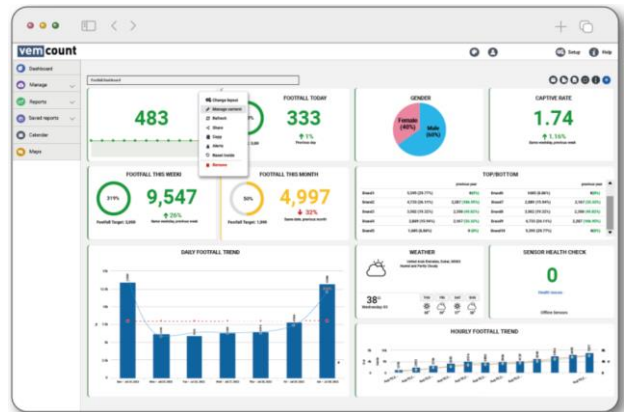
Vemco
X
Hikvision

Customized dashboard

Tailored dashboards can be created to fulfill the needs of each customer. They can also decide which KPI's are important for them and share dashboards within their organization as they wish.

The dashboard is built based on a widget model, making it easy and intuitive to set up, while showing real-time data.

The dashboards can be embedded and used for marketing strategies, as well as on a big screen by using a designated URL.



Key Features



Real-time data, allowing immediate action for business owners



Customizable Dashboards, widget based and real-time data



AI and IoT features, allowing in-depth insights and customized setup



Full integration, with existing POS, ERP, API, planning software, CRM, BI



Automatic updates: In-house developed, cloud-based software

Targeted Industries



Retail



Transport



City



Commercial



Education



Residential



Sports & Entertainment

About Us

Hikvision Digital Technology

Hikvision is committed to serving various industries through its cutting-edge technologies of machine perception, artificial intelligence, and big data, leading the future of AIoT. At Hikvision, we believe that it's the close collaboration with our ecosystem of partners that accelerates innovation and development, while also securing maximum value creation for clients.

We work closely with thousands of the best manufacturers of technical hardware and software systems in the security, automated manufacturing, and IoT industries. Our Technology Partner Program demonstrates how clients can use Hikvision technologies with full confidence that we provide vendors the right tools for comprehensive integration and compatibility with all our products, empowering our joint-value solutions to address pain points in various industries.

Vemco Group

With more than 17 years of experience, Vemco Group is a world-leading data analytics software company, specializing in footfall data, customer behavior, and business optimization.

Since the founding of our people counting and data analytics solution, we have strived to meet the everyday needs and demands of our many customers, helping them optimize their business operations, enhance the customer experience, and maximize profits.



HIKVISION®

TECHNOLOGY PARTNER

Hikvision Headquarters

No.555 Qianmo Road, Binjiang District,
Hangzhou 310051, China
T +86-571-8807-5998
Business: overseasbusiness@hikvision.com
Technical Support: support@hikvision.com

Vemco Group

Røde Banke 77, 7000 Fredericia, Denmark
Email: contact@vemco.group
[+45 76 22 11 46](tel:+4576221146)
<https://vemcogroup.com>

Hikvision Australia
T +61-2-8599-4233
salesau@hikvision.com

Hikvision Azerbaijan
T +994 50 369 8157
Azerbaijan.CATC@hikvision.com

Hikvision Brazil
T +55-11-3318-0050
Latam.support@hikvision.com

Hikvision Canada
T +1-866-200-6690
sales.canada@hikvision.com

Hikvision Colombia
sales.colombia@hikvision.com

Hikvision Czech
T +420 29 6182640
info.cz@hikvision.com

Hikvision Egypt
T +20223066117
sales.eg@hikvision.com

Hikvision Europe
T +3123 5542770
sales.eu@hikvision.com

Hikvision France
T +33(0)185 330 450
info.fr@hikvision.com

Hikvision Germany
sales.dach@hikvision.com

Hikvision Hong Kong , China
sales.hk@hikvision.com

Hikvision Hungary KFT
info.hu@hikvision.com

Hikvision India
T +91-22-6855 9944
sales@pramahikvision.com

Hikvision Indonesia
T +62212933 9366
Sales.Indonesia@hikvision.com

Hikvision Israel
T +972 79 5555590
sales.israel@hikvision.com

Hikvision Italy
T +39 0438 6902
info.it@hikvision.com

Hikvision Kazakhstan
T +7 (727) 291-75-88
support@hikvision.kz

Hikvision Kenya
wangchengbin@hikvision.com

Hikvision Korea
T +82-1661-8138
sales.korea@hikvision.com

Hikvision Malaysia
T +60327224000
sales.my@hikvision.com

Hikvision Mexico
T +52 55 2624 0110
sales.mexico@hikvision.com

Hikvision New Zealand
T 09 217 3127
salesnz@hikvision.com

Hikvision New Panama
Sales.centralamerica@hikvision.com

Hikvision Pakistan
T +92-2135147526
support.pk@hikvision.com

Hikvision Philippines
support.ph@hikvision.com

Hikvision Poland
T +48 22 460 0150
info.pl@hikvision.com

Hikvision Russia
T +7-495-669-67-99
saleru@hikvision.com

Hikvision Romania
marketing.ro@hikvision.com

Hikvision Singapore
T +65 6684 4718
sg@hikvision.com

Hikvision South Africa
T +27 877018113
sale.africa@hikvision.com

Hikvision Spain
T +34 91737 16 55
info.es@hikvision.com

Hikvision Tashkent
T +99-87-1238-9438
uzb@hikvision.ru

Hikvision Thailand
sales.thailand@hikvision.com

Hikvision Turkey
T +90 216 52170 70
support.tr@hikvision.com

Hikvision UAE
T +971-4-4432090
salesme@hikvision.com

Hikvision UK & Ireland
T +44(0)1628 902 140
info.uk@hikvision.com

Hikvision Uzbekistan
T +998-71-233-55-50
uzbekistan@hikvision.com

Hikvision USA
T +1-909-895-0400
sales.usa@hikvision.com

Hikvision Vietnam
T +84 24 7300 7586
sale.vn@hikvision.com

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