

Footprints AI Delivery Partner

Implementation · Integration · Rollout · Support

**Retail technology,
connected to real
operations**

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Executive proposition

Footprints AI validates the solution. InnovaTech can make it work in the retailer's environment.

A delivery partner role focused on the work between validation and reliable day-to-day use.

IMPLEMENT

Translate validated scope into a retailer-ready plan, configuration and acceptance criteria.

INTEGRATE

Connect data sources, retail systems and media touchpoints through agreed interfaces.

DEPLOY & SUPPORT

Coordinate pilot and rollout, then provide structured technical operations.

Why InnovaTech

Business change, technology delivery and operational adoption belong in the same plan.

RETAIL

Understand the operating context: stores, teams, data owners and customer touchpoints.

TECHNOLOGY

Connect systems and reduce manual work through digital solutions and integration.

DATA + AI

Use data and AI where they support a defined business outcome.

OPERATIONS

Plan ownership, adoption and support so delivery can continue after launch.

Retail media strategy & operating model

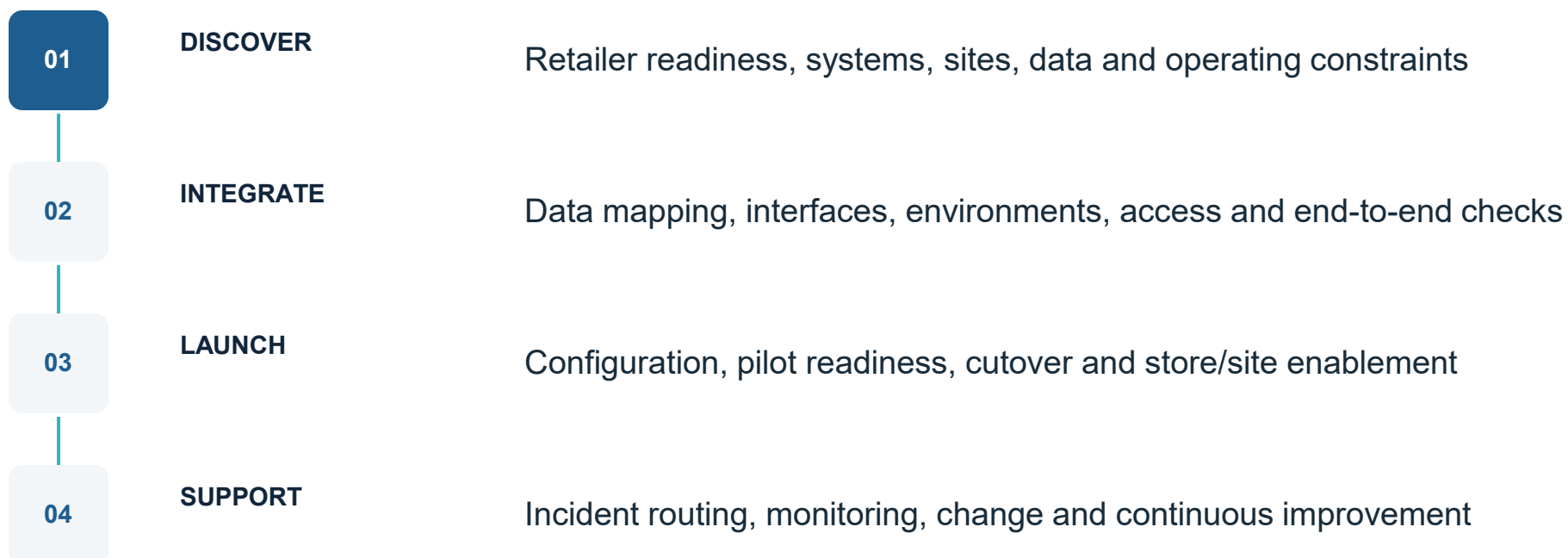
Build the retailer's commercial and organizational foundations alongside the technology.

01	Retail media strategy	Define ambition, value proposition, priority channels and a phased roadmap with retailer leadership.
02	Business case & alignment	Develop revenue and cost assumptions, test scenarios and align commercial, finance and executive sponsors.
03	Execution processes	Design internal workflows from media planning and campaign intake through delivery, billing and reporting.
04	Organizational governance	Set decision rights, controls, ownership and cross-functional forums across commercial, marketing, IT and store operations.
05	Monetization department	Shape the team structure, role charters, responsibilities and interfaces needed to run the retail media business.

Advisory capabilities, tailored with retailer leadership to the retailer's strategy, organization and readiness.

Footprints AI delivery role

One accountable implementation thread from validated solution to retailer operations.



Retail technology capabilities

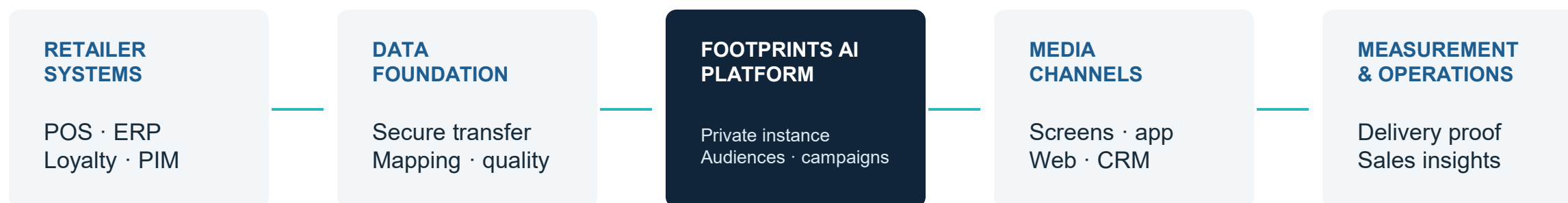
Delivery capability areas relevant to a retail media deployment

Retail systems	POS, ERP, loyalty and ecommerce landscapes
Data foundations	Transactions, product, store, customer and campaign data
Media surfaces	In-store screens, apps, web, CRM and digital signage
Cloud & edge	Cloud environments, store connectivity and edge considerations
Integration	APIs, files, events, identity and data quality controls
Adoption	Retail operations, commercial owners and store-level ways of working

Illustrative capability scope; specific platforms and delivery credentials are confirmed per engagement.

Reference integration architecture

Illustrative target pattern — interfaces and deployment boundaries are confirmed during discovery.

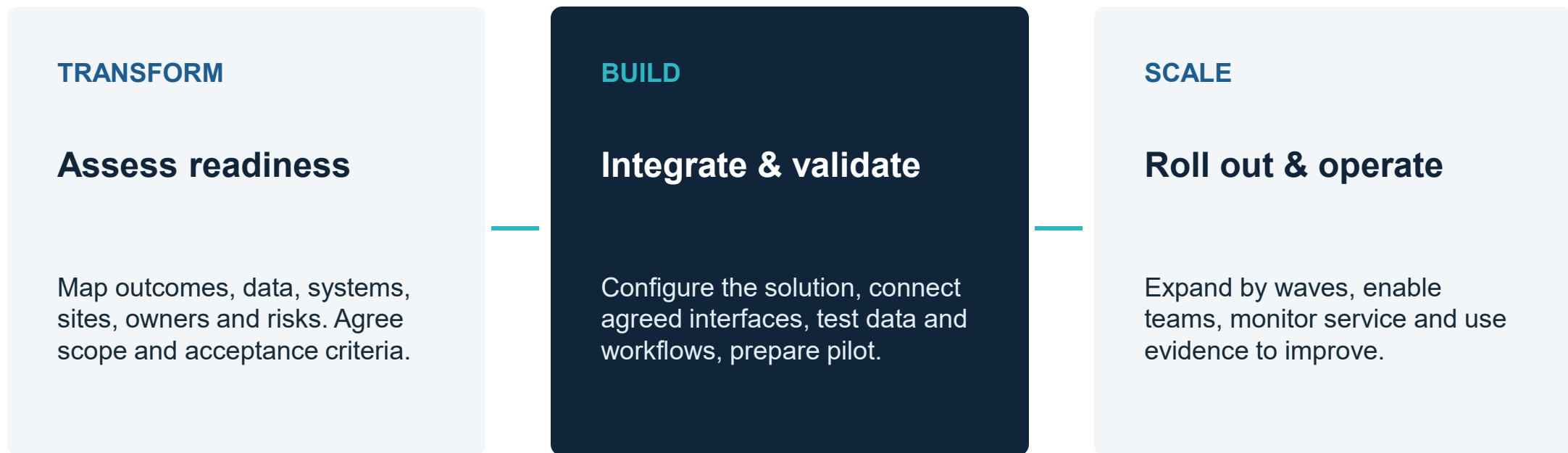


Cross-cutting controls

Identity & access · privacy · security · observability · change control

Potential integration surfaces: APIs, managed file transfer, scheduled feeds, event interfaces, cloud and edge connectivity.

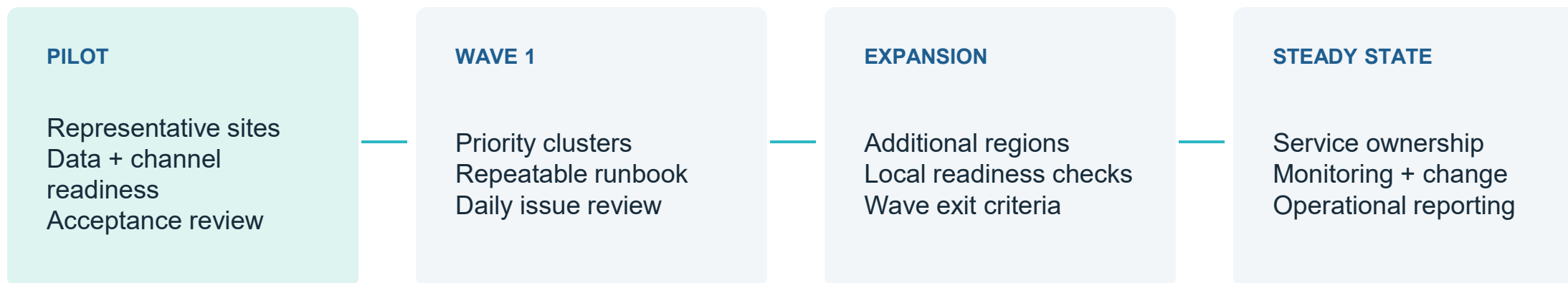
Delivery methodology: Transform → Build → Scale



This adapts InnovaTech's stated Transform → Build → Scale model to the Footprints AI delivery partner role.

Store rollout and deployment model

A controlled sequence helps protect store operations while increasing coverage.



Each wave can include site inventory, connectivity checks, device/channel commissioning, access validation, training and sign-off.

The exact number of stores, timeline and onsite coverage depend on retailer scope and partner assessment.

Data, AI and analytics capabilities

A delivery focus on usable data, explainable handoffs and measurable operation.

- Map source fields to retailer, store, product and transaction concepts
- Profile data for completeness, consistency, timeliness and reconciliation
- Agree secure access, data minimisation and ownership boundaries
- Connect campaign delivery signals to operational and performance reporting
- Route AI and analytics outputs into workflows with clear human ownership

Footprints AI describes shopper profiling, campaign activation and SKU/store-level measurement; InnovaTech's role is to enable the agreed data and system flows.

Managed support and operations

Support should be designed before go-live, with clear ownership between retailer, platform and delivery partner.

SERVICE DESK

Intake, triage, severity and escalation path

TECHNICAL OPERATIONS

Integration health, data feed checks and deployment monitoring

CHANGE

Release coordination, configuration and impact review

SERVICE REVIEW

Recurring review of incidents, risks and improvement actions

Service hours, SLAs, tools and responsibilities are agreed with the retailer and Footprints AI for each engagement.

Example Footprints AI retailer use cases

Potential delivery scenarios, subject to retailer readiness and platform validation

01	Connect transaction data	Map POS and loyalty feeds; reconcile store, product and transaction identifiers.
02	Activate in-store media	Connect agreed screen or digital signage channels and validate delivery status.
03	Extend across channels	Coordinate app, web or CRM activation interfaces where included in scope.
04	Measure campaign outcomes	Make delivery and sales reporting available to agreed retailer stakeholders.

Geographic coverage and team model

A Romania-based delivery core with specialist roles aligned to each retailer deployment.

ENGAGEMENT LEAD

Scope, governance, stakeholder alignment

INTEGRATION LEAD

Architecture, interfaces, data mapping

DEPLOYMENT LEAD

Pilot, rollout planning, commissioning

OPERATIONS LEAD

Support model, service transition, reporting

Initial geographic emphasis: Romania, based on the company positioning provided. Regional expansion and onsite coverage are scoped per retailer.

Why InnovaTech + Footprints AI

A clear division of responsibility can shorten the path from validated platform to retailer use.

FOOTPRINTS AI

Validated platform capabilities
Retail media workflows
Platform guidance and assessment

INNOVATECH

Retailer environment discovery
Integration and deployment
coordination
Rollout and technical support model

RETAILER OUTCOME

A connected, deployable retail media capability with agreed operating ownership.

Next step: assess partner fit

A focused working session can turn the delivery proposition into an assessable implementation plan.

- Review retailer environments and integration scope
- Map pilot channels, sites, data and owners
- Agree delivery governance and support boundaries
- Confirm evidence required for Footprints AI partner assessment