

Legacy System Swap-Out Programme

For the Enterprise Retail Chain

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Legacy System Swap-Out Programme

A structured path to replace ageing people-counting hardware without operational risk

Program Overview & Eligibility

Purpose

This programme exists to support retailers at contract renewal or late-lifecycle stages who wish to reassess legacy people-counting systems against today's technical and commercial realities.

It is not a promotion. It is a controlled replacement framework designed to reduce cost, modernise capability, and preserve data continuity.

Who This Programme Is For

This programme is intended for organisations that meet most of the following criteria:

Qualification Area	Typical Indicator
System age	Installed \geq 5 years ago
Contract status	Renewal due or within 12 months
Hardware state	Fully depreciated / end of life
Commercial model	Ongoing recurring fees
Capability gap	Limited analytics, no prediction
Estate size	Single site to multi-site
Decision context	Formal due-diligence required

If these conditions apply, a swap-out assessment is reasonable and expected.

What This Programme Is Not

- Not a forced upgrade
- Not a mass replacement mandate
- Not a discount campaign
- Not a disruption to store operations

Participation does not require commitment to proceed.

What the Swap-Out Delivers (At a Glance)

Area	Outcome
Coverage	Wider field of view, fewer blind spots
Accuracy	Consistent, modernised counting
Analytics	Demographics, staff exclusion, advanced metrics as standard
Insight	Behavioural and predictive analytics
Integration	Third-party data compatibility

Cost	Reduced long-term total cost
Risk	No operational disruption

Eligibility Confirmation

Final eligibility is confirmed after a light-touch technical review, typically remote, focused on:

- Existing device types
- Mounting positions
- Cabling condition
- Ceiling height and layout

This ensures suitability before any trial or replacement.

Execution, Responsibilities & Trial

How the Swap-Out Is Executed

The process is designed to be low-impact and reversible.

Phase	Description
Assessment	Review of existing system and renewal context
Validation	Confirmation of technical suitability
Replacement	Like-for-like physical swap
Cabling	Existing cables reused
Calibration	Guided setup and verification
Comparison	Performance checked against legacy
Acceptance	Sign-off only when quality is met

There is no downtime and no degradation of reporting.

Responsibilities

FootfallCam & Partners

- Technical suitability assessment
- Replacement device provision
- Calibration guidance
- Validation support
- Performance verification

Retailer

- Access approval (site or remote)
- Confirmation of renewal context
- Acceptance validation

No internal re-engineering is required.

Data Continuity & Quality

- Counting continuity preserved
- Historical data unaffected
- New data validated before acceptance
- No forced migration of reporting workflows

Quality must match or exceed the existing system before completion.

Commercial Options

The programme supports multiple commercial outcomes:

Option	Description
Outright replacement	One-time refresh
Phased rollout	Gradual estate upgrade
Renewal-aligned	Replace at contract expiry
Analytics-as-a-Service	OPEX-based alternative

Commercial structure is discussed after technical validation.

Trial & Validation Unit (Programme-Specific)

As part of this swap-out programme only, a validation unit may be provided.

Trial Element	Policy
Availability	Eligible swap-out cases only
Scope	One representative location
Purpose	Performance comparison
Duration	Defined validation period
Obligation	None
Cost	No charge

This exists to enable informed decisions, not to incentivise volume.

Value Proposition (Plainly Stated)

- Lower long-term cost
- Modern capability baseline
- Reduced vendor dependency
- Improved insight without disruption
- Justifiable change at renewal time

This is a reset, not a gamble.

Next Step (No Pressure)

Retailers typically begin with one of the following:

- Renewal-time suitability discussion
- Technical feasibility review

- Swap-out validation request

No commitment is required to explore eligibility.

Benefits, Commercial Outcomes & Considerations

This programme is designed to deliver measurable improvements while remaining transparent about trade-offs. It is important that retailers understand both sides before proceeding.

What Retailers Gain by Moving to Pro2

1. Immediate Commercial Reset

- Existing legacy hardware is typically fully depreciated.
- Renewal fees often reflect historical pricing, not current hardware economics.
- A Pro2 swap-out enables:
 - Lower long-term total cost
 - Removal of legacy pricing inertia
 - Stronger negotiating position at renewal

Outcome:

Ongoing spend is re-aligned with today's cost-performance reality.

2. Wider Coverage with Fewer Devices

- Pro2 provides significantly wider coverage per device.
- External and transitional traffic zones can often be captured without adding hardware.
- In many cases, device count can be reduced or stabilised even as coverage improves.

Outcome:

Better visibility without estate expansion.

3. Modern Analytics as Standard

Pro2 includes, as standard:

- High-accuracy people counting
- Group behaviour detection
- Demographics
- Staff exclusion (uniform-based)
- Advanced analytics and predictive insights
- Third-party data integration

These are not incremental add-ons to unlock basic value.

Outcome:

Retail teams gain richer insight without future hardware replacement.

4. Operational Continuity

- Existing cabling and mounting are reused.
- Swap-out is fast and controlled.
- Data quality is validated before acceptance.

Outcome:

No disruption to store operations, no reporting gap, no quality drop.

5. Lower Long-Term Risk

- Hardware platform is modernised.
- Analytics roadmap is extended.
- Vendor dependency is reduced by moving off end-of-life infrastructure.

Outcome:
Future decisions are made from a stronger baseline.

Commercial Benefits (Beyond Hardware)

Area	Benefit
Procurement	Due diligence demonstrably completed
Finance	Improved cost-to-value ratio
Operations	More actionable insight
IT	Reduced technical debt
Product owners	Tangible upgrade justification

For internal stakeholders, this becomes a defensible, rational decision, not a discretionary upgrade.

What This Programme Does *Not* Promise

To avoid misunderstanding, the following are not guaranteed outcomes:

- Immediate revenue uplift
- Reduction in store staffing costs
- Automatic behavioural change
- Elimination of all edge cases

Analytics improves decision quality, not outcomes by itself.

Potential Downsides & Considerations

1. Change Always Requires Validation

Even with like-for-like replacement:

- Calibration behaviour may differ slightly
- Historical benchmarks may need short re-baselining

This is managed, but it exists.

2. Staff Exclusion Has Defined Limits

- Uniform-based exclusion works best where uniforms are visually distinct.
- In ambiguous environments, additional system architecture (e.g. Pro3 + Pro1) may be required.

Pro2 is optimised for most, not all, retail formats.

3. Not All Legacy Contracts Benefit Equally

- Some long-term contracts may already be priced aggressively.
- In these cases, the commercial benefit may be capability-driven rather than cost-driven.

The programme surfaces this early.

4. Swap-Out Still Requires Internal Alignment

- Access approvals
- Stakeholder sign-off
- Acceptance validation

This is not “set and forget”.

5. A New Baseline Brings New Expectations

Once upgraded:

- Teams often expect more insight
- Analytics maturity becomes more visible
- There may be pressure to act on new data

This is usually positive—but it is a shift.

Balanced Summary

What you gain

- Modern capability
- Wider coverage
- Lower long-term cost exposure
- Reduced technical debt
- A justifiable reset at renewal

What you accept

- A managed transition
- Short validation effort
- Honest boundaries on use cases

FootfallCam “Legacy-Care” Plan

Step 1



Integrate Your People Counters to FootfallCam Software by API

We'll connect your people counters to FootfallCam Software via API, enabling you to start using it from Day 1.

Step 2



Migrate Your Historical Data Trend

All your historical data trend will be obtained permanently for year on year comparison.

Step 3



Sign up Support Contract with FootfallCam

FootfallCam will look after your legacy devices, providing health check and maintenance. Support Contract can be sign up optionally

Get “ Points Rewards” for free device redemption by integrating your existing devices to FootfallCam Analytics Center.

	Your Currents Plan with Vendor A	FootfallCam “Legacy-Care Plan”
Basic Footfall Data	✓	✓
Advance Analytics	✗	✓
Additional Metrics	✗	✓
Management Reports and Dashboard	✗	✓
Sales Performance Tracking	✗	✓
Marketing ROI Evaluation	✗	✓
System Maintenance Workspace	✗	✓
Advance System Alert	✗	✓
Summary	<ul style="list-style-type: none"> • High Swap Out Cost • No Advanced Analytics • High Maintenance Cost 	<ul style="list-style-type: none"> • Enjoy Enterprise Support • Access Advanced Analytics Software

Terms and Conditions (T&C)

1. Integration of Existing Legacy Devices: We offer a one-time complimentary integration of your existing devices with the FootfallCam software. All new installation will use FootfallCam devices.
2. Monthly support contract fee for FootfallCam devices is USD 8.9 *
3. Support contract would be carried out by FootfallCam with our local partners in your region.
4. FootfallCam reserves the right to modify or update these terms and conditions at any time without prior notice. It is the responsibility of the participant to review and ask for the validity before joining the plan.