

## CASE STUDY

# ▶ HOW A SPECIALTY PRINTER COMPANY BUILT A SMART CONNECTED PRODUCT ECOSYSTEM FOR MONETIZING GOODS



With a decade of experience in Device Management, M2M and IoT Solutions and Services, read how Thinxstream® used AWS®, Android™ and iOS®, Fosdick Fulfillment and Salesforce® to develop a custom business solution.

# THE BUSINESS GOAL

## Boost Revenue with Device-to-Cloud Service

Monetization of products is one of the major challenges of niche consumer device companies like our customer who manufactured specialty printers with custom digital content and consumables.

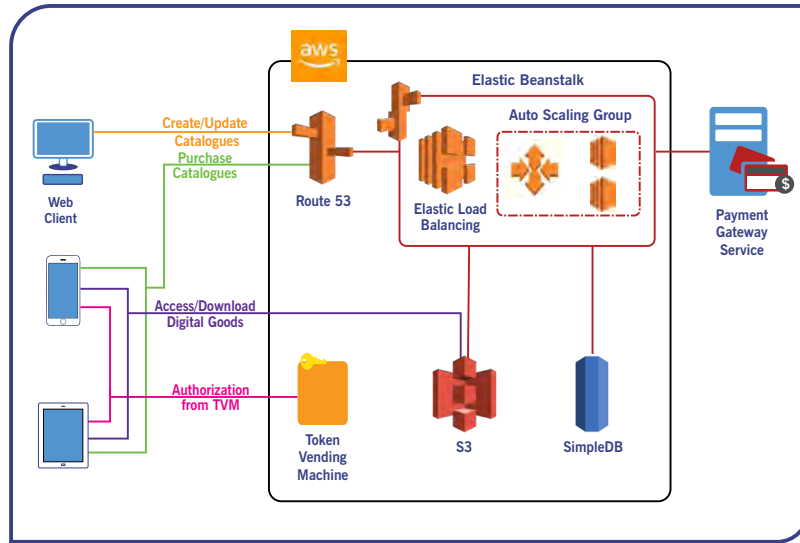
With tight budgets and thin product margins, traditional, physical, retail distribution strategies are not feasible.

Developing and integrating a smart connected product solution for consumers with an ecosystem comprising cloud, mobile and electronic stores enables them to expand their market reach, address a wide user base and provide a significant source of post-sale revenues.

## TOP IOT CHALLENGES

- ▶ **BALANCING DEVICE PERFORMANCE AND TARGET COST**
- ▶ **HARDWARE COMPATIBILITY WITH ANDROID**
- ▶ **SECURE CONNECTIVITY BETWEEN DEVICE AND CLOUD**
- ▶ **DYNAMIC SCALING TO SUPPORT SEASONAL USAGE CYCLES**
- ▶ **CONSISTENT PERFORMANCE AND USABILITY ACROSS DEVICE, WEB, AND MOBILE**
- ▶ **DEVICE CERTIFICATION FROM APPLE®**

# THE IOT SOLUTION



- > **Cloud Platform:** AWS®
- > **Cloud Services:** Amazon Route 53®, AWS Elastic Load Balancing , Amazon Elastic Beanstalk®, Amazon S3®, TVM
- > **Cloud Data Services:** Amazon RDS®, Amazon SimpleDB®
- > **Enterprise Integration:** Fosdick Fulfillment, Salesforce® CRM
- > **UI:** Native Android, Apple® Objective-C®, HTML, JavaScript™
- > **Programming:** Drupal™ and PHP
- > **Client OS:** Android™ and iOS®

## KEY HIGHLIGHTS

- ▶ **SMARTPHONE-LIKE DEVICE INTERFACE**
- ▶ **CONSISTENT UI ACROSS DEVICE, MOBILE APPS, APP STORE, WEBSITE**
- ▶ **EVOLVING CLOUD PLATFORM WITH STOREFRONT AND DIGITAL CONTENT REPOSITORY**
- ▶ **IN-APP BILLING FOR PURCHASE OF DIGITAL CONTENT**
- ▶ **INTEGRATION WITH EXTERNAL LOGISTICS SERVICE PARTNER**
- ▶ **OTA UPGRADE TO THE DEVICE**

“OUR CUSTOMER LEVERAGED OUR PROVEN IOT SOLUTIONS EXPERTISE ACROSS EMBEDDED, CLOUD AND MOBILE TECHNOLOGIES, ALL UNDER ONE ROOF.”

**RANGA RAJ**  
Director

#### More Information:

- > [Business Benefits of IoT Solutions](#)
- > [Thinstream IoT Advantage](#)
- > [IoT Solutions for Smart Connected Products](#)
- > [IoT Services for AWS IoT](#)
- > [Technology Enablers for IoT Solutions](#)
- > [Scope of IoT Solutions and Services](#)

## THE RESULTS

The Specialty Printer company leveraged our IoT services to develop an innovative IoT solution that helped them to launch a competitive smart connected product in the market and enable post-sale revenue streams.

Our Agile development methodologies ensured that the customer could experience developed features early, provide feedback on a regular basis, and assess project progress continuously.

Automation and continuous build techniques ensured accelerated development and testing, while protecting integrity.

Our IoT solution architecture established the foundation for future implementations and innovation by the customer.

**Thinxtream Technologies** is a global software company with a portfolio of innovative software platforms, products, components, solutions, patents, competences and services for Internet of Things (IoT) across several industry verticals and applications, successfully enabling leading customers, including Fortune 500 companies, meet their application, product and business goals.

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