

CASE STUDY

▶ How a consumer products company diversified into connected home security



With a decade of experience in End-to-End IoT Solutions and IoT Services, read how Thinxstream® used AWS® IoT, Android™ and iOS® to create a cloud-based, smart, secure home solution with mobile access.

THE BUSINESS GOAL

Build a New Connected Home Product Line

Our customer, a consumer products company, wanted to diversify into connected home products, with a smart security solution that offers protection at home and on the go. Their product goal was to be stylish, advanced, well-considered, user-friendly, premium and modern.

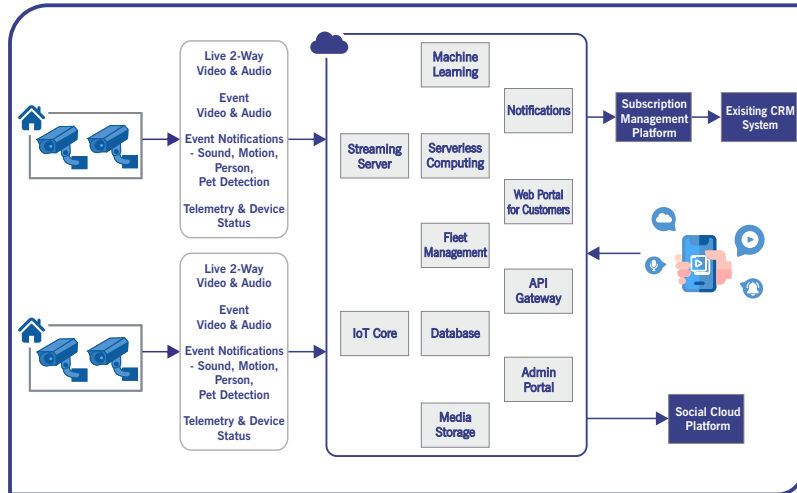
While our customer understood the market and critical success factors, they lacked product engineering expertise. They wanted IoT vendors with expertise in Smart Home products and digital video, and end-to-end development spanning device, cloud, mobile, security and DevOps.

Working with Thinxstream, an experienced end-to-end IoT solutions partner, provided them with a rapid, cost effective rollout of an IoT-based, next-generation, connected home security solution with cloud connectivity and mobile app access.

TOP IOT CHALLENGES

- ▶ **HIGHLY SECURE OPERATING ENVIRONMENT WITH RESTRICTED ACCESS TO LIVE & RECORDED VIDEO ASSETS**
- ▶ **SCALING FROM LIGHT-WEIGHT PILOT TO TENS OF THOUSANDS OF USERS**
- ▶ **OUT-OF-THE-BOX PROVISIONING & USER REGISTRATION EXPERIENCE**
- ▶ **REAL-TIME ALERTS TO USERS**
- ▶ **REAL-TIME, HIGH QUALITY VIDEO CALLING EXPERIENCE**
- ▶ **MULTIPLE SUBSCRIPTION TIERS**

THE IOT SOLUTION



- > **Cloud Platform:** AWS IOT
- > **Video Services:** Amazon® Kinesis® Video Stream, Tokbox WebRTC
- > **Device:** AWS IOT® Device SDK for Android, TensorFlow™ Model for Video Analytics
- > **Cloud Services:** AWS IOT Core, AWS Lambda®, Amazon API Gateway, Amazon Cognito®, AWS IAM, Amazon S®3, Amazon DynamoDB®
- > **Subscriptions:** ChargeBee SMS
- > **Apps:** iOS®, Android™, React Web App
- > **CI/CD:** AWS CodePipeline®, AWS CloudFormation® Templates
- > **Security:** Microsoft® Threat Modeler, Fortify™ and VCG Static Code Analyzer, OWASP™ Zap tool

KEY HIGHLIGHTS

- ▶ **FEATURE-RICH HOME SECURITY SOLUTION WITH CONSISTENT UX**
- ▶ **SMART CAMERAS WITH 2-WAY AUDIO & HD QUALITY VIDEO CALLING**
- ▶ **MOTION, LOUD NOISE, PERSON & PET DETECTION USING MACHINE LEARNING ON THE EDGE**
- ▶ **OVER-THE-AIR (OTA) UPDATES**
- ▶ **ROLE-BASED ACCESS, DEVICE SECURITY, TRANSPORT & DATA STORAGE SECURITY**
- ▶ **SUBSCRIPTION-BASED BUSINESS MODEL**
- ▶ **COMPLETE AUTOMATION OF CI/CD PIPELINE**

“YOUR DILIGENCE, KNOWLEDGE AND HARD WORK HAVE BEEN A GREAT ASSET TO THE CONNECTED HOME PROJECT AND WE WOULD NOT BE WHERE WE ARE TODAY WITHOUT YOU.”

Customer Program Manager

More Information:

- ▶ [Business Benefits of IoT Solutions](#)
- ▶ [Thinxstream IoT Advantage](#)
- ▶ [Smart Services for IoT Devices](#)
- ▶ [IoT Solutions with AWS IoT](#)
- ▶ [Technology Enablers for IoT Device Firmware](#)
- ▶ [Technology Enablers for IoT Cloud Solutions](#)
- ▶ [UX for IoT Solutions](#)
- ▶ [Security for IoT Solutions](#)
- ▶ [Testing of IoT Solutions](#)
- ▶ [Scope of IoT Solutions and IoT Services](#)

THE RESULTS

The consumer products company diversified their product portfolio with their first Smart Home Security solution leveraging our end-to-end IoT services, and expertise in digital video, device, cloud, mobile, security and DevOps.

An Instant Alert feature with video calling and 2-way audio from the mobile app provided users with home security on the go. Mobile provisioning and auto-configuration greatly simplified first-time use experience. The OTA capability enabled easy, field- upgradation.

We leveraged AWS IoT Core, AWS Kinesis Video and AWS serverless reference architectures and best practices to implement this IoT solution, with rapid turn-around and a stable, repeatable development and deployment process.

Our IoT solution architecture has created the foundation for the customer's product roadmap and innovation.

Thinxstream Technologies is a global software company with a portfolio of innovative software platforms, 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.

Interested in learning more? For more information contact:

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TT-CS-006-1-0321

