

CASE STUDY

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



With a decade of experience in End-to-End IoT Solutions and IoT 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.

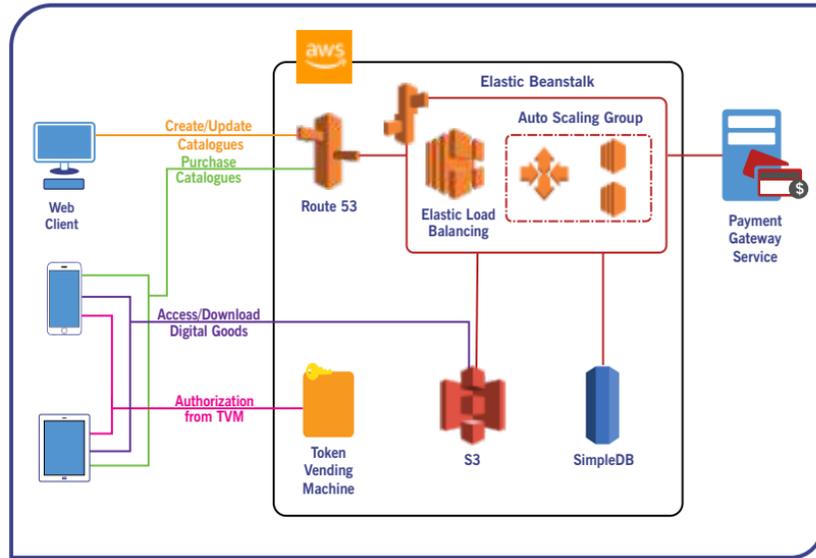
With tight budgets and thin product margins, traditional, physical, retail distribution strategies were not feasible.

Working with Thinxstream, an experienced end-to-end IoT solutions partner, enabled our customer to develop and integrate a smart connected product solution for consumers with an ecosystem comprising cloud, mobile and electronic stores. It enabled them to expand their market reach, address a wide user base and provided 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.”

TECK-LEE LOW
Executive Director

More Information:

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

THE RESULTS

The Specialty Printer company leveraged our end-to-end 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.

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:

Thinxstream Technologies Pte. Ltd.

220 Orchard Road #05-01
Midpoint Orchard
SINGAPORE 238852

Phone: +65 66358625

Email: info@thinxstream.com



www.thinxstream.com

Thinxstream Technologies, Inc.

10260 SW Greenburg Road
Suite 400 Portland, OR 97223
U.S.A.

Phone: +1 971 230-0729

Email: info@thinxstream.com



[LinkedIn/thinxstream](https://www.linkedin.com/company/thinxstream)

Copyright© 2018-2020, Thinxstream Technologies Pte. Ltd. All Rights Reserved. The information in this publication supersedes that in all previously published material. For the most up-to-date information, please visit our website at www.thinxstream.com.

Thinxstream is a registered trademark of Thinxstream Technologies Pte. Ltd. Amazon, Amazon Elastic Beanstalk®, Amazon RDS®, Amazon Route 53®, Amazon S3®, Amazon SimpleDB®, AWS are registered trademarks of Amazon.com, Inc. Apple, Objective-C are registered trademarks of Apple, Inc. Android is a trademark of Google LLC. iOS is a registered trademark of Cisco Systems, Inc. JavaScript is a trademark of Oracle Corp. Salesforce is a registered trademark of salesforce.com, inc. Drupal is a trademark of Dries Buytaert. All other trademarks are the property of their respective owners.

All prices, specifications and characteristics set forth in this publication are subject to change without notice.

TT-CS-003-4-1220

