

* Particle



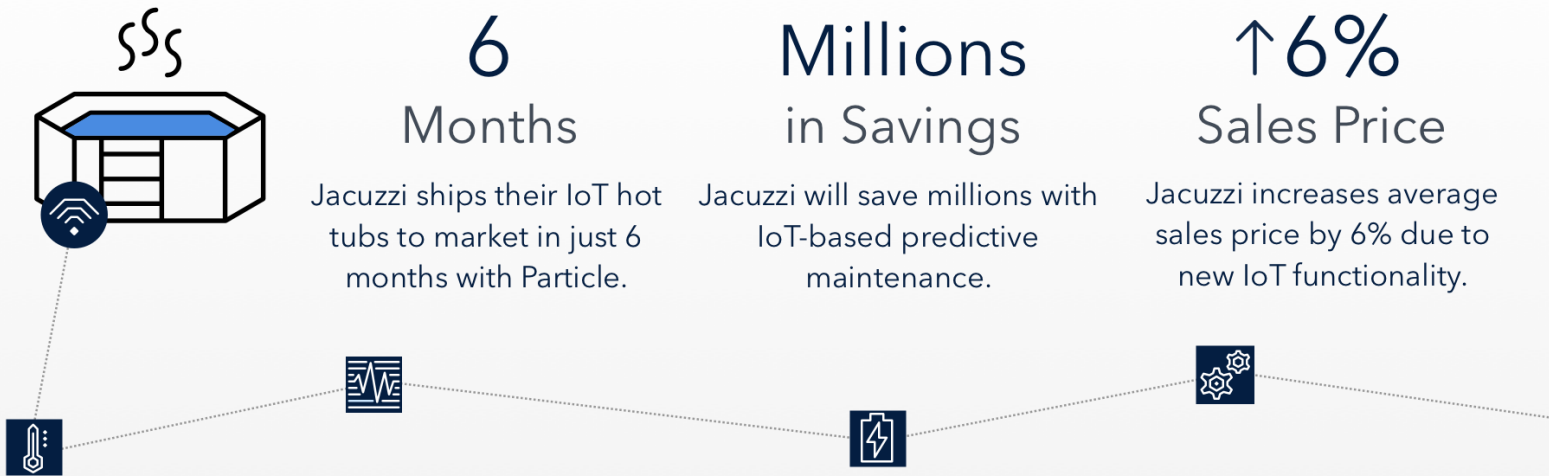
JACUZZI LAUNCHES SUCCESSFUL SMART HOT TUBS IN SIX MONTHS

DAN JAMEISON
GENERAL MANAGER AT PARTICLE



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How Particle helped Jacuzzi ship an IoT product to market



“Choosing an IoT platform and partner was challenging given all the noise in this space. Particle was able to quickly demonstrate the capabilities of its platform, and the importance of integrated hardware and software that I’ve come to appreciate. Particle’s x-factor was their team’s ability to quickly understand our business and be an active participant in driving our strategy and technical implementation.”

Larry Ovalle

Director of Marketing, Strategic Growth at Jacuzzi

Jacuzzi seeks innovation with the Internet of Things

Before Particle, Jacuzzi had a simple idea to transform their hot tubs and enhance their customer’s experience with IoT technology. While the company was aware of - and interested in - reaping the benefits of an industry-scaled IoT solution, Jacuzzi didn’t have sufficient resources to implement the hardware, software, or connectivity on their own.

Jacuzzi ultimate goal was to **improve the consumer experience** by addressing the most common challenges of hot tub ownership.

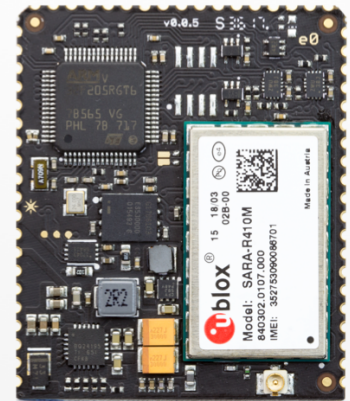
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Particle provides Jacuzzi everything they need . . . and more

Jacuzzi chose Particle's platform because it provides everything they needed to power an IoT product, from device to cloud. With **Particle's E Series**, their solution is built on industrial-grade connectivity hardware that is custom fit for the manufacturing process and is designed to handle the most brutal conditions.

With Particle, they also had **Device Cloud software** that help them manage their entire fleet of smart hot tubs remotely. Particle's operating system, **Device OS**, **OTA firmware updates**, and **API** also help them manage the physical code on their devices wirelessly.

With Particle's engineering service, **Particle Studios**, Jacuzzi also had the engineering fidelity they needed to deploy an IoT product at scale. Particle's team of engineers helped Jacuzzi tackle the most challenging parts of building a IoT product from hardware, firmware development, to manufacturing.











Particle's E Series

With the Particle team driving the development and implementation process, Jacuzzi was able to transform their concept into a product in just 6 Months.



Particle and Jacuzzi build smart hot tubs

Jacuzzi believes the answer to creating the ultimate consumer hot tub experience was building a smartphone controllable hot tub. SmartTub™ allows owners to oversee and manage a wide variety of variables:

-  Calculate energy usage
-  Manage jet streams
-  Monitor hot tub health
-  Contact support services
-  Control temperature settings
-  Access support content
-  Get power outage warnings
-  Get maintenance reminders

Jacuzzi saves millions with IoT-based preventative maintenance

The Particle Studios team realized Jacuzzi distribution partners are key players as they provide maintenance services for consumers. As such, Particle built an interface within their Salesforce environment so distributors could monitor performance data remotely.

This was no issue as the Particle platform was designed to seamlessly integrate with other services. With this new remote monitoring functionality, there have been fewer in-person inspections to service problematic spas. All of this work will result in a more trouble-free consumer experience; and longer lasting products.



With improved IoT product functionality, Jacuzzi can increase its *average sale price* by *6%*, and will save millions *through preventative maintenance*.

Particle and Jacuzzi exceed expectations

For Particle and Jacuzzi, this IoT project proved immensely successful. Jacuzzi shipped thousands of smart hot tubs to market and plan to connect the majority of their hot tubs within the next 5 years.

“At the outset of this process, our goal was to leverage industry changing IoT technology to enhance the consumer experience while developing new revenue streams. Particle has been a partner in the true sense in that their integrated platform, plus their deep technical and go-to-market expertise, was the foundation on which we made our vision a reality.”

Larry Ovalle

Director of Marketing, Strategic Growth at Jacuzzi

If you want to build your IoT product in 6 months like Jacuzzi, visit particle.io/sales