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IOT206

Building the future of connected homes with AWS IoT

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Agenda

- How connected home products evolve
- The future of the home and its builders
- AWS IoT overview
- Customer story – Traeger Grills

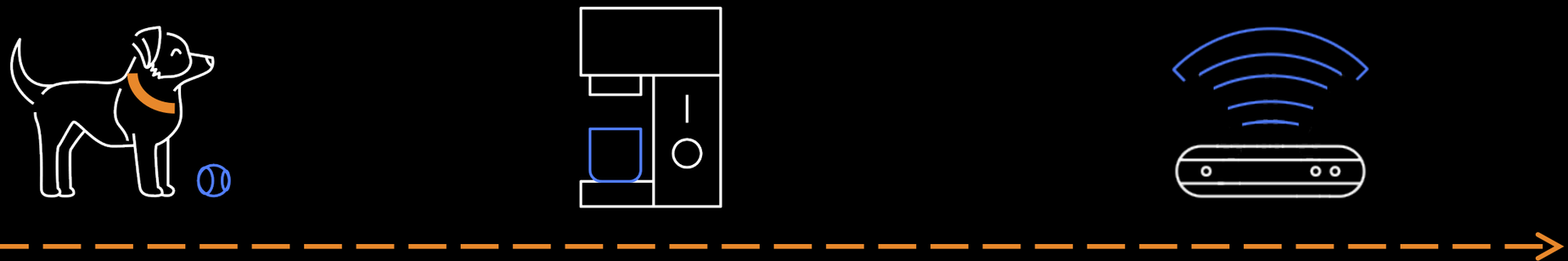


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What you will learn

- How AWS IoT managed services accelerate and scale smart home product innovation
- How customers are growing their business by leveraging AWS IoT, including Traeger Grills

2019 recap: home device phase

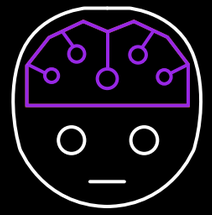


Nonelectronic things

Electronic devices without IoT or connectivity

IoT and connected devices without intelligence or AI

How connected home products evolve



Intelligence is added to create new experiences



Fleets are managed, secured, and updated

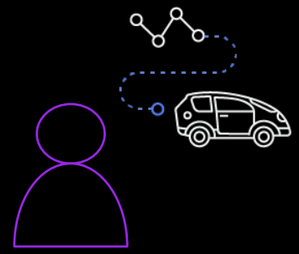


Devices are connected to the cloud

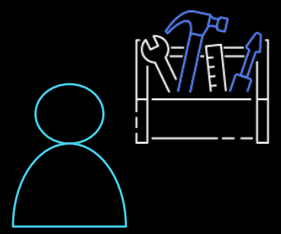
New revenue streams

Scale

Product builders evolve with managed services



Utilizing managed services frees your resources to build new customer experiences



As you adopt cloud and IoT, you may still be spending most of your time maintaining a system



You may start with minimal IoT experience, without familiarity in either embedded development *or* cloud computing

New revenue streams

Scale

How AWS IoT customers are evolving



VIZIO connects, manages and secures millions of TVs with Amazon Alexa and AWS IoT



iRobot surpassed 30M devices sold in 2019 and easily handled a 20x traffic spike with AWS IoT



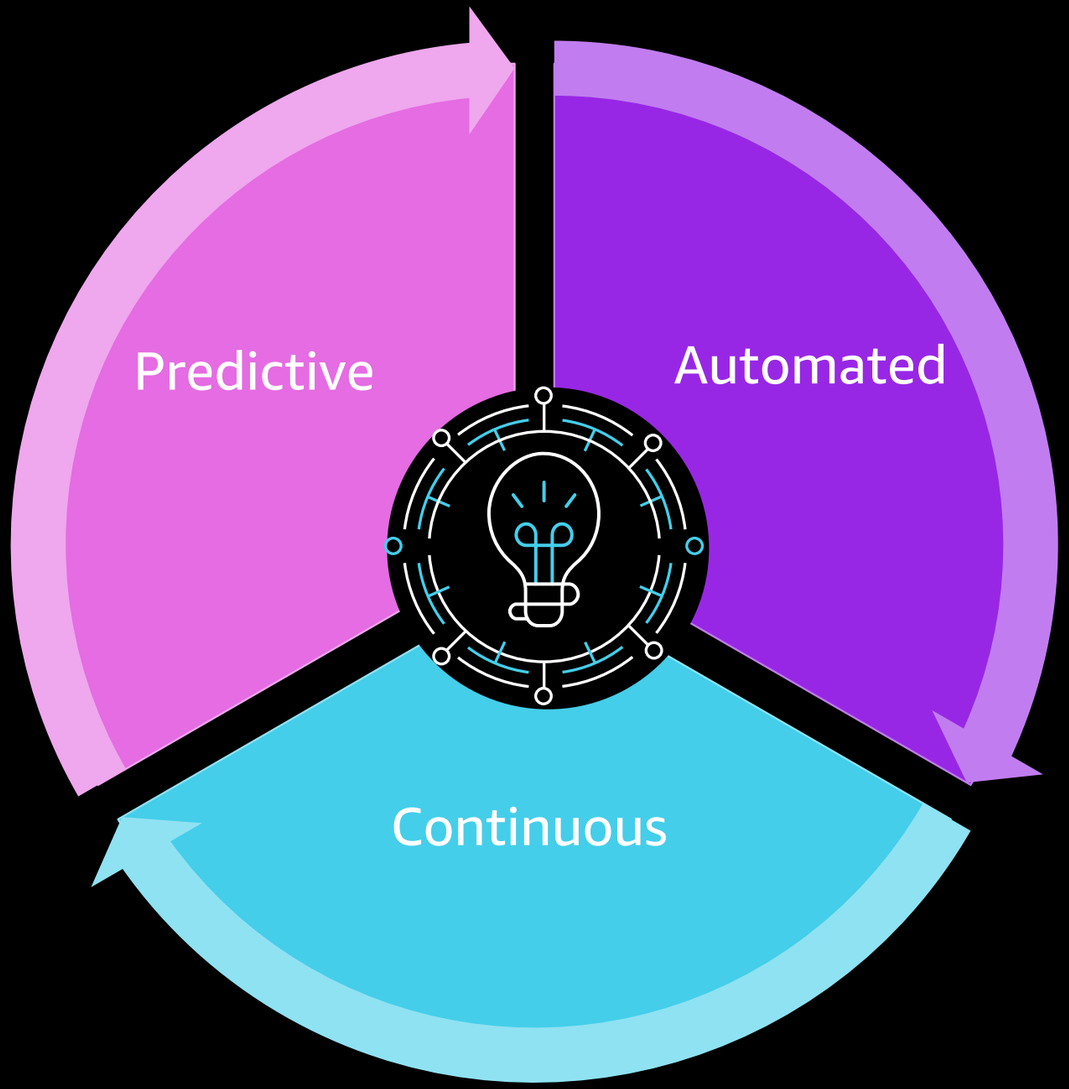
Electronic Caregiver runs facial recognition models on its local devices using AWS IoT Greengrass



iDevices brought an Alexa built-in light switch to market in 4 months using Alexa Voice Services Integration for AWS IoT Core and FreeRTOS


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IoT World
AWARDS
Best Consumer IoT Solution
AWS IoT For Connected Home
informatech

Future of connected home products



AWS IoT architecture



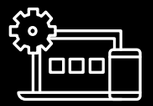
Analytics services

How can I make sense of my IoT data and take appropriate actions?



Connectivity and control services

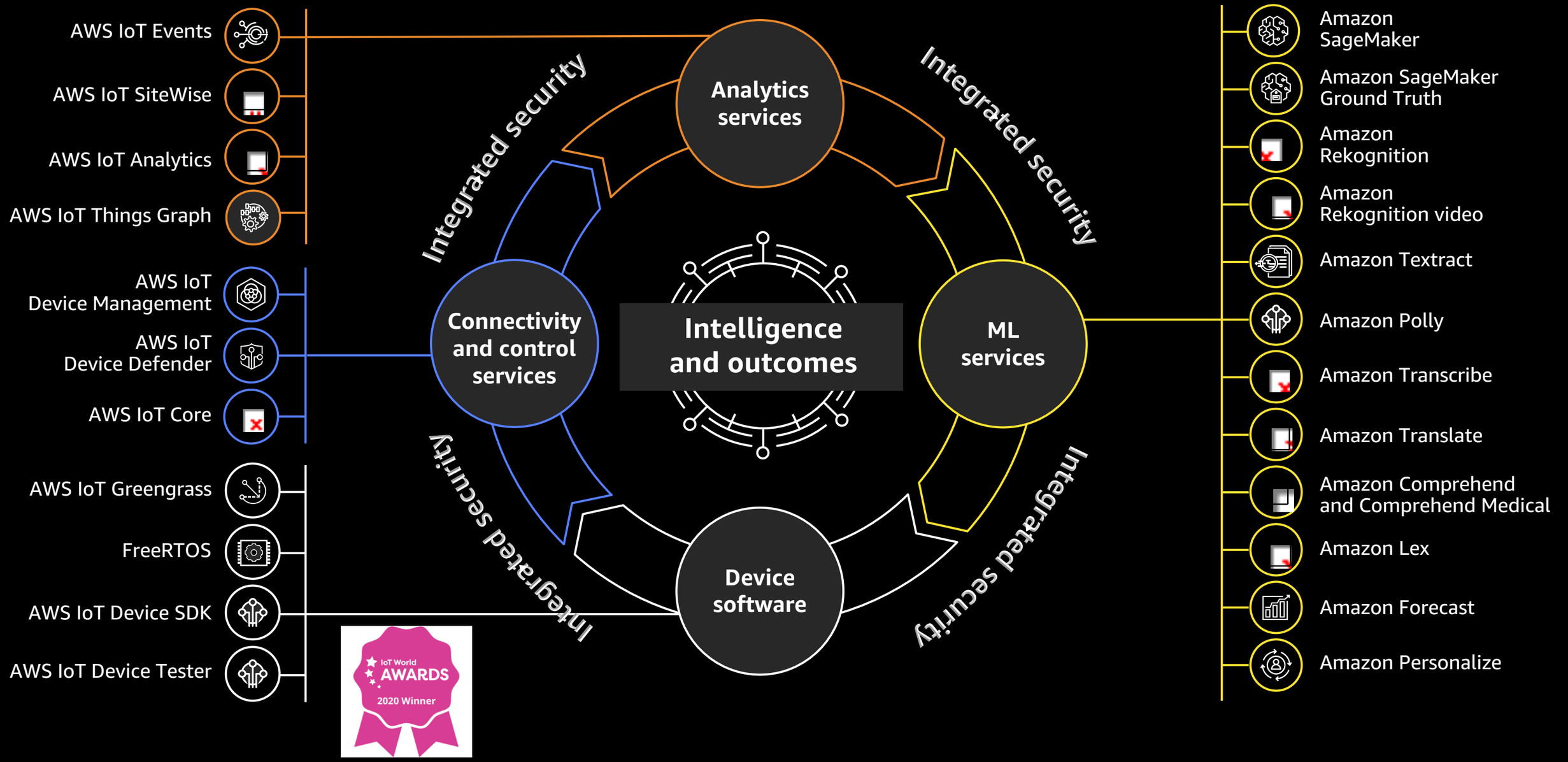
How can I control, manage and secure my devices at scale?



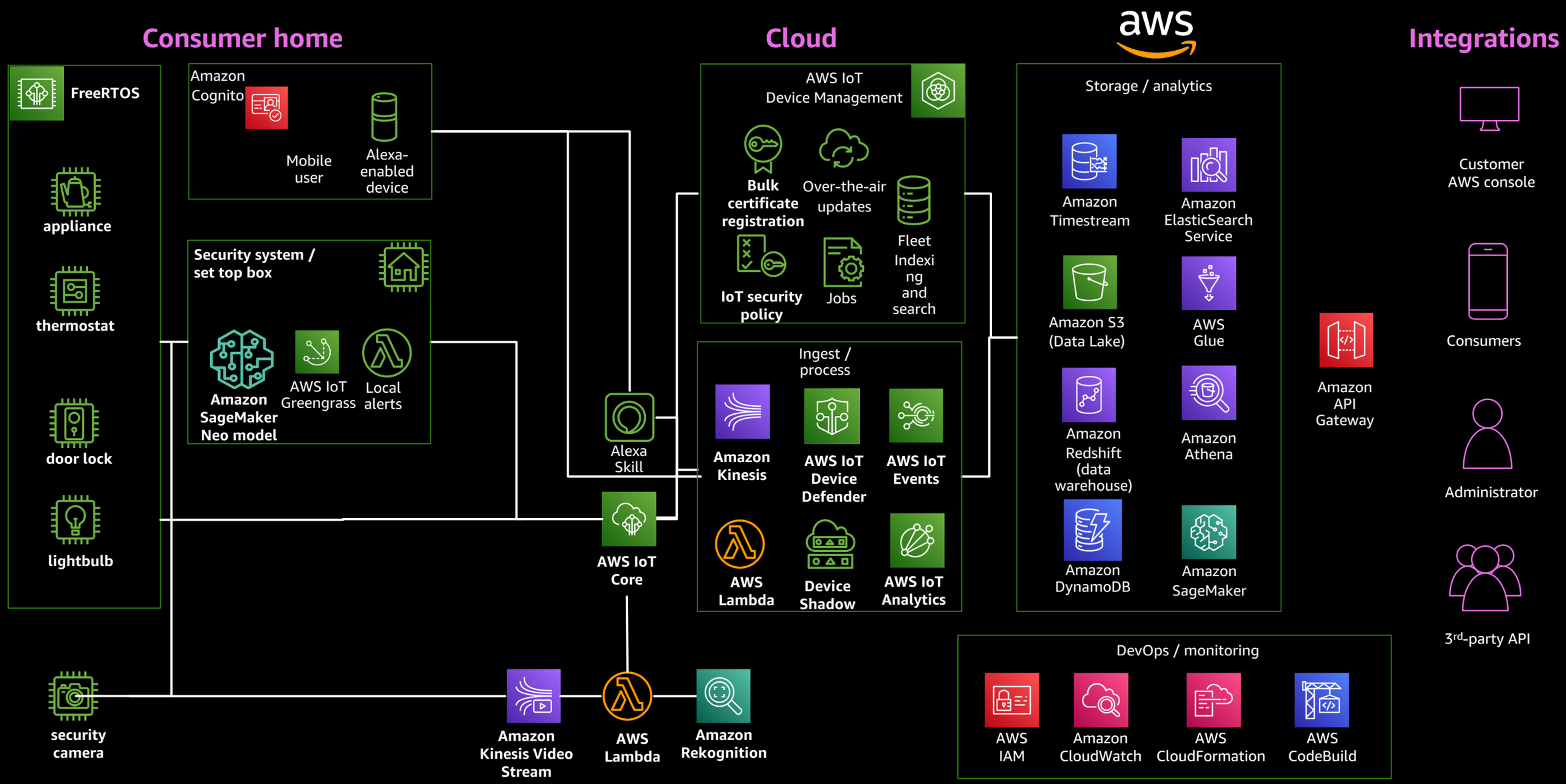
Device software

How can I build devices that operate at the edge?

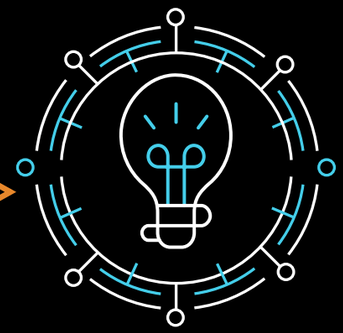
The IoT virtuous cycle



Connected product architecture



How AWS supports your journey



Build devices that operate at the edge

- Serverless computing
- Device qualification
- Onboarding / fleet provisioning
- Basic command and control
- Just-in-time registration
- Device security
- AWS Partner Device Catalog
- IoT offerings

Control, manage and secure devices at scale

- Scaling the solution
- Device management
- Fleet management
- Fleet indexing
- Device updates
- Asset monitoring
- Anomaly detection
- IoT offerings

Create and improve new customer experiences

- Adding voice control
- Machine Learning
- Advanced analytics
- Data transformation
- Data visualization
- Predictive maintenance
- Condition monitoring
- IoT offerings

AWS partners

Customer story: Traeger Grills



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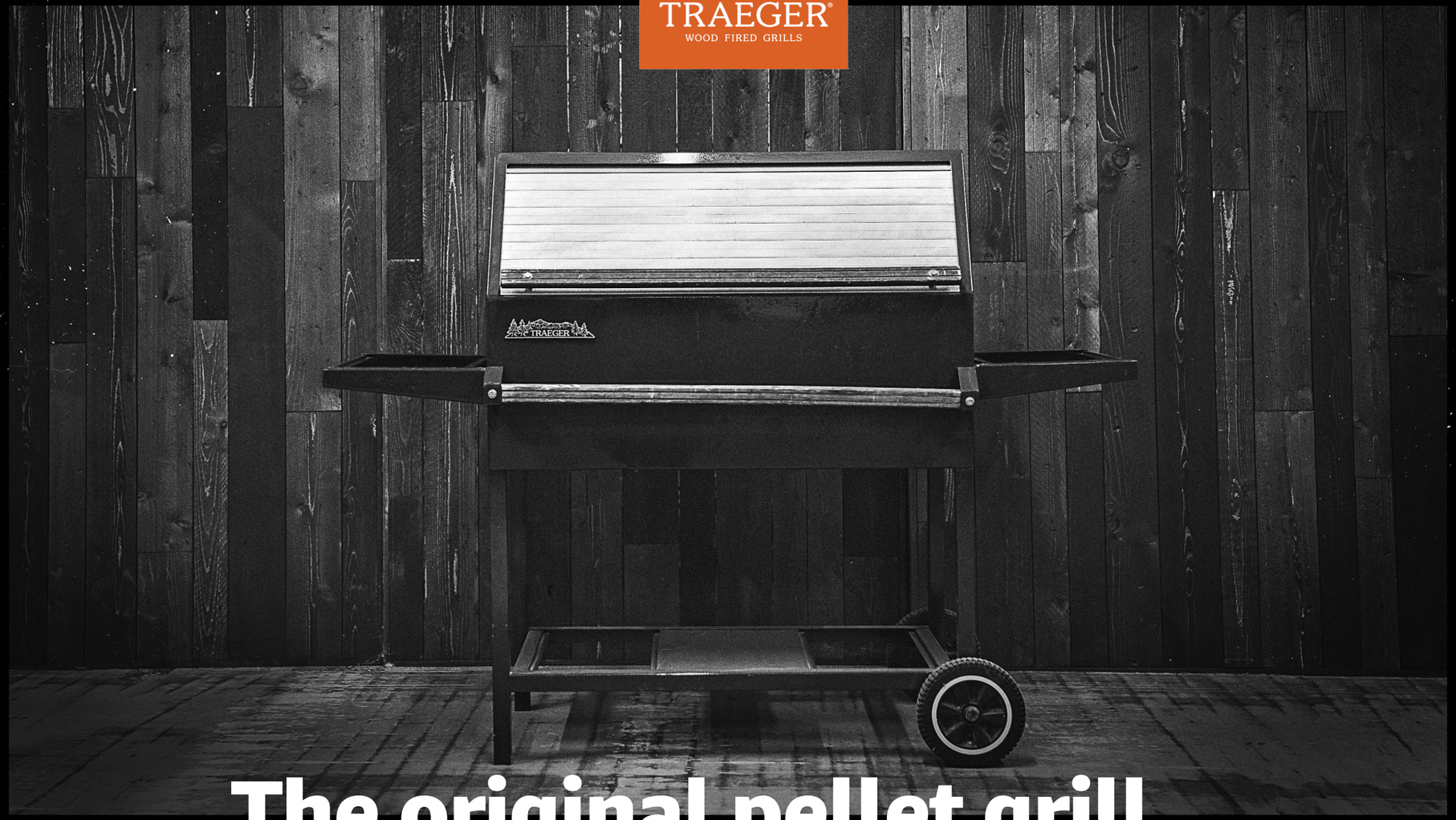


Bart Strong
Traeger Pellet Grills
Director Digital Product Management

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The original pellet grill

2020 - 2021

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The customer’s digital experience

Benefits of a connected grill

- Monitor your cooking from anywhere
- Download recipe cooking instructions to your grill
- Ease of use that allows you to not worry what you are cooking
- Gives everyone confidence and the feeling of cooking like a pro
- Improved customer support
- Personalization based on your cooking behaviors
- Allows Traeger to tune and improve your grill by using the collected data





Bringing WiFIRE to customers at every price point







2017

Introduced first WiFIRE grill

Gen 1 Timberline 850 + 1300

2019

Delivered WiFIRE to more grills at lower price points

D2 Timberline 850 and 1300
Ironwood 885, 650
Pro 780, 575

2020

Expanded models with Costco partnership

D2 Silverton 810, 620
Century 885

2020 - 2021

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Challenges and AWS IoT value prop



Scalable



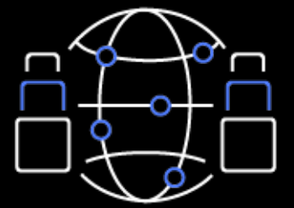
Production migration



Platform



Costs

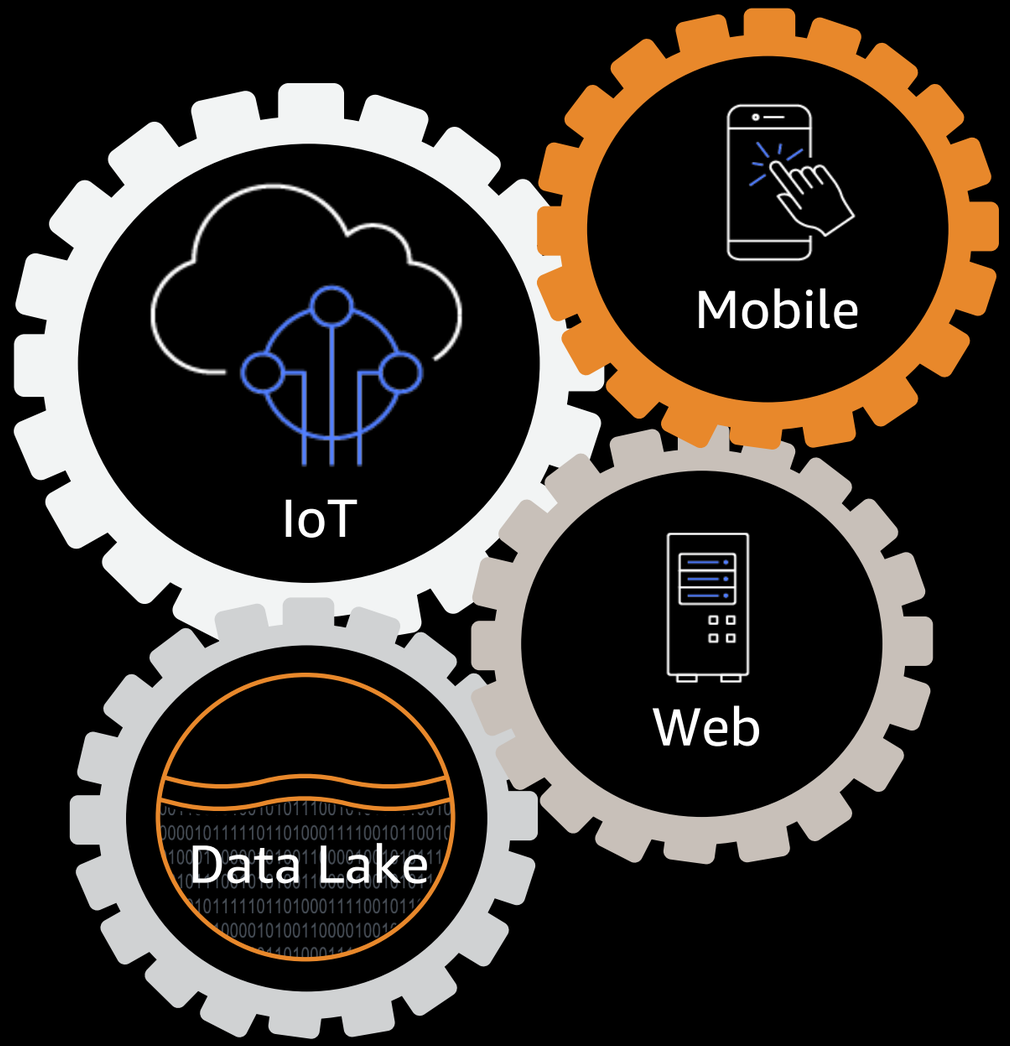


Available / reliable

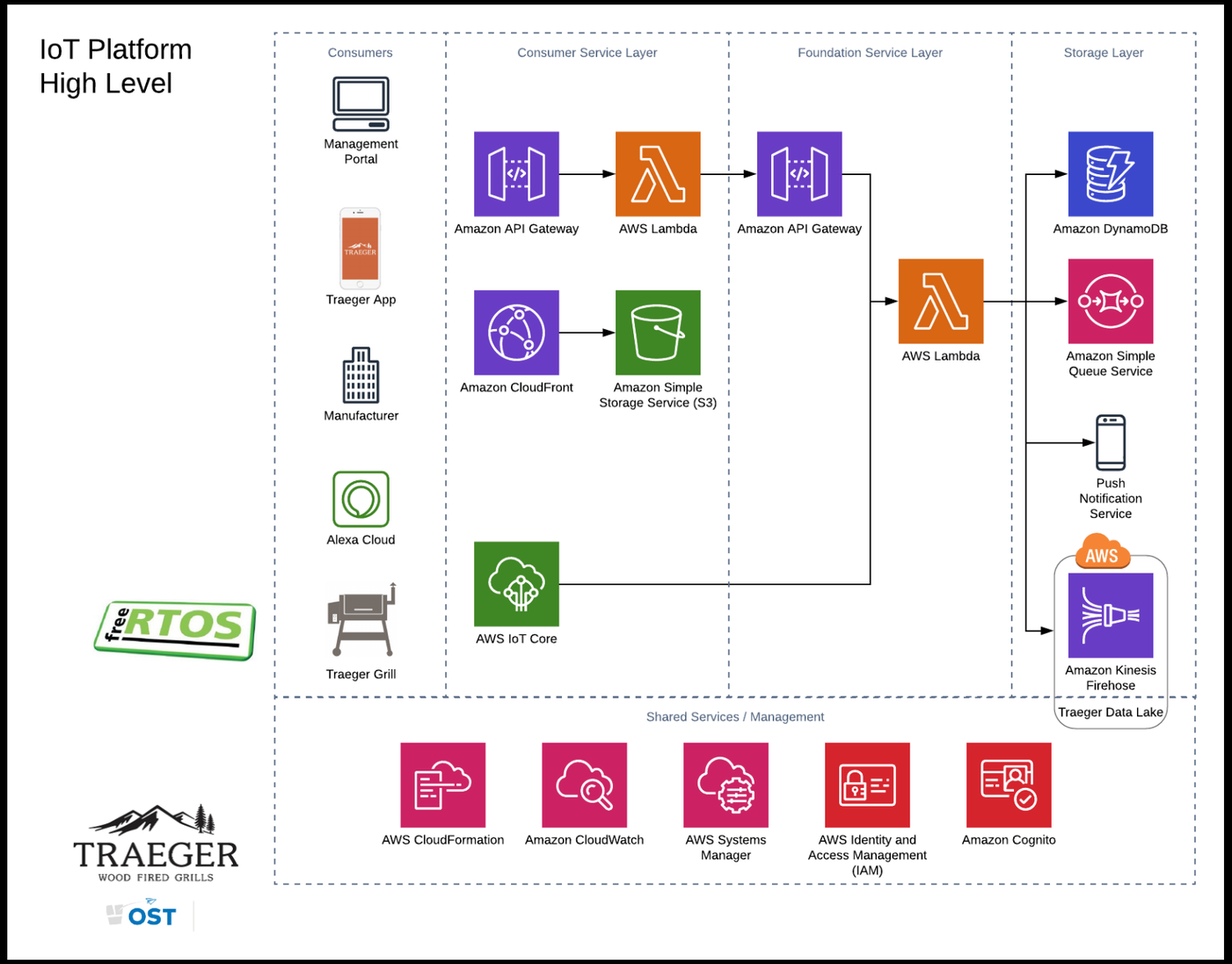
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Our platform



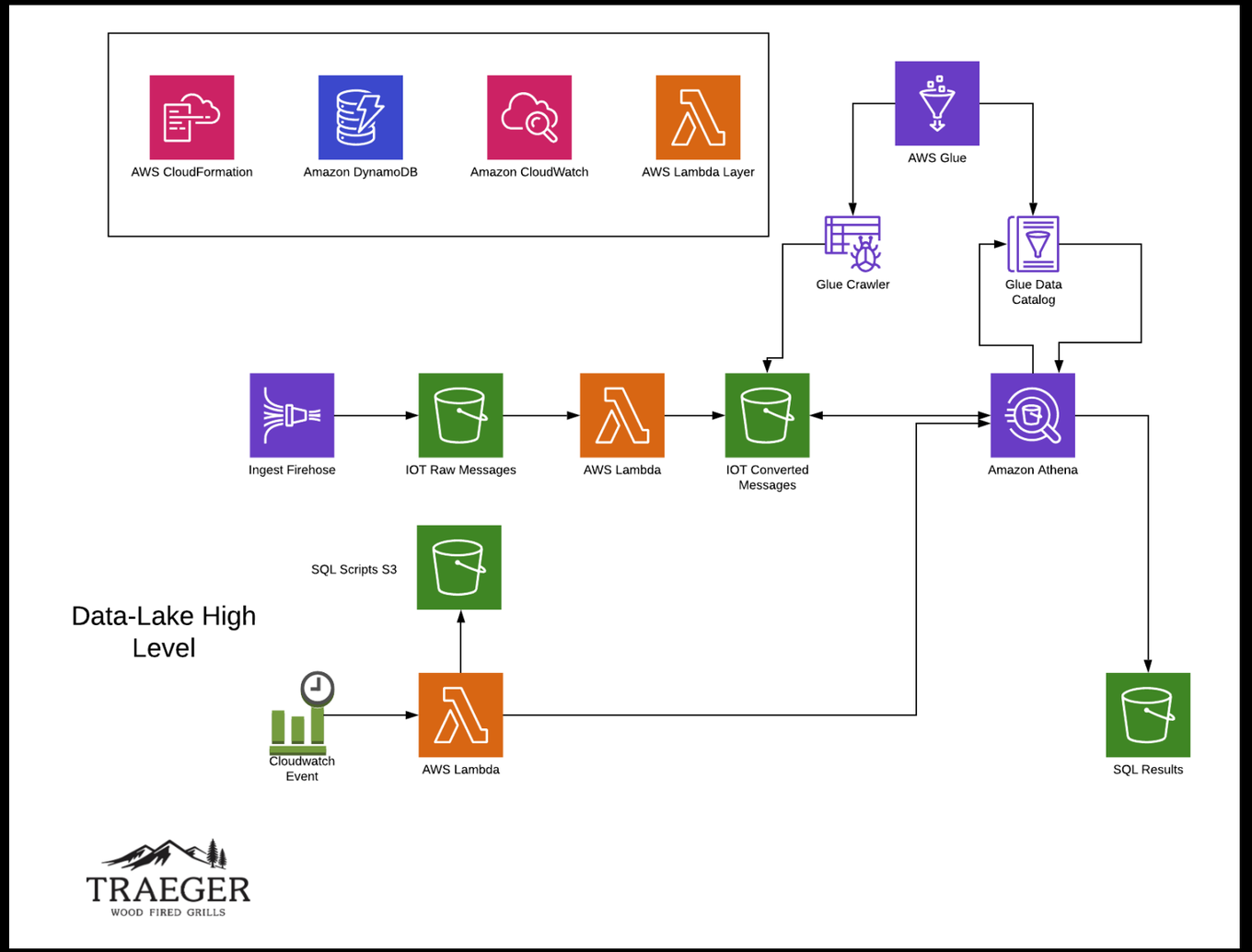
IoT architecture



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Data Lake architecture



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Our growth journey

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	2019	2020	2021	Beyond
Customer experience	Command and control	Seamless experience; scalability	Digital intelligence; AI	Live monitoring, recommendation engine, improved burn rate, predictive recommendations, safety, predictive part replacement
Connected devices	120K	300K	1M	5M
Data	100GB	150TB	2PB	5ZB
Transactions / second	10k	30k	100k	300k
Cost per device	$6.00	$0.50	$0.25	$0.10

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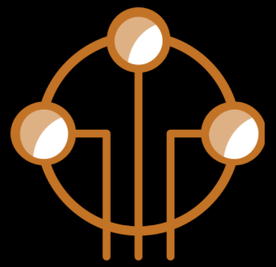
THANK YOU!

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Learn more

Learn more about AWS IoT



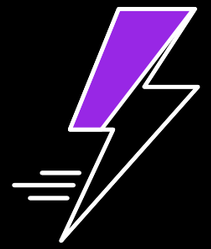
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Read the blog – AWS IoT named "Best Consumer IoT Solution" at IoT World Awards



https://aws.amazon.com/blogs/iot/aws-iot-wins-best-consumer-iot-solution-at-2020-iot-world-awards/

Learn more about Traeger Grills



https://www.youtube.com/watch?v=tEvt5casJHI

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