

## ThoughtFocus Partnership for a Premium Customer Experience

- Global Manufacturer established in 1873
- One of America's Oldest and Largest Privately Held Companies
- 55+ Manufacturing Locations with 30 Diverse Brands

### CHALLENGE

Driving business growth

This company planned to create a unique customer experience by launching intelligent innovative products including a multi-sensory smart home solution. To develop the sophisticated technology, they needed a partner who specialized in embedded engineering, understood the challenges within the home electronics sector, and could help consolidate its strategic product vision and ambitious growth plans through thought leadership. In ThoughtFocus it found a long-term product development partner with the necessary technological expertise, industry insights, and visionary approach for its journey towards becoming a digital leader in the smart home revolution.

### SOLUTION

Revolutionize product development

ThoughtFocus developed an advanced system with touchscreen interface incorporating gesture and voice controls, which can also be controlled via a mobile app. The collaboration ramped up with ThoughtFocus creating the client's IoT platform for smart home products. ThoughtFocus helped redefine the roadmap for the home electronics sector, taking full ownership of the design and delivery of an entire ecosystem of revolutionary products.

### RESULTS

**25%**  
LOWER  
DEVELOPMENT COST

ENHANCED  
USER EXPERIENCE

**6-8 WK**  
PROTOTYPE ROLLOUT

MULTIPLE  
CES AWARDS

ThoughtFocus delivers strategic expertise and value to help boost revenue and gain a competitive edge.

# TIMELINE

2013

ThoughtFocus delivers embedded engineering expertise to develop an Android app for smart home product line.

2016

As a trusted supplier, ThoughtFocus supports client's strategic alignment and the definition of its vision for IoT products.

2018

ThoughtFocus continues to design and develop groundbreaking innovations including new IoT platform for smart home products.

2022

Looking forward, ThoughtFocus helps identify new opportunities, leveraging IoT and smart technologies to drive growth and market share and improve client's end-customer's experience.

# BENEFITS

Journey towards digital leadership



ThoughtFocus has taken **end-to-end ownership** of the development and implementation of digital innovations.



Through its vast sector expertise, ThoughtFocus ensures **full product compliance** with all industry standards.



Thanks to digital, connected, smart home products, client has seen a considerable **increase in global revenue**.



Client relies on ThoughtFocus to deliver **trusted strategic advice** to support its business growth.

ThoughtFocus helps forward-looking companies innovate. We are a technology leader in financial services and manufacturing. Our innovative and cutting-edge technology solutions enable new capabilities to be deployed faster, deliver better user experiences, and reduce operating costs. We do this through executional excellence, guaranteeing innovation, and mitigating the risk of change. ThoughtFocus has a single mission – helping you achieve a better future faster.

We are a US based privately held company funded by Blackstone with over 2300 employees across offices in 5 different countries.



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