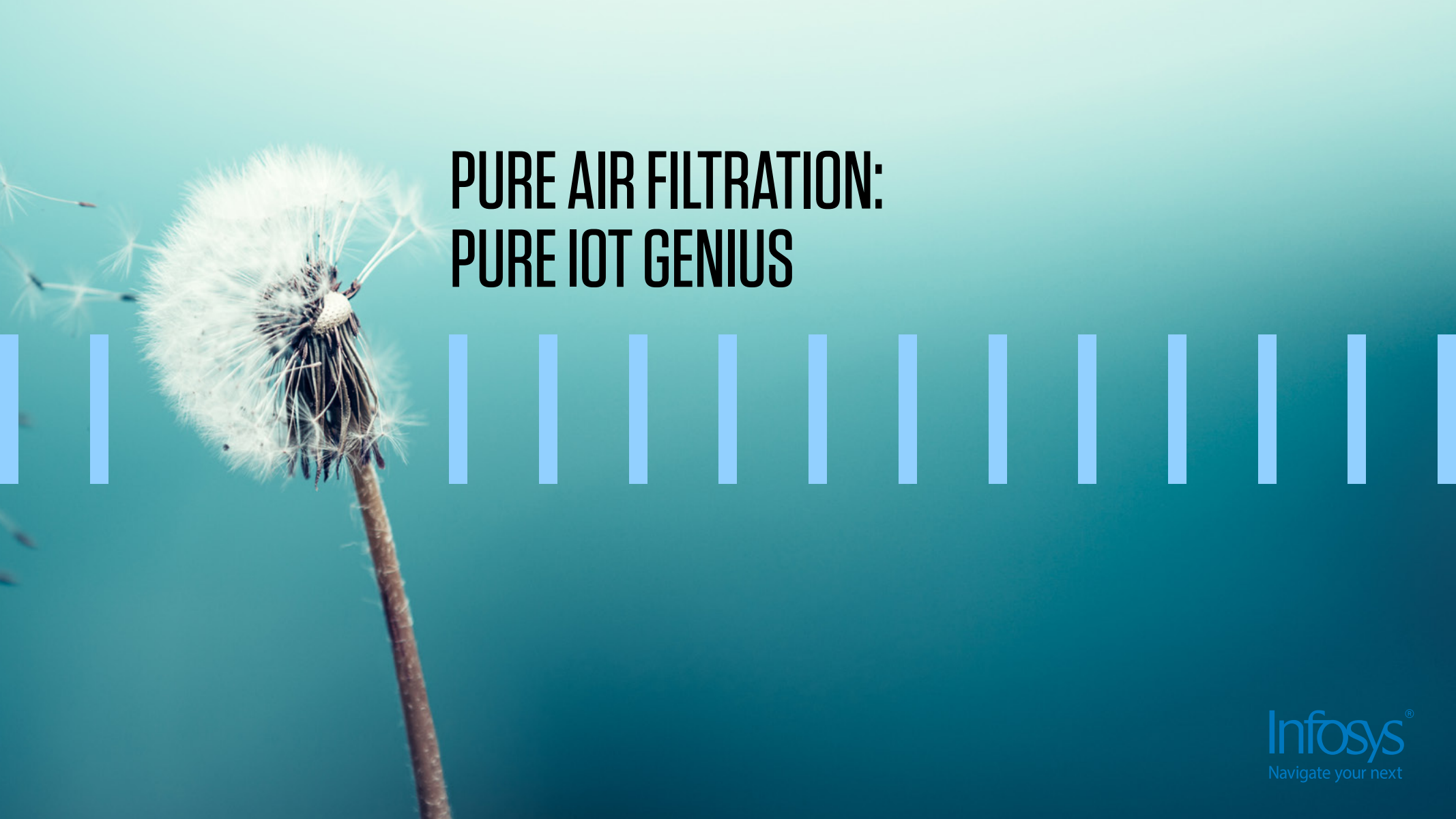
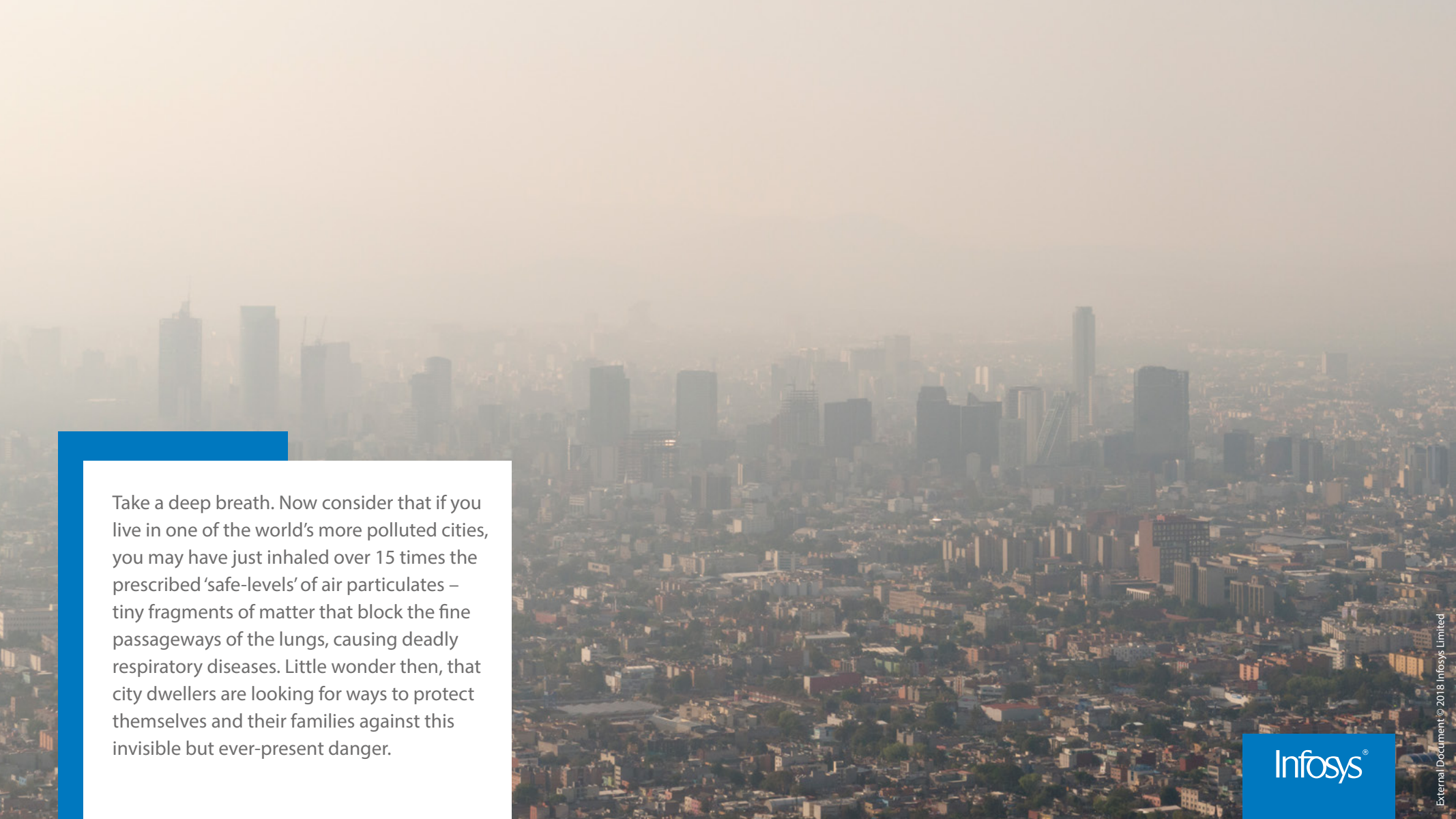

PURE AIR FILTRATION:
PURE IOT GENIUS
Infosys®
Navigate your next



Take a deep breath. Now consider that if you live in one of the world's more polluted cities, you may have just inhaled over 15 times the prescribed 'safe-levels' of air particulates – tiny fragments of matter that block the fine passageways of the lungs, causing deadly respiratory diseases. Little wonder then, that city dwellers are looking for ways to protect themselves and their families against this invisible but ever-present danger.

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PROBLEM

Our client, a global healthcare and consumer goods conglomerate, offers a range of electrostatic air purifiers that trap all sorts of unwanted particles, from dust to mold spores to viruses. On average, the purifier's filter needs to be replaced every three months for optimum performance. But consumers rarely change their filters on time, because they either don't know the ideal time for replacement, or simply don't remember to do it. This not only compromises air quality inside their living spaces, but also the entire equipment's lifespan.

The problem is compounded by the fact that every home environment is different – and the usage of air purifiers is also quite dynamic. This makes it very difficult to tag a filter with a pre-determined expiry date at the time of manufacture. The need clearly, is for a real-time solution that adapts to its context of use.

SOLUTION

This is precisely what Infosys implemented for the client in the shape of the industry's first Bluetooth-enabled, smart home air filter. The filter, which has an inbuilt pressure sensor to measure air flow and usage, triggers an alert to an app on the owner's smartphone when the air flow drops to a lower threshold. The owner can also check air quality and filter status via Alexa. This ensures that users change their filters at the right time. While the smart app suggests retailers from whom consumers can purchase their filters, it can even order them automatically thanks to integration with Amazon Dash Replacement.

The solution leverages technologies such as IoT, data analytics, artificial intelligence and Azure cloud, to provide consumers insights into outdoor and indoor air quality and ways to improve the latter.

50,000
USERS IN THE FIRST YEAR

INCREASED REVENUE
THROUGH REPLACEMENT FILTER SALES

INTEGRATED
WITH AMAZON ALEXA AND DASH REPLACEMENT SERVICE

POWERFUL PRODUCT DIFFERENTIATION
IN A CROWDED MARKET

Launched in March 2018, the smart air filter is well on its way to acquiring over 50,000 users within a year. It has helped the client stand out in a crowded market, enhance brand loyalty and increase revenue through replacement filter sales. Our client is constantly able to ensure the efficient operation of its products. And by extension ensure that their air purifiers are constantly protecting their customers – with every breath they take.

WE DID THIS FOR THEM. WE CAN DO IT FOR YOU.

Find out more about how we can help you leverage IoT opportunities. Reach out to us at askus@infosys.com

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