



## AWS IoT Case Study

Amway Atmosphere Sky.  
Insights from the air you  
breathe.



### About Amway

Amway is one of the world's largest direct selling businesses, selling nutrition, beauty, bath, body, and home products through a network of Amway independent business owners across the world. Until the launch of the Atmosphere Sky Air Treatment system, all of their products were unconnected. In the early stages of R&D for the product, they began asking how they could elevate the business and improve lives using data. Enter OST.

### THE CHALLENGE

The development group at Amway knew that creating a connected product would be outside the comfort zone of most within the organization. The biggest challenge in this project was in bringing a new strategy to the organization.

To be a success, the following items needed to be addressed: security, OTA updates, monitoring, alerting, and automated software delivery and verification, as well as an infrastructure plan that could be flexible used for future products.

### THE SOLUTION

OST worked with Amway and conducted a four-month evaluation of different IoT platforms, ultimately choosing AWS IoT. The platform team began by developing the infrastructure as a POC to support and IoT implementation that could support the challenge. An API gateway and Dynamo tables to house supplemental information about things, users, and pairings was created. Lambdas were also created to perform functions such as a manual registration/unregistration and user pairing/unpairing, and thing retrieval.

IoT Core: Broker, Thing Registry, Rules

Lambda, Cognito, DynamoDB and RDS, Kinesis Streams, SQS/SNS

### THE BENEFITS

#### Consumer Insights

The Atmosphere Sky provides real-time information to end-users regarding their air quality. Reminders to change and reorder filters are included in the program. Customers who change the filter on time also receive an extended warranty on the product.

#### Value for all

Atmosphere Sky gives Amway insight into their customers that they haven't had before, thanks to the direct relationship the product provides, rather than relying on the ABOs as the only point of contact.

#### Platform Re-use

Amway set out with a goal of building Atmosphere Sky code in a way that allowed it to be utilized for future products. This has been a success, as 90% of the code and infrastructure has been re-used for the Bodykey project.

### ABOUT OST AND AWS

OST designs, builds and manages large-scale IoT, mobile and cloud solutions for global product manufacturers. By connecting the previously unconnected, we not only help our customers to be more competitive, we help them grow their business with data-driven insights.

AWS IoT enables you to create a secure cloud platform for connecting the devices that drive your organization, enabling new business models that better serve your customers.

### NEXT STEPS

To learn more about how AWS and OST can help your business, visit <https://www.ostusa.com/expertise/connected-products/>