



**INDUSTRY:** Connected Home

**HEADQUARTERS:** Coopersburg, PA



LogMeIn Professional Services played a big role in accelerating our time-to-market. Their IoT expertise and deep knowledge of the Heroku platform helped us create a reliable connectivity solution, fast.”

—MATT SWATSKY,

Caséta Wireless Product  
Manager, Lutron Electronics



Control lights and shades right from your wrist, on the Lutron App with the Apple Watch.

# Lutron Electronics

## CHALLENGE

Since its founding in 1961, when Lutron pioneered light dimmers for the home, the company has had an unwavering commitment to delighting customers and innovating top-quality products.

This is evident in Lutron’s premium connected home solutions, which it has been selling through professional dealers since 1990. The solutions are a hit with high-end customers who want to remotely control lights and shades and require large-scale, complex installations. Reaching mass-market consumers, however, required a different approach.

“Customers love our connected home products. We knew if we could make them simple, reliable, and affordable for the every day homeowner, we’d have a winner,” said Matt Swatsky, Caséta Wireless product manager at Lutron. The challenge was that Lutron’s premium solutions, built with a proprietary remote access technology, were more time-consuming and costly to develop, deploy and manage.

## SOLUTION

Lutron envisioned a connected home offering that could be set up in minutes and easily controlled through a smartphone app. The company turned to LogMeIn for its connected product expertise and Xively Internet of Things (IoT) Platform.

“We believe the IoT isn’t just about connectivity. It’s about making things work better for customers. LogMeIn shares this vision,” said Swatsky. “LogMeIn’s robust platform, Internet of Things expertise, and ability to deliver quickly on its promise were key selling points. In just four months, we went from concept to field-ready product.”

According to Swatsky, “LogMeIn was instrumental in helping us deliver remote connectivity to our mobile experience for the general consumer.”

LogMeIn Professional Services leveraged LogMeIn’s Xively IoT Platform to power the remote connectivity of Caséta Wireless. The Xively platform is built on LogMeIn’s proven, highly-scalable, Gravity cloud infrastructure, which supports millions of secure connections between people, devices and data across the globe. Lutron Smart Bridge, a hub that connects and controls Lutron Caséta Wireless dimmers and Lutron Serena® and select Sivoia® QS remote-controlled shades, connects the customer’s home to a smartphone, tablet, or Apple Watch. LogMeIn consultants used Heroku to develop remote connectivity in the Lutron mobile app, enabling consumers to control Lutron devices via the Smart Bridge from any iOS- or Android-based phone or tablet, from anywhere in the world.

## BENEFITS:

- Accelerated time-to-market by 50 percent
- Broadened market reach, making the connected home accessible to general consumers
- Provides superior, real-time
- Enables extended connected home system with third-party devices
- Insights from usage analysis can enhance product roadmap



## RESULTS

### • Brings Lutron home automation to the mass market.

With its affordable price tag and easy deployment, Lutron Smart Bridge and app meet the consumer sweet spot. “LogMeIn made it possible to develop faster and at lower-cost, so we could pass those savings to consumers and quickly go to market with a compelling offering,” Swatsky said. “The Smart Bridge is super simple to deploy. Customers can get it up and running in less than 30 minutes.”



### • Delivers superior, real-time experience for consumers.

The Lutron Smart Bridge provides a remote connected experience that is just as fast as turning on a light or opening a shade, due in part to the fast roundtrip times enabled by the Xively IoT Platform. “Xively’s roundtrip times, which are a fraction of those stated by other IoT platform vendors, help us deliver real-time control and a great customer experience,” said Swatsky.



### • Enables remote connectivity of entire Caséta Wireless family.

The Lutron Smart Bridge is compatible with Caséta Wireless in-wall and lamp dimmers, Lutron Serena, Triathlon® and select Sivoia® QS shading solutions, and Pico® remote controls. It will also be compatible with third-party devices, such as the GE telligent™ LED bulb, enabling an even richer connected home system.



### • Usage analysis can enhance product roadmap.

Lutron has the ability to collect anonymous usage data for its Smart Bridge hub, app and connected devices. By analyzing overall patterns, the company can gain insights that inform product development and enable it to continue to take care of its customers and innovate with highquality

