MODULARIS

Less friction, more sales.

How revamped installation and multilingual localization started generating more revenue for this manufacturer in just 90 days.

10 MIN Armed with a fully-supported solution that fused their hardware and software needs, PuriFi Labs was able to get their customers up and running in less than 10 minutes.

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> By using PlatformPlus™, we were able to deliver a web app, 2 native mobile apps, a full backend, and globalization in 90 days for less time and money than we'd been quoted by anyone else. That allowed us to support our resellers faster and better which led to increased revenue for us."
>
> **Jerry Maguire**
> President, PuriFi Labs   **PuriFi Labs™**

THE CHALLENGES

In this post-pandemic world, PuriFi Labs provides a critical product: a patented air purification system that can kill the virus that causes COVID-19.

But while PuriFi Labs' product is on the cutting-edge of their industry, their internal software and processes were outdated and antiquated.

"Our onboarding was a mess," said Jerry Maguire, President of PuriFi Labs. "We had all these manual processes that were overly complicated and cumbersome. Dealers wanted no part of it."

Dealers were frustrated because installation of the 3-part air purification system was unnecessarily complicated and too difficult to configure using their legacy software solution.

Additionally, they were pre-configuring their systems prior to shipping and after purchase.

Even though demand for air purification was incredibly high, dealers avoided promoting products by PuriFi Labs because the installation process was so difficult and there were just too many manual processes to execute.

"We also lacked a mobile app – which immediately removed us from consideration among a growing segment of our customer base," Maguire said. "It was very clear that we needed to modernize both our software and processes. And fast."

In addition, PuriFi Labs wanted to market their product worldwide, with localized, multilingual apps and admin portals to support global dealers, distributors, and end-users – but their existing technology just wasn't capable of supporting that growth.

THE SOLUTIONS

Modularis started the process with a product design review, resulting in a clean and pragmatic design for a new IoT platform for PurFi Labs. This platform effectively leveraged existing assets and resources to deliver the frictionless installation and configuration experiences that dealers expect.

Delivery Components

Native Mobile App for Android & iOS

Full Backend

Web Application

PaaS Solution

Localization

Modularis created a fully-supported, pre-built IoT platform with a seamlessly integrated software solution, including mobile apps that enable installers to self-register, install, and configure the hardware with ease. The mobile app also allows end-users to monitor and modify their air purification system's settings with just the tap of their thumbs.

This fusion of hardware and software opened up new streams of revenue and quickly allowed PuriFi Labs to create new organizational value.

Next, we used our unique PaaS, PlatformPlus™, to quickly deploy a scalable multi-tenant back-end in AWS that supports real-time data interchange between devices, dealers, installers, and end-users.

Finally, we generated white-label, multilingual versions of the successful mobile and web apps that global distribution partners now use to move product quickly and efficiently. "Now, we can onboard new dealers across the globe and deliver branded, localized experiences in the language of their choice for seamless deployment of our products anywhere in the world," Maguire said.

Once an arduous and complicated process that dealers and installers avoided at all costs, it now takes less than 10 minutes to configure PuriFi Labs products and bring them online, in multiple languages, under different brands, all across the world.

THE RESULTS

The frictionless implementation process improved sales almost overnight.

A faster installation process allowed PuriFi to scale much more rapidly

Less time spent preparing an end-user's system in the warehouse dramatically lowered the cost of delivery.

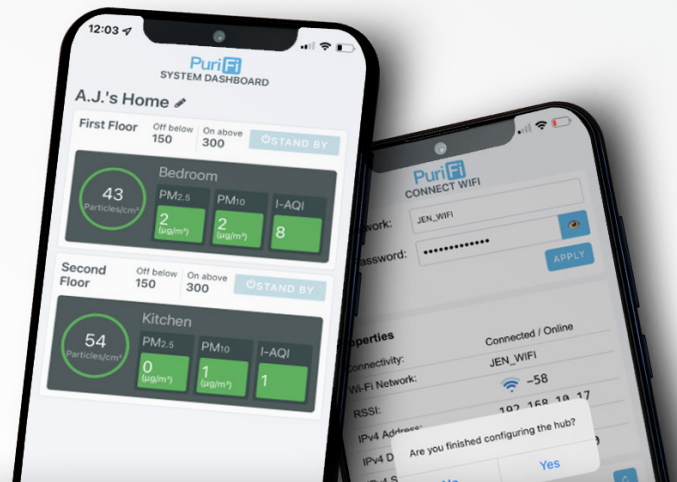## Launch your software product and reach new markets in 90 days!

Get it done with the world's fastest PaaS: PlatformPlus™

(888) 872-9701 | contact@modularis.com

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Modularis's technical leadership not only helped us manage and drive real results, but it also aligned perfectly with our business goals. Every aspect of our partnership with Modularis was a steady cadence of value delivery that focused on outcomes, not output."

Jerry Maguire
President, PuriFi Labs