

# ESP RainMaker Customer Case Study - **Halonix**

powered by **aws**



**ESP RAINMAKER**<sup>®</sup>



Future is this **HALONIX**

**Halonix** is one of the fastest-growing electrical companies in India focusing on electrical products in lighting, fans and stepping into health and security domains with UV sanitizers and security cameras. With its focus on innovation, Halonix has been at the forefront to adopt emerging technologies and hence the use of connectivity in their devices is a natural progression for them to add value for their customers and business.

Halonix wanted to build their own IoT cloud platform so that they not only maintain privacy but also have full control over the features to meet the business requirements. Scalability, security, reliability, time to market, upfront investment and operational costs were few of the key considerations for the platform. Halonix also wanted the platform to be future-ready for the data privacy laws that may become applicable.

**ESP RainMaker** proved to be a great solution for Halonix to create their own “Halonix One” Smart IoT platform for their devices. With ESP RainMaker, Halonix had a very good base platform for their development. **The device SDK, customizable cloud backend, open-source voice assistant skills and phone apps helped Halonix to quickly build all the pieces of their IoT story without requiring reinventing the wheel while continuing to maintain their unique value proposition.** With the cloud backend deployed in their own AWS account, Halonix continues to maintain the required control over the data and keep usage cost well within the budget. With this platform, Halonix also gets OTA, device management and business insights benefits with the web-based dashboard. This furthers the product and user experience improvements.

Halonix has successfully launched Prism Bulbs, Batters and Downlighters on the Halonix One platform in record time. Halonix One phone apps that are based on ESP RainMaker phone app SDK provides an easy and seamless user experience to users. Halonix Smart IoT products work with Amazon Alexa and Google Assistant through their voice assistant skills. **Importantly, with this platform based on ESP RainMaker, Halonix is in a position to launch new connected products and additional features with ease.**

*Espressif's ESP RainMaker has proven to be an excellent technology enabler for us to build our versatile Halonix One Smart IoT platform. ESP RainMaker provided a solid base that enabled us to deliver, meeting our goals with significantly reduced engineering efforts and time to market. We truly believe that this has provided Halonix a platform to continue our innovation and stay ahead technologically.*

**Jinendra Jain**  
Head of IoT Platform at Halonix



If you are interested in understanding more about ESP RainMaker and Espressif products, please contact us at [espressif.com/sales](https://espressif.com/sales).