

# Afero Powers the Home Depot Hubspace Smart Home Program

## The Ask

The Home Depot recognized the future is a fully connected home enabling advanced controls, scheduling and remote management

Finding a secure, simple, and economical way to connect things to the Internet is tough. That's what the patented Afero technology does like no other.

Whether large or tiny, fixed or mobile, the Afero Platform makes it possible to connect things to the internet securely, at speed, and at scale.

That is why The Home Depot chose Afero to create its connected home ecosystem – Hubspace.



## Home Depot Brand Program

Hundreds of products and millions of connected devices

## Channel Enabler

Premium placement in thousands of retail locations and online

## Industry Influencer

Driving thousands of 3rd Parties to adopt Afero standards



Afero delivers incredible user experiences to complex technology-based products by putting the user and security first. The platform also ensures that every smart home product accessed is controlled and managed securely.

Hubspace is designed to provide the widest range of smart products all tied together by one common experience via the Hubspace app or voice assistants.

The Afero Platform delivers a highly intuitive user experience and third-party certified secure environment for Hubspace customers!



## The Results

The Afero Platform drives the entire connected home program for The Home Depot proprietary brands. No other technology company has this partnership structure with The Home Depot.

Afero collaborates continuously with The Home Depot to ensure every product sold under the Hubspace banner is easy to use, works as intended every time, and always protects user privacy.

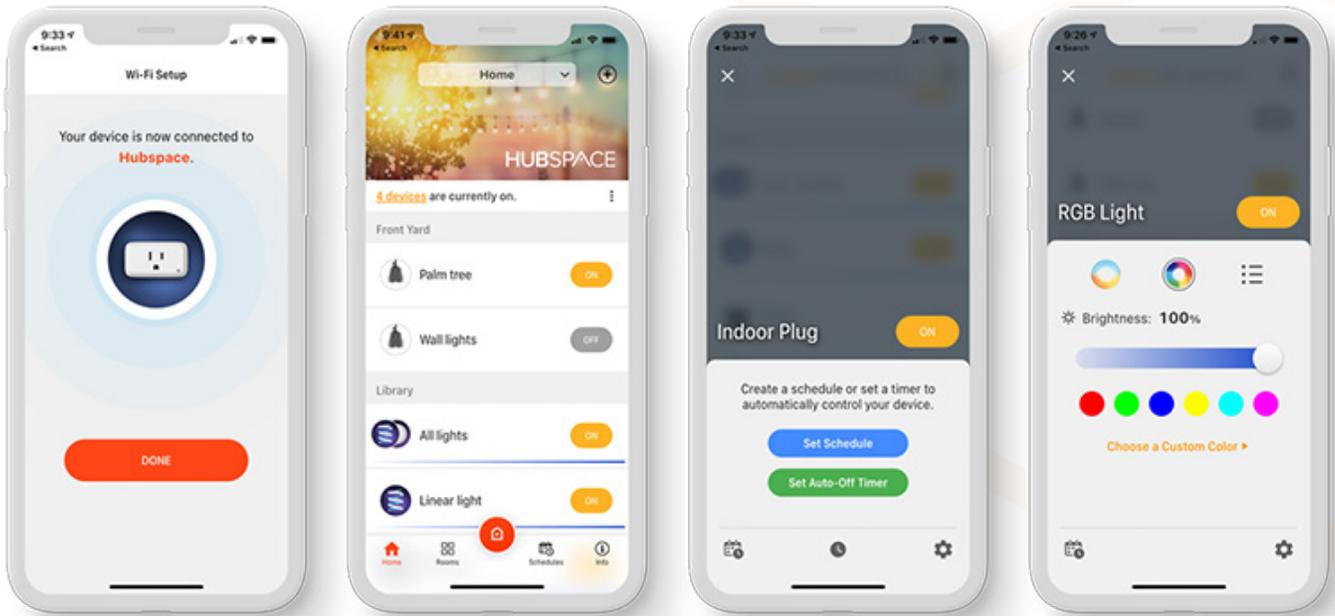
There is no greater partner than The Home Depot to drive the future of a fully connected smart home.

The results are in - customers love Hubspace products and living in a fully connected home!

**38 SKUs**  
Developed and in-market within 18 months

**100s**  
of new Hubspace-enabled products

**4.7**  
rating in App store



★★★★★ *“Easier to use than other smart home apps”*

★★★★★ *“This app is incredible!”*

★★★★★ *“Organized and Easy to Use”*

★★★★★ *“Happy with it. Works great!”*



## Why Afero

Manufacturers choose Afero because they can reduce the time to bring products to market by as much as 80%. Engineers love the robustness of the Afero service and how they can re-use 90% of their work from project to project. And customers love how easy it is to get their device connected and how reliable and responsive their device operates.

### 3rd-party, lab-certified security at every level.

State of the art, IoT specific, security that extends through your supply chain, backed by hardware root of trust and VPN-like tunneling without pairing.

### Fast development, fast onboarding, fast response time.

Afero's integrated IoT Solution is perfect for just about any "thing." Whether you're a developer or creating a line of smart products, Afero's got your back.

### Afero's Solution has a clear and proven path to IoT success.

The net result? Fewer product returns. Fewer calls to your support desk. Great sales. Higher customer satisfaction. Better product ratings.



Making all the world's connected devices smart and secure.

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