



CASE STUDY

IoT Solution for
Recreational
Marine:

Connected
Boats, Greater
Results



Exploring Challenges in the Recreational Marine Industry

A leading manufacturer of wakeboarding boats faced significant **challenges in maintaining optimal performance and minimizing downtime**. The increasing sophistication of onboard electronics and engines led to serviceability delays, impacting customer support and satisfaction. To overcome these obstacles and maintain a competitive edge, the company partnered with Elevāt on a digital transformation journey, leveraging IoT to optimize their operations.

Key Transformation Objectives

Elevāt partnered with the manufacturer to achieve a comprehensive set of objectives aimed at transforming their business operations:



Monitor Dealer Floorplan: Track inventory and location of boats at dealer facilities to optimize sales and ensure timely delivery to customers.



Real-Time Service Requests: Enable boat owners to request service directly from local dealers while on the water, enhancing convenience and reducing response times.



Feedback on Engine Fault Codes: Provide real-time diagnostics and alerts to dealers to preemptively address engine issues and reduce downtime for boat owners.



Software Updates: Facilitate over-the-air updates for critical control electronics to ensure boats are equipped with the latest features and performance enhancements.



Elevāt IoT Implementation

Elevāt collaborated with the wakeboarding manufacturer to develop and implement a IoT solution that addressed their business challenges. The partnership focused on key steps to ensure the solution was effective and aligned with the company's operational goals:

Needs Assessment and Planning:

- Conducted an in-depth analysis of the manufacturer's operations.
- Identified critical pain points such as managing sophisticated onboard electronics, slow service response times, and the need for real-time updates.

Customized IoT Solution Design:

- Designed an IoT solution that integrates advanced telemetry sensors on critical boat components to capture real-time data.
- Implemented a Telematics Gateway Module (TGU) to communicate with onboard subsystems, including the engine control module (ECM) and other critical electronics.

IoT Deployment:

- Deployed a secure cloud platform to aggregate, store, and analyze data from the boats.
- Enabled centralized monitoring and remote diagnostic capabilities for real-time communication between boats, dealers, and the manufacturer.

Mobile Application Development:

- Developed a mobile app for boat owners to monitor their vessel's status, request service, and receive alerts on engine fault codes while on the water.
- Integrated features for real-time service requests to local dealers and over-the-air (OTA) updates for critical control electronics.

Remote Troubleshooting Tools:

- Equipped service teams and dealers with remote access tools to diagnose issues and perform over-the-air (OTA) software updates.

Elevāt IoT Implementation

The implementation of Elevāt's IoT solutions brought a substantial increase in inventory accuracy, reduced engine downtime, faster service response times, and a notable boost in OTA software updates. **Elevāt IoT enabled the manufacturer to overcome their operational challenges, resulting in enhanced performance monitoring, improved customer satisfaction, and deeper brand engagement.**

Discover how Elevāt's IoT solutions can transform your business. Contact us today to learn more about our IoT solutions and how we can help you achieve your operational goals.



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Elevāt Mobile Application - Obsidian Boats

