

Action Point gives AGA's cutting edge status a boost with new iPhone App that controls oven remotely.

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KEYWORDS: PRODUCT DEVELOPMENT, AUTOMATION, IPHONE, ANDROID, MOBILE, WEB, CLOUD, SMS.



'Action Point were instrumental in working with us from concept through to delivery and support and I would highly recommend their work in the App and online space.'

Dave Carpenter, Technical Director,
AGA

Introduction

AGA, the world's most famous cooker, was invented in 1922 by Nobel Prize winning Swedish physicist, Gustaf Dalén. Today, AGA cookers are manufactured in Coalbrookdale in the UK, where the traditional manufacturing process is still followed. AGA continually involve themselves in R&D programmes, which devise new ways to use their range of ovens that are not only environmentally friendly and efficient, but also wholeheartedly embrace new technologies that will make life easier for its users.

The Challenge

In early 2012 AGA were getting ready to launch a next generation cooker to the market – the AGA iTotal Control. They realised that today consumers are driven by technology, and that in order for their ovens to have a broader appeal and grow market share, it was necessary to develop an application that would allow AGA owners to control their cookers remotely, no matter where they were.

This was a new product to market, which no other company had attempted before, and therefore was a greater challenge for the team. AGA engineers were able to construct the physical hardware to make the oven work, but needed software to be built that could interact with it. AGA contacted the software development team at Action Point, and we were able to work with their existing hardware to develop an innovative software solution to bring the oven to the market with the unique ability to control the oven remotely over the Internet.

Our Solution

Action Point developed a three-part software solution that would interact with the AGA hardware. It consists of a central web application, an iPhone/iPad app and an Android app. This innovative use of a broad range of technologies allows AGA owners to control their oven via a smartphone application, PC, Laptop, iPad or tablet. AGA users who don't have any of these devices can still take advantage of these unique benefits by simply sending a text message to their AGA. You just tell the cooker via the app or SMS text message which oven you want activated and it will respond by letting you know it has been switched on or off.

Results

AGA iTotal Control cooker owners now have the convenience of being able to operate their ovens on the go. All three of the iTotal Control's ovens are remotely operated using the app, so the owner can make sure the cooker is warm and that food is cooked at exactly the time it's needed – wherever they are in the world. Essentially, for the first time, they can sync their AGA at the touch of a button.

This new app is also a first for the appliance industry and addresses the generation gap – creating a consumer touchpoint with the 'iPhone generation' and reaching new audiences that may not have heard or been inclined to buy AGA ovens before. Action Point were successfully able to deliver this app on time and on budget, and enabled AGA to pioneer a technological solution previously unseen in the appliance industry.