CASE STUDY

Internet of Things Cycling Classes

"Apteligent gives us the equivalent of a real-time, remote black box that lets us monitor and rapidly troubleshoot issues on our connected bikes in our customer's home."

YONY FENG, CTO

Peloton Cycles is transforming fitness through cutting-edge Internet-ofThings (IoT) experiences. The founders of Peloton realized that current indoor fitness equipment often gathers dust as traditional home workouts are boring. Individuals typically sit in a basement watching a wall or a marker moving around a track. To solve the boredom associated with indoor fitness equipment problem, Peloton introduced an internet connected bike complete with sensors and an integrated 22" tablet computer. The bike offers streaming content directly from boutique spin studios. As such, riders can take classes live or on-demand in the convenience of their own home.

The Challenge

Delivering a stellar, high-energy group fitness product required Peloton to completely re-invent fitness equipment. The Internet-of-Things inspired experience consists of the following:

• A Peloton Bike: Cutting edge carbon steel bike with a near-silent belt drive and magnetic resistance flywheel, combined with sensors for a smooth, motivating, fun ride.

• An Integrated sweat-resistant console: 22-inch HD internet connected Android based console that can link to heart rate monitors and wireless speakers. The console tracks calories burned (kcal), cadence (RPMs), power output (Watts).

• Peloton experience: Live-streaming and on demand classes with pumping music from some of the best indoor cycling instructors broadcast direct to your Peloton bike. Riders can track progress and motivate friends before, after, or during class with a leaderboard. Additionally, instructors monitor live statistics to help motivate you during the class.

PELOTON

WHY APTELIGENT?

To deliver the best end user experience, Peloton implemented the Apteligent mobile application intelligence solution. The team considered alternatives but chose Apteligent for the following reasons:
• Detailed, actionable diagnostics across both error and service monitoring
• Internet-of-Things breadcrumb capability, enabling faster troubleshooting with deep visibility into performance of IoT APIs
• Best of breed mobile solution

To offer the most effective workouts in the world, Peloton must ensure the experience of their IoT bike is fast and flawless. Peloton requires proactive insight into the customer's experience, making sure not to react to support calls with minimal context.

The Solution

Peloton turned to Apteligent's mobile app intelligence solution for proactive monitoring and actionable diagnostic information. The team had considered an alternative offering from Twitter but wanted a complete solution for both error and service monitoring - and wanted to ensure user data privacy. Peloton has integrated Apteligent into the onboard console app, as well as directly into OS-level services to monitor hardware-based sensor issues. In addition, Peloton uses Apteligent's service monitoring to correlate and trend HTTP activity from the Peloton bike to behavior on the server side. In both cases, the team leverages breadcrumbs to retrace the exact steps a Peloton user took that led up to performance issues. This makes it much easier to troubleshoot problems customers are facing.

The Results

With Apteligent, Peloton has been able to ensure the best possible experience for customers. In addition to the Peloton bike, the team has released an iPad app that can be used with any stationary bike. This enables users to stream the same boutique classes while exercising on a hotel's bike while they are traveling. With ongoing innovation around high performing and dynamic cycling experiences, Peloton is reinventing home fitness.