

# Savant Web Site

FILE NAME Savant\_Website\_v2.3

EDITED ON Fri Jul 25 2014

# Overview & Requirements

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The purpose of the website is to show how Savant is the imminent authority in Home Automation & Control software. In a world where many companies and products are promising to make your home smarter, there is only one SAVANT SMART HOME. We are the premium name in control. Don't Settle, Compromise. Our technology has been chosen in the world's largest castles, yachts and by the world's most demanding customers. We're now offer an amazing Savant Smart Home experience to cover almost any budget; whether you want to command a 4-bedroom house, luxury condominium.

**Value Proposition** – Control virtually everything in your home: Safety, Comfort, Lighting, Entertainment, etc. through ONE powerful easy to use application on your favorite tablet or phone (IOS and Android). No more app overload! Just one elegant application, and an incredible piece of software gives YOU the power to get more enjoyment from your home & save money.

## FRAMEWORK

- Scalable Drupal CMS
- Responsive Architecture
- Set of Drupal content modules (5-7)
  - 1-column
  - 2-column
  - 3-column
  - In-page video
  - Background-enabled
  - Rotator Availability
- Web Fonts
- Salesforce Integration
- Salesforce Pardot Tracking
- SEO Optimization
- A/B Testing Capabilities

## FEATURES

- Find an Integrator search
- In Page videos
- Mobile-Oriented Nav
- Ability to pull in Salesforce
- Social / Share Integration
- Email Capture

## KEY PAGES

- Homepage
- Find an Integrator section
- App product page
- Ecosystem pages
- Get Started Pages
- System Offerings page
- Partner Page

# Target Users & Site Architecture

# Target User Profiles



The Home Owner  
**David Salters**

- Age: 35-65, married
- Income: 250k-400k
- Moderately interested in technology. Is an avid fan of music and is interested in a distributed media solution.

## The End Consumer Interested in...

- Learn more about the “Connected Home”. “Smart Home Technology”.
- Buying a new system or retro-fitting an existing one.
- Managing a Savant system they own.

Primary action: Educate and drive them to find an integrator

Secondary action: Explore, discover, understand nuances of smart home tech as it fits with their lifestyle.

## Scenario

Dave recently saw an interesting TV ad from another company talking about how he could control his home’s entertainment, heating, lights, security, and more — right from his smart phone.

Curious, he Googles “home automation” and clicks on one of the top search results.



The Integrator  
**Seth Quinn**

- Age: 35-55
- Founder/Operator, worked for Tweeter for 8 years
- Annual sales of \$1.7M
- Has two full-time employees
- Habitual Technophile, early-adopter

## A Prospect Integrator Interested in...

- Becoming an Integrator
- New Products
- eCommerce
- Support (Integrator Site)
- Community & Training

Primary action: Become an integrator

Secondary actions: Shop in the Savant Store, Go to the Integrator Portal, Finding cost and details on product offerings

## Scenario

Seth’s got two big jobs coming up to outfit.

He’s heard about a new wifi remote and a control interface that’s been released and wants to consider including them in his upcoming projects.

He goes to Savant and proceeds to log in to the Store to start shopping.



The Builder  
**Rob Markovich**

- Age: 35-60
- Family business, Gregg’s father founded the company and his 19-year-old son is a carpenter on the 12-man crew.
- Annual sales of \$11.3M, focus on high-end homes
- Knowledgeable but pragmatic about tech and trends

## A Builder Interested in...

- Similar to a consumer path but with a business focus
- Learning about the Connected Home and what’s involved
- Becoming a certified Integrator

Primary action: Become an Integrator

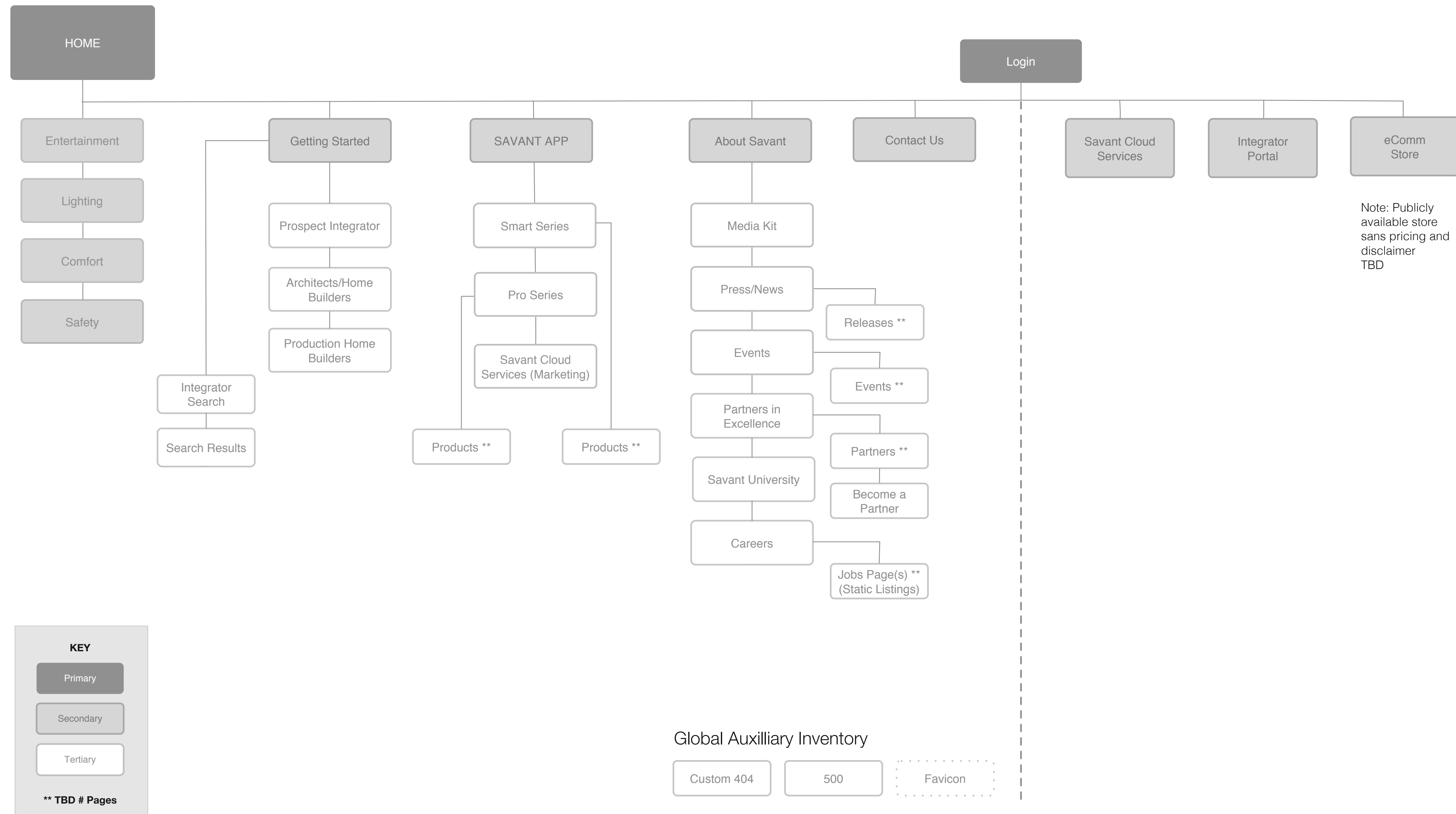
Secondary actions: Understand products and offering; Contacting a Savant Sales Rep. about discounts, packages

## Scenario

Rob’s got a big project where full home automation will be integral to a remodel and buildout. He’s seen demos at trade events but needs to ramp up quickly, find out what’s involved, what the costs are. This might be an outfit he’d like to have ongoing business relationship with.

And he needs to locate an experienced installer he can trust to to get the job done — On time and within budget.

# Site Map



# Home Page

2 Concepts

# Home Page #1

Sticky and persistent nav and header while vertically scrolling the page

High-Level Messaging

Savant Ecosystem - Videos, Rotators

Demonstrate Eco & Use Cases  
\*\* interaction TBD

Partners

Overview on Savants expertise & heritage

Primary CTA to drive funnel

## Content Guidelines

1 2-3 Levels of Primary, Secondary messaging needed here: Short 1-3 word "Elevator Pitch"; One-line explanation, 30-words or less explainer that provides clear, concise, plain language value proposition.

2 Ecosystem offering needs something like "Savant's the Glue" that ties everything together to make your life easier.

The message should focus on convenience; that the time you take to do everyday things like turn the lights on/off, channel surf, select music, fiddle with the climate controls, can be automate making your life easier and more enjoyable, freeing you up to do other things like live life, spend time with family, have fun.

3 The messaging should emphasis that once we're set up we're something that just works, less fiddling, less stuff.

The Internet of Things, our lower tier competitors talk about needing more thingies; We've got to come away with a message that once you're set up everything just works seamlessly without needing more stuff these everyday things just work as a convenience without manual intervention all the time.

CTA Jump to partner's page

Bottom page link to Primary CTA

# Vignette #1

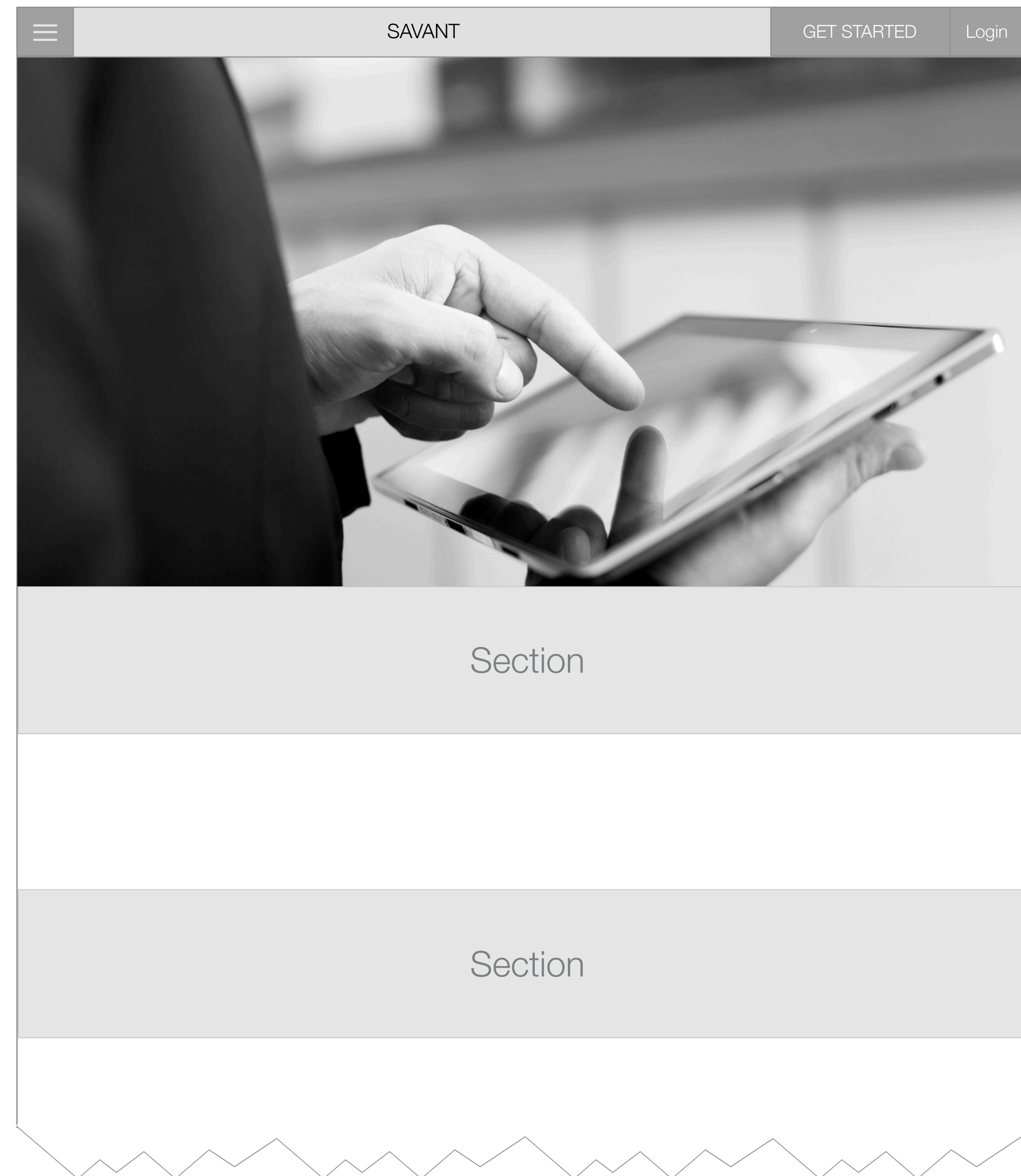
Purpose is to showcase meaningful use cases via First Person video vignettes

## SCENE 1 - Dad heads home from business trip

### The scene...

1. Dad is at the airport, headed home after business.
2. Dad decides to check his Savant home before departure.
3. He takes out his phone or tablet and within a few clicks and swipes...
  - He can see Notifications and statuses assuring his home is safe, and the system is active.
  - Switches to 1st person camera panning internal, external shots — His family and home are safe and secure.

Note: Emphasis should be on ease of remote access, a.k.a. convenience not so much a focus on 3rd party security systems.





# Vignette #2

## SCENE 2 - The kitchen at dinner time.

### The scene...

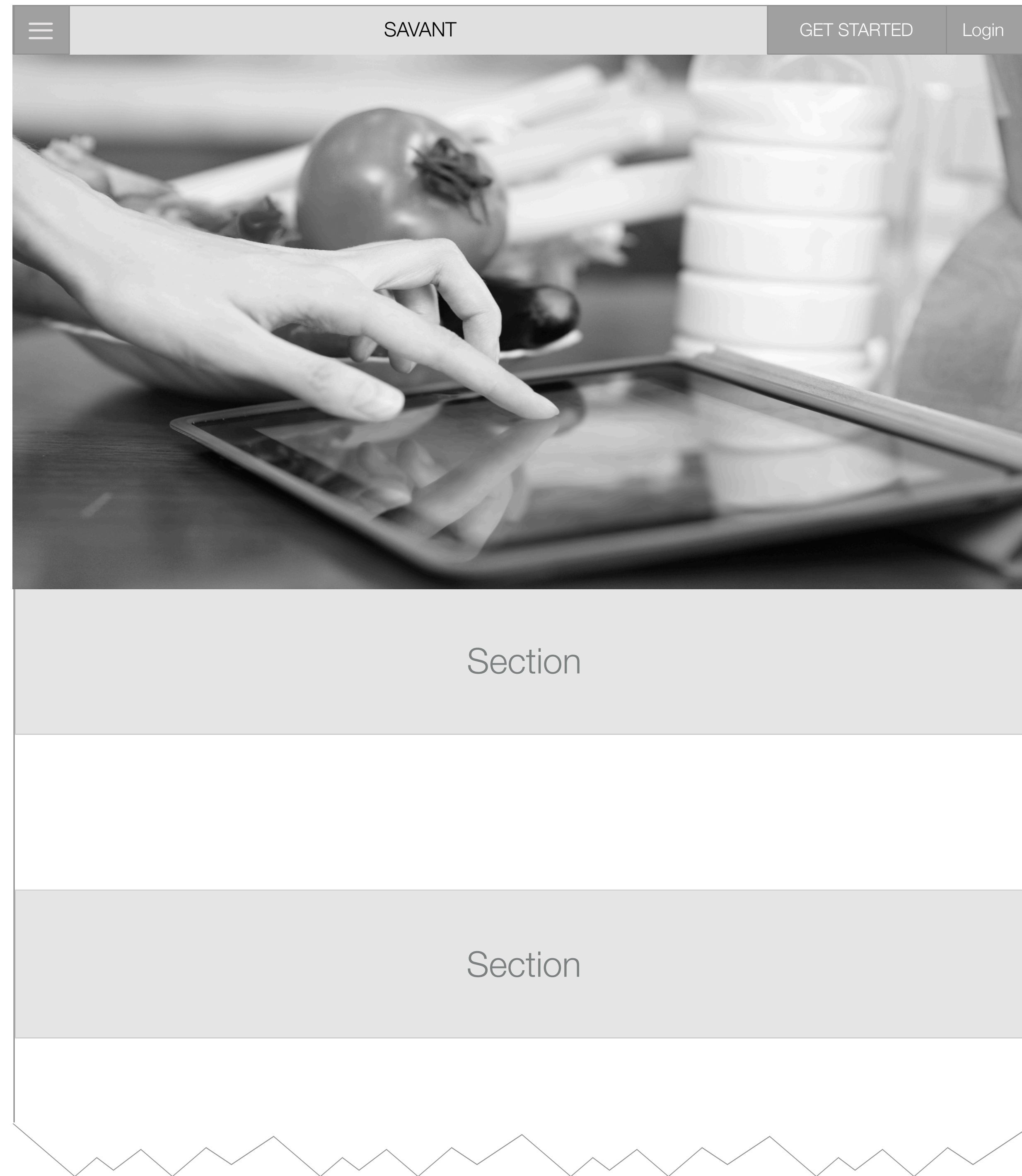
*[ Fade up from white ]*

1. Mom's home in the kitchen getting dinner ready.
2. Mom's hears the boys making a raucous in their room.
3. Mom picks up her tablet to the Savant App.

*[ Close up of mom's hands on a tablet ]*

4. Within a few clicks and swipes she fires up music and a movie via a Scene
5. The children calm down, mom finishes dinner.

*[ Fade down to black ]*

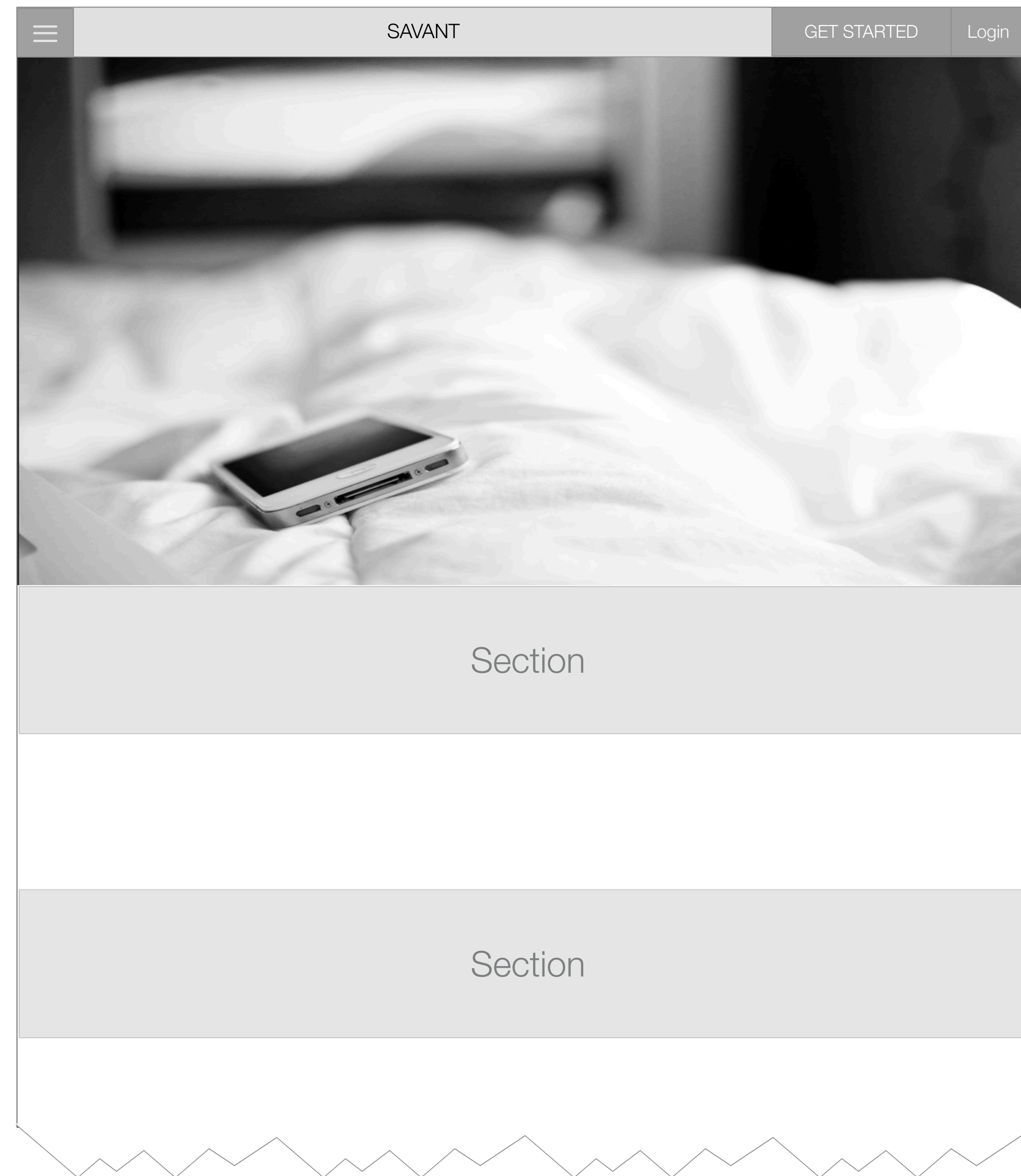


# Vignette #3

## SCENE 3 - Bedtime in the Master Bedroom

### The scene...

1. Dad walks out of the bathroom and the lights automatically turn off - Ready for bed.
  2. Dad climbs into bed, grabbing his smart phone on the night stand.
  3. Dad navigates to the "Good Night" scene and taps it.
- Scenes of powering lights and entertainment around the house down
  - The doors lock, the perimeter alarm arms.
  - Outside flood lights are powered on illuminating the exterior doorways to discourage burglars.
  - The thermostat adjusts temp down a few degrees for optimal sleeping conditions.



# Home Page #2

Sticky and persistent nav and header while vertically scrolling the page

High-Level Messaging

Savant Ecosystem

New Product

Partners

Audience

SAVANT GET STARTED Login

## Your Savant Home is as Unique as You Are

Entertainment, Safety, Comfort are Important; Get it all in One Convenient App

- Personalize Your System Yourself in Any Way Imaginable
- Create and Capture Scenes & Replay Them Anytime
- Remotely Control Your Home From Anywhere

*"Vignettes" Video-Enabled Background Here*

Learn More

Comfort Entertainment Safety Lighting

ENTERTAINMENT

More Fun

### Party, Relax, and Shed the Stress

All about the convenience, relaxation and options to entertain yourself and guests alike with peace of mind that the scene sets itself.

Tonally should be about ease of use, convenience, and maximizing your enjoyment with guests. No fiddling, frustration, coordinating music and playlists, just hit a button and your personalized show goes on, seamlessly.

[Learn More >](#)

New Product Announcement Space

Partner Showcase Goes here

### Start Building your Dream Home Now

**1** Home Owner Get Started

Emphasis lead in on how Savant is premium but accessible to all whether its your condo or your castle. It all starts first with connecting with a Certified Integrator who can get you on your way to planning. And of course, we're here to help too. [Learn More >](#)

FOOTER

## Content Guidelines

- 1 Care around the use of the words, "Home Owner" or "Consumer" that are a step removed from a personal connection. Try "Resident" concept to convey intimacy.

Background-enabled video cycles through vignettes "A Day in the Life of a Family"

Tabbed panels for (4) main product areas jump to dedicated 2nd Level category pages.

Note: Responsive will need to account for a vertical stack of content

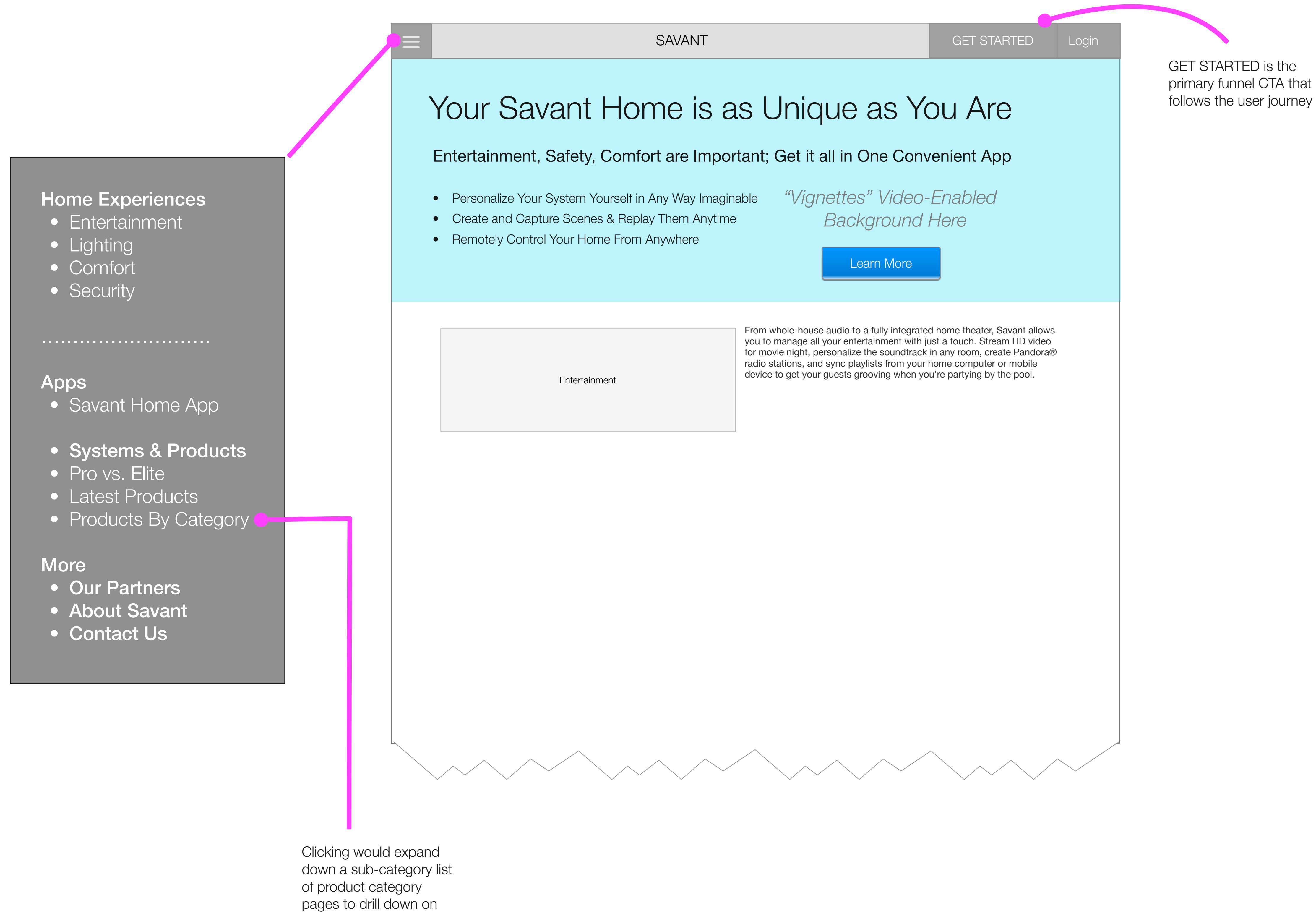
\*\* New product release. Flexible "banner-esque" unit can be flexibly placed; Shown above, at, below the fold, top of page below the header, or the partner beltway below the primary messaging area. Links out to a jump page. Should be hidden as "new" products antique over time.

Bigger Get Started lead in at the bottom of the funnel, begins introducing concept of why an integrator is needed for a system buildout

Masthead & Footer

# Masthead Navigation

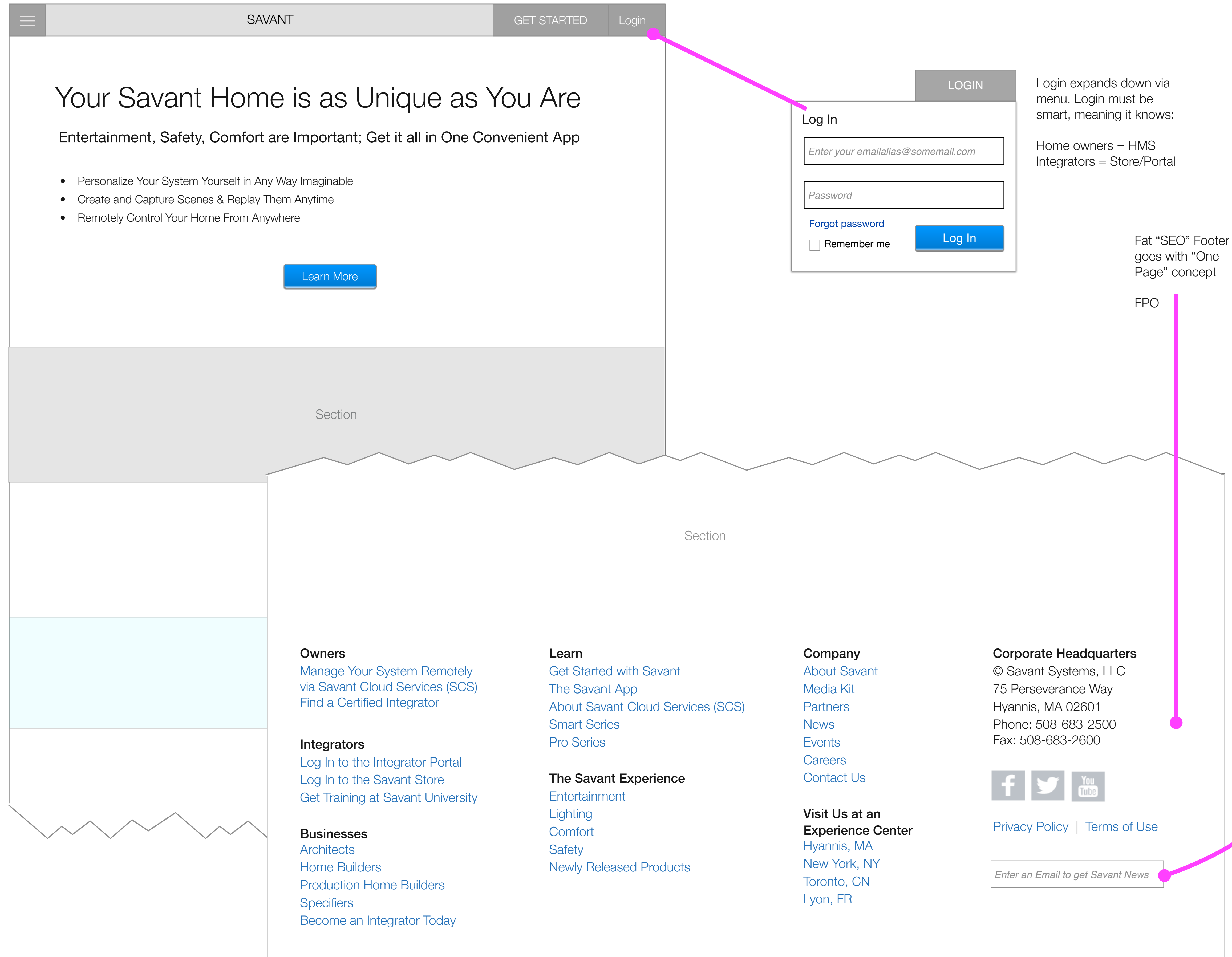
Mobile-Friendly



GET STARTED is the primary funnel CTA that follows the user journey

Clicking would expand down a sub-category list of product category pages to drill down on

# Header & Footer



# Savant APP Product Page

# Savant App Product Page

- Showcase UI hero screens
- Benefit & Features
- Illustrates that we're cross-platform
- Marketing & Education-focused
- Branch to Get Started & Smart and Pro product offerings

HEADER NAVIGATION

## Your Savant Home in one Simple App

Want to convey a personal and intimate connection, whether you're on your phone or tablet you can easily access your system wherever you are.

User experience is intuitive, user-friendly, and offers complete, reliable two-way control anywhere you are.



1 Savant is the "glue" or the foundation that ties it all together to make your life more enjoyable, easier, convenient

2 Feature 1 Scenes

**Capture the Moment and Recall it in an Instant**  
Talks about how the app lets you create, capture, and schedule your special mood mix via Lights, Media, Comfort. Take your pick of canned scenes — Party, Chillwave, Movie Time, Morning News, Late Night — or create your own special mod and share it to the cloud for others to enjoy.

**Personalize Your Living Space**  
Take a snap of rooms in your home to match, making it easy to manage your system, see current activity and active services. Organize according to your household by making room groups (1st floor, 2nd floor, kids rooms)

3 Feature 2 Living Spaces

4 Feature 3 Things You Want to Do

**Customed Controls for the Things You Want to Do**  
Customize your individual services — Comfort, Lighting, Safety, Entertainment — by arranging them according to your needs, usage, and priority so that you can access them easily whenever you like.

5 Feature 4 Savant Cloud Services (SCS)

**Access Your Home Anywhere, Anytime**  
Control and monitor from the phone in your pocket whether near or afar, and create and receive custom notifications about your system without having to wonder what's going on back home while you're away. [Learn More >](#)

6 Freedom to be Master of your Domain  
Phone, tablet, or desktop, access at your fingertips whether you're iOS or Android platform oriented.

IMAGE  
Android Tablet

Nexus Phone

iPhone

Get it on

iTunes

Android

Phase 1 - Elegant cycling of app screens

High-Level Key Benefits as banner graphics, should go to jump pages or expand open containers for additional content details about app feature

Cross platform product details

Download app from iTunes or Google Play stores

## Content Guidelines

1 "Glue" statement from home page reinforces here the concept that the app is so simple, so convenient that you don't need to think much about it. Unlike lower tier competitors that need you tinker and play around with them to get them to work, the setup by an integrator equates to peace of mind, relaxation, that I don't need to think about it; don't waste your precious time fiddling with technology.

2 Note we may not be the ONLY app that allows you to capture and create (needs verification from Marketing Competitive), but still should stand as the differentiator. May need a better word for "Scenes".

3 Need a better word than Rooms since it's too restrictive, sugg. "Living Spaces"

4 Need a better word than "Services" because it's something you want to do, not so much about the "boxes" that do it. Services = a desired action, e.g. Watching a moving, relaxing, I'm hot, I'm cold, I can't see, it's too bright in here to see my screen etc.

5 It is about remote access and receiving notifications but in concept it's about accessing your home from anywhere, remotely, everywhere, that my home's in my pocket (smart phone) no matter where I am my space goes with me.

6 Care about the use of "total control" because the solution offering isn't total, and is used liberally in the market segment without being 100% true. We also are not Windows CE enabled for this release so can't say we're agnostic on platform.



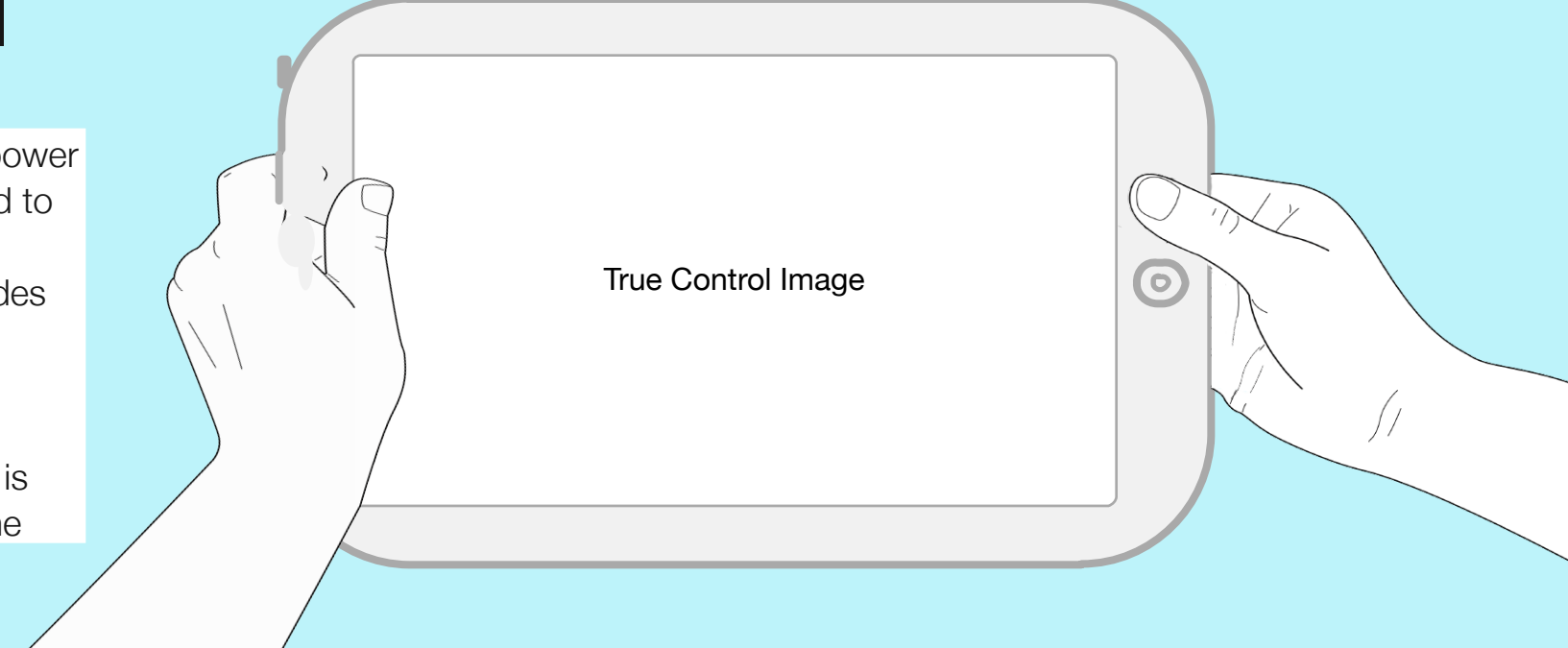
# Savant True Control Page

- Support for legacy customers
- Benefit & Features as a matrix/  
table comparison chart
- What's involved in transitioning to  
the new control UI
- CTAs to Integrator Search, Contact  
Us

HEADER NAVIGATION

## Savant TrueControl

Savant's TrueControl™ App leverages the power of Wi-Fi and 3G networks to stay connected to your Savant System at home or in any commercial environment. TrueControl provides flexibility to control your whole house or corporate office, including music, video and lighting scenes, security, climate, energy, entertainment and much more. TrueControl is compatible with all current generations of the Apple® iPad® and Apple iPad mini®.



Savant's Award-Winning Technology  
Logos for Electronic House 2011, CEDIA 2010 Lifestyle, ExCite, E-Gear 2009

TrueControl transcends vertical markets providing both automation and control to residential, commercial, education, government, mobile and PRO AV markets alike.

Image

Image

- Multi-room navigation and control
- Full two-way control with active feedback
- Customizable for any commercial or residential installation
- Navigation Bar and Active Content
- Category and Service Docks
- User Customization including categories and channel favorites
- TrueCommand and TrueImage navigation supported
- Guest Access and Savant Mobile (control from anywhere in the world)
- Multi-tasking, switch from TrueControl to thousands of Apple apps
- Wireless video streams from network cameras
- Navigation and control of Internet music and subscription services

Feature Description	True Control	New Savant UI
Feature 1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Feature 2	<input checked="" type="checkbox"/>	
Feature 3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		<input checked="" type="checkbox"/>
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		<input checked="" type="checkbox"/>

**How Do I Upgrade from True Control to Savant's New Control UI?**  
Upgrading easy once we know what we're working with. It begins with a conversation with a Savant Sales representative who can assess the build of your current system and what'll take to bring you into the New.

Lorem ipsum dolar sit easing the transition from the old to the new tone and language goes here.

Questions? Call us at 508-683-2500, [Contact Us](#) or [Find an Integrator Now](#)

# Newly Released Products

# Product Category Landing Page

- Cross-linked from Smart and Pro Landing pages (TBD poss. ecosystem and Savant APP pages)
- High-level groupings and short desc. of main products
- Forward support of Net Ops/ Support Teams by providing publicly available tech specs on public www for integrators, specifiers etc.
- No product specific landing pages but provides segue to future v2 eComm Store integration

HEADER NAVIGATION

Full-width A/V Switching & Control Image

Ready to buy? [Find an Integrator Now](#) or call us 508.683.2500

**Audio/Video Switching & Control**  
 How this product group is the heart of the system and what makes it possible to control everything you have plugged into it. Lorem ipsum dolar sit high-level explainer for the entire product grouping.

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**SMARTVIDEO VIDEO & CONTROL**

Product Image

**SmartVideo SSV-1000**  
[Tech Spec Sheet](#) | [Quick Reference Guide](#) | [CAD Diagrams](#)  
 Common Applications for SmartVideo include being an ideal choice for a standalone video processor and scalar in residential homes, commercial settings or businesses. For instance, for scaling video sources commonly found in conference rooms or boardrooms, such as computers or projectors along with providing a single zone of TrueCommand.

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**SMARTMEDIA VIDEO & CONTROL**

Product Image

**SmartMedia (w/Audio Processing) SSM-3000**  
[Tech Spec Sheet](#) | [Quick Reference Guide](#) | [CAD Diagrams](#)  
 SmartMedia is a simple to use entertainment system, which provides 5.1 Surround Sound. It's an ideal choice for a single zone of surround sound plus four distributed audio zones.

**Related Products**

- **SmartMedia (Distributed Audio) SSM-3100**  
[Tech Spec Sheet](#) | [Quick Reference Guide](#) | [CAD Diagrams](#)

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**SMARTMEDIAPRO MATRIX SWITCHING & CONTROL**

Product Image

**SmartMediaPro 6 (Base Configuration) SSP-0600**  
[Tech Spec Sheet](#) | [Quick Reference Guide](#) | [CAD Diagrams](#)  
 SmartMedia Pros are ideal for any residential or small commercial distributed audio and video. With a versatile chassis design, and diverse range of service cards, this series meets even the most complex installation demands.

**Related Products**

- **SmartMediaPro 6 (4x4 HDMI Config.) SSP-06004**  
[Tech Spec Sheet](#) | [Quick Reference Guide](#) | [CAD Diagrams](#)
- **SmartMediaPro 12 (Base Config.) SSP-1200**  
[Tech Spec Sheet](#) | [Quick Reference Guide](#) | [CAD Diagrams](#)
- **SmartMediaPro 12 (W/Redundant Power Supplies) SSP-1200R**  
[Tech Spec Sheet](#) | [Quick Reference Guide](#) | [CAD Diagrams](#)

Join the Team

Prospect Integrators

Architect/Home Builders

Production Home Builders

FOOTER

Links to Specific landing pages speaking to specific segments

Full-bleed lifestyle image featuring product in context to an environment

Above-fold CTA to Find an Integrator Page

Category subhead and elevator pitch explainer text

When there's only one product in a sub-grouping

Sub-category heading

When there's at least one product in a sub-grouping

Additional sub-products are listed below by name, model #, and download links open in a new window.

# Newly Released Products

# Newly Released Products

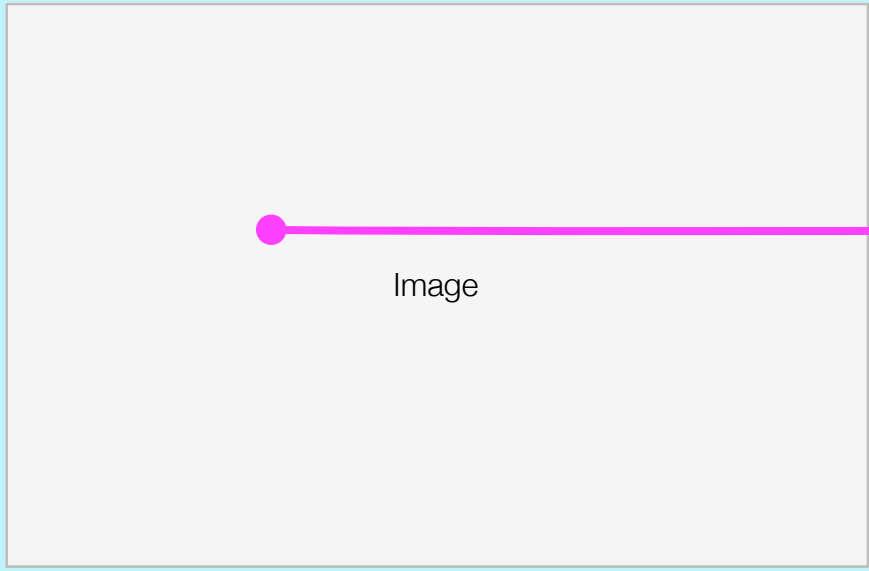
- To showcase the latest Savant products
- Benefit & Features
- Marketing & Education-focused
- Branching content to sub-audience segments

HEADER NAVIGATION

## Introducing Savant Audio

How this competitive offering to Sonos is a better option for the money if you're looking to get into whole home audio systems.

The advantage of Savant is that we're the hub so if you want to build on just sound you can do that, easily with any other brands you might want in your home.



Image

Product 1  
Speakers

### 4x4 Savant Audio

Talks about the benefit of this product and who it's geared for, as well as why it's better than the nearest competitor offering in terms of quality, extensibility and value.

### 4x2 Savant Audio

Start out smaller while thinking big with this is the starter pak for someone just getting into the Savant game.

Product 2  
Speakers

Product

Bacon ipsum dolor sit amet shank salami tenderloin beef ribs ham hock t-bone ball tip. Ham hock kevin chicken sirloin strip steak beef short loin jowl rump pancetta ball tip chuck bresaola

Interested in learning more? [Contact us](#) or call us 508.683.2500

## Join the Team

Prospect Integrators

Architect/Home Builders

Production Home Builders

Lipsum dolor sit amet, lorem consectetur elit. [Learn More >](#)

Lipsum dolor sit amet, lorem consectetur elit. [Learn More >](#)

Lipsum dolor sit amet, lorem consectetur elit. [Learn More >](#)

FOOTER

Primary Product image animates and cycles elegantly to show different angles, dimensions, features of the new product offering

High-Level Key Benefits of individual products

Goes to main contact us page

More content below the fold if there are more new products to introduce for either consumer or integrator audience segments

Links to Specific landing pages speaking to specific segments

# Get Started/Find an Integrator

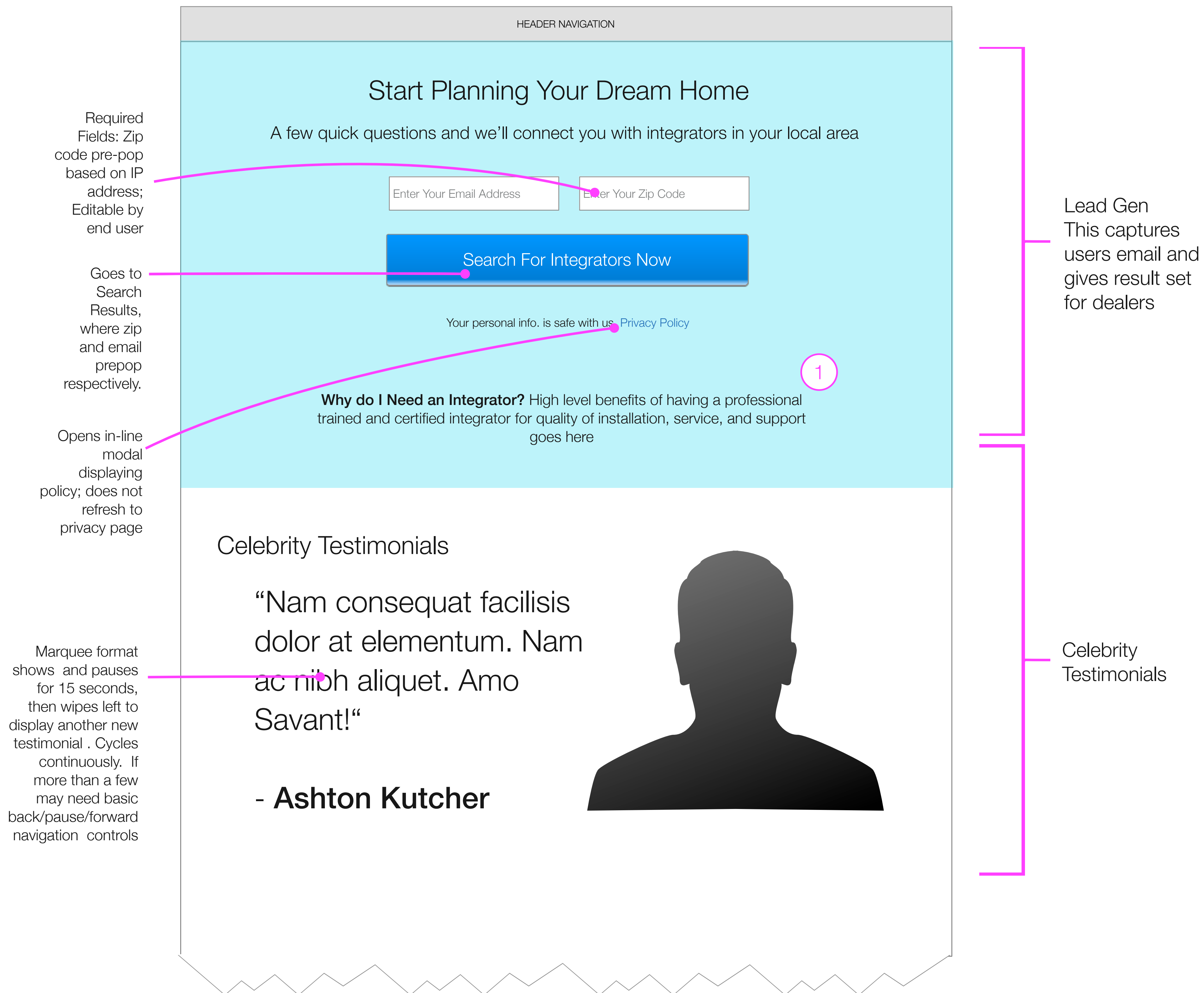
Hybrid White Glove Concept



# Get Started Page

- “White Glove” treatment to ensure quality of Savant message
- Qualified conversion-to-lead
- Testimonials
- Speaks to industry via self-identification for Prospect Integrator, and Builder -specific tailored content landing pages

Prototype  
<http://invis.io/GFZV9NQN>



## Content Guidelines

- 1 Needs to say that you can't yet do this yourself and talks the reason why you need an integrator to do this. e.g. you can buy odds and eds and cobble them together but you're not going to get the experience out of it you would if you have a pro put the system together, especially if you're planning to start small and do more...



# Find an Integrator Results

- Friendly Branded Message
- Dealer listing in area that enables user to call but allows us to offer direct support and expertise via email and phone.

HEADER NAVIGATION

## Thank You!

Jason Sayen, Savant Sales Rep. for your area will be in touch soon to help you with your project's planning. Need help immediately? [Email Jason](#) or call him directly at 513-439-2501.

Total count based on zip code entered on prior page. The default search sort order first by proximity to zip, then by certification level

We found 9 Savant Certified Integrators in your local area. Contact them now. LEGEND

Certification	Integrator Details	Training:	Distance
Platinum Certified Integrator	<b>Sound Entertainment Solutions LLC</b> Houston, TX (281) 397-7700 <a href="http://www.seshd.com">http://www.seshd.com</a>		3 mi.
Platinum Certified Integrator	<b>Dream Home Technology dba/Home Theater Evolutions</b> Sugarland, TX (281) 980-2300 <a href="http://www.htevo.com">http://www.htevo.com</a>		7 mi.
Gold Certified Integrator	<b>Jobe Systems</b> Conroe, TX (936) 441-1112 <a href="http://www.jobesystems.com">http://www.jobesystems.com</a>		13 mi.
Gold Certified Integrator	<b>Concentric Audio Video LLC dba/AV Automation</b> Austin, TX (936) 441-1112 <a href="http://www.concentricav.com">http://www.concentricav.com</a>		25 mi.
Silver Certified Integrator	<b>Hometronics, Inc.</b> Dallas, TX (936) 441-1112 <a href="http://www.hometronics.com">http://www.hometronics.com</a>		33mi.

[Show 10 More](#)

**Contact Sound Entertainment Solutions** ✕

Yes! Please send my contact info to:  
**Sound Entertainment Solutions LLC, Houston, TX**

Other comments about your project?

Send Request

Total count based on zip code entered on prior page. The default search sort order first by proximity to zip, then by certification level

Badging for Certified Integrators Platinum, Gold, Silver

Opens modal form to directly contact this integrator

Launches new tab/window to maintain focus

Display Sales Director/RSM's name, friendly photo, phone to put a human face on the selling process. Info. pulled from Salesforce tied to Integrator results set. Email opens similar form below but with top variable to RSM/Sales Director for region

"Training badges need a legend/key to open a modal when badges (tool tips for short label) are clicked so user can understand integrator specialties in their selection process.

Appx. proximity according to entered zip code

Background loading of additional results according to proximity to zip code and Badging level using Drupal/jQuery module

Appears as modal when "contact" a specific integrator is selected. Optional fields; Presumes a larger user commitment and data syncs to SF for additional lead pre-qualification

# Ecosystem Pages

Entertainment, Lighting, Comfort, Safety

# Lighting Ecosystem Page

- Overview of Savant offering
- Savant Products
- Pathways to Sales & Support
- Cross-nav affordance via anchor for the Savant ecosystem
- Cross-linking down to product specifics (high-level, not necc. category level landing pages)

HEADER NAVIGATION

## Savant Lighting

- Control Your Atmosphere - Set a mood,
- Energy Efficiency - Lower your shades, lights AND bills
- Convenience - Modes, Scenes, Special Spaces
- WiFi or Standard Options Available

Image

### Branded Lighting Partners

Image

#### Be a Master of Your Domain - Set a Mood & Tone

Dim the lights, light the fireplace, set the shades to close when watching a movie or when the afternoon sun's blazing to keep the house cool — and save some energy. Or set up a [Scene](#) — Good Morning, Good Night, On Vacation, At Home based on the time of the day or day of the week.

#### Conveniently Create a Magical Place or Space

A customer who had pathway lighting down to the beach. Hit a button or walk across a pressure sensor at night, pathway lighting to the beach slowly lights up in front of you while turning off the lights behind you, allowing the light to walk with you without ruining the view of the stars with too much light.

Image

#### Smart Series:

For homes with up to 12 rooms

Smart Lighting Product Image

- The luxury of a Savant Home now available to everyone. Exclusive to Everyone.
- Smart series allows for up to 12 rooms of control

[Learn more >](#)

#### Pro Series:

For homes with up to 144 Rooms

Pro Lighting Product Image

- Luxurious and infinitely configurable, the Pro series allows for up to 144 rooms of complete control
- Lifestyle product, when only the best will do and fully custom is demanded

[Learn more >](#)

Comfort | **Lighting** | Entertainment | Safety

FOOTER

Lighting products in context to lifestyle images here phasing elegantly in/out

Preferred integration brands for retrofitting and brand leveraging

Experience Feature 1

Experience Feature 2

Potentially designed as an "anchor" module that can be used on relevant pages

Cross experience pages as a re-usable module on relevant pages in the ecosystem

# Safety Ecosystem Page

- Overview of Savant offering
- Savant Products
- Pathways to Sales & Support
- Cross-nav affordance via anchor for the Savant ecosystem

HEADER NAVIGATION

## Savant Safety

- Control and peace-of-mind not dramatic fear-mongering
- Create scenes to easily arm, disarm, monitor your home
- Access your security system and cameras anytime, anywhere and get security notifications with [Savant Plus](#)
- See and talk to a visitor at the front door from the comfort of your easy chair.

Image

### Branded Safety Partners

Image

#### Controlling your Security System is a Snap

Arm, disarm, and see the status of your security system anytime, anywhere. Ties in with scenes, Home or Away should disarm or arm the security. See your security cameras from anywhere, check on your pets from work.

#### Limit or Extend Guest Access, Look Who's Knocking

Let a trusted repair person or housecleaner into your home when you're not there, check the security cameras while they are there. Use the intercom system to see and talk to whomever is at the door, even when you aren't home.

Image

#### Smart Series:

For homes with up to 12 rooms

Smart Lighting Product Image

- The luxury of a Savant Home now available to everyone. Exclusive to Everyone.
- Smart series allows for up to 12 rooms of control

[Learn more >](#)

#### Pro Series:

For homes with up to 144 Rooms

Pro Lighting Product Image

- Luxurious and infinitely configurable, the Pro series allows for up to 144 rooms of complete control
- Lifestyle product, when only the best will do and fully custom is demanded

[Learn more >](#)

Comfort Lighting Entertainment **Safety**

FOOTER

Lighting products in context to lifestyle images here phasing elegantly in/out

Preferred integration brands for retrofitting and brand leveraging

Experience Feature 1

Experience Feature 2

Potentially designed as an "anchor" module that can be used on relevant pages

Cross experience pages as a re-usable module on relevant pages in the ecosystem

# The Integrator

# Prospect Integrator Task Flow

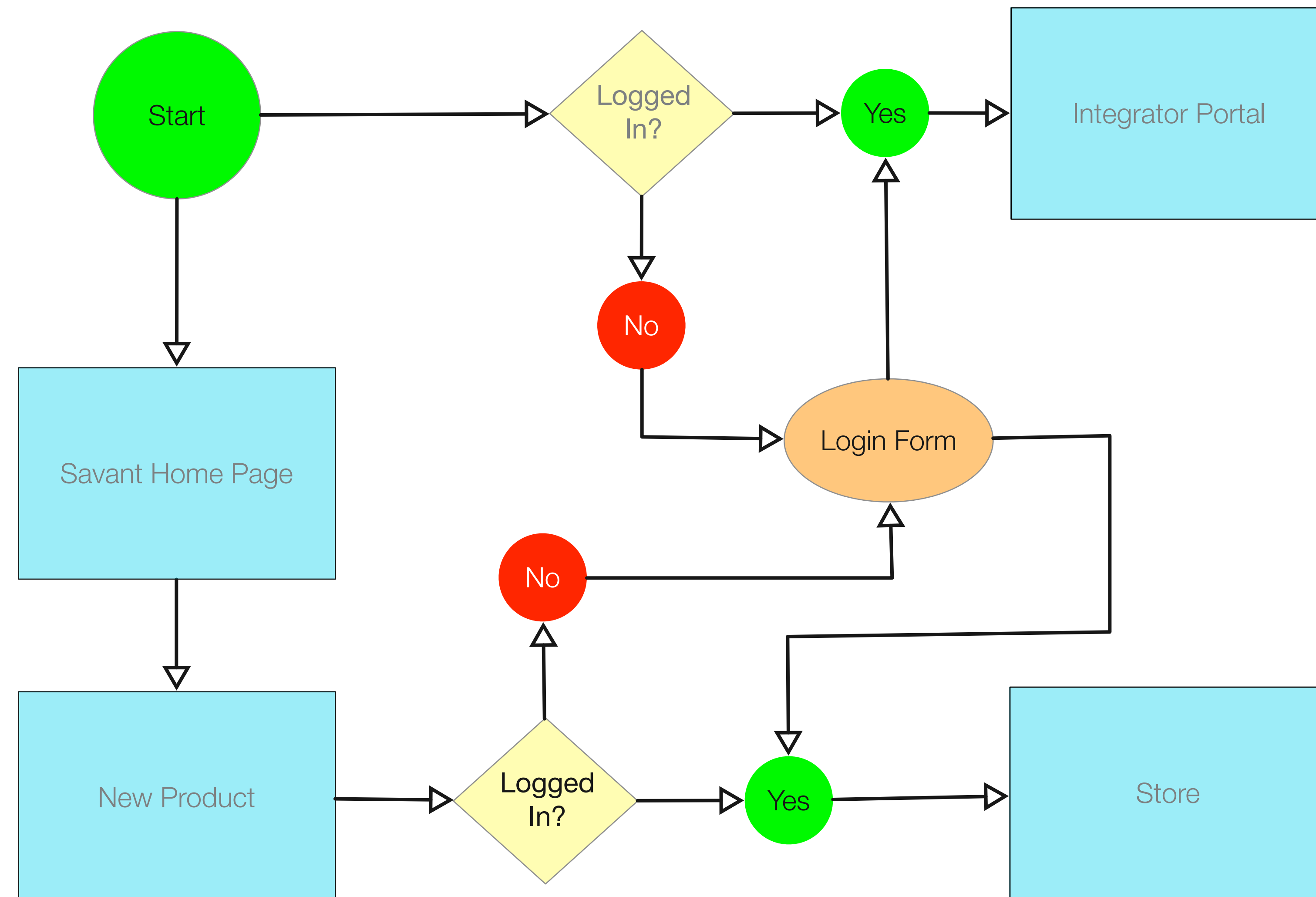


## Seth the Prospect Integrator Interested in...

- Learning about new products
- Buying products from the Store
- Sales & Tech Support and Training

### Desired Reaction

“I want to sell that! Savant is clearly the #1 brand in control and is superior to my current control line. To grow my business, I’ve got to have the best and these guys are it. That online form seems easy to fill out, and I have to talk to a sales rep ASAP to understand how I can carry this line.”



# Integrator/Builder Specific Page

- Prospect integrator focus
- Catchment for existing integrators to support an incentive the prospect
- Incentive via Tiering & Badging
- Sales Support

High-level selling points to being Savant certified

Badging & Tiering promotion through case examples of participant integrators  
Learn More link would expand/collapse (learn more = "close") a vertical pane to show more content on the program

Affordance to eComm purchases for existing integrators, incentive for prospect integrators

Refreshes to Parature integration

HEADER NAVIGATION

## Become a Savant Certified Integrator

AV Pros, Architects, Builders, Join our network of over 1,100 trusted integrators

### Savant Helps Grow Your Business

Grow with us by Selling Quality Savant Systems, enjoy lower support callbacks.

### We're a Great Partner

Sales Support, Configuration tools and a manufacturer who listens to your needs - Most of our products are built on requests from our integrator base.

### Higher Customer Satisfaction

Discerning customers know what to ask for, and often ask for Savant by name due to our rep. in premium, luxury home automation industry

[Become an Integrator Now](#)

### Success Stories

INTEGRATOR IMAGE

Become a Savant Elite Integrator and Ramp up your Prestige and Sales Today!

Tiering Platinum, Gold, Silver, and Savant Training Certification gets you there lorem ipsum  
[Learn More >](#)

### Savant Integrators: For Sale in the Store Now

[Log In and Start Shopping >](#)

Savant Product

Savant Product

Savant Product

### The Integrator Portal

[Log In to the Integrator Portal](#)

- Get the latest supporting tech doc and help
- Get marketing and sales support info, pricing sheets
- Find answers to tech questions in our Knowledgebase
- Connect with other integrators in the community forums

FOOTER

Marketing focus on conversion to become a Savant integrator

Incentivize with Tiering & Badging program

CTA opens a modal window to submit lead gen to Salesforce for follow up by sales.

Incentivize with eComm-enabled supply chain and Sales Support portal

### Become a Savant Certified Integrator

Tell Us About Your Business



State ▼

Send me a copy
 

Send My Info.

**Your Personal Privacy Info. is Safe and Secure.**

The Home Owner



# Home Owner Task Flow



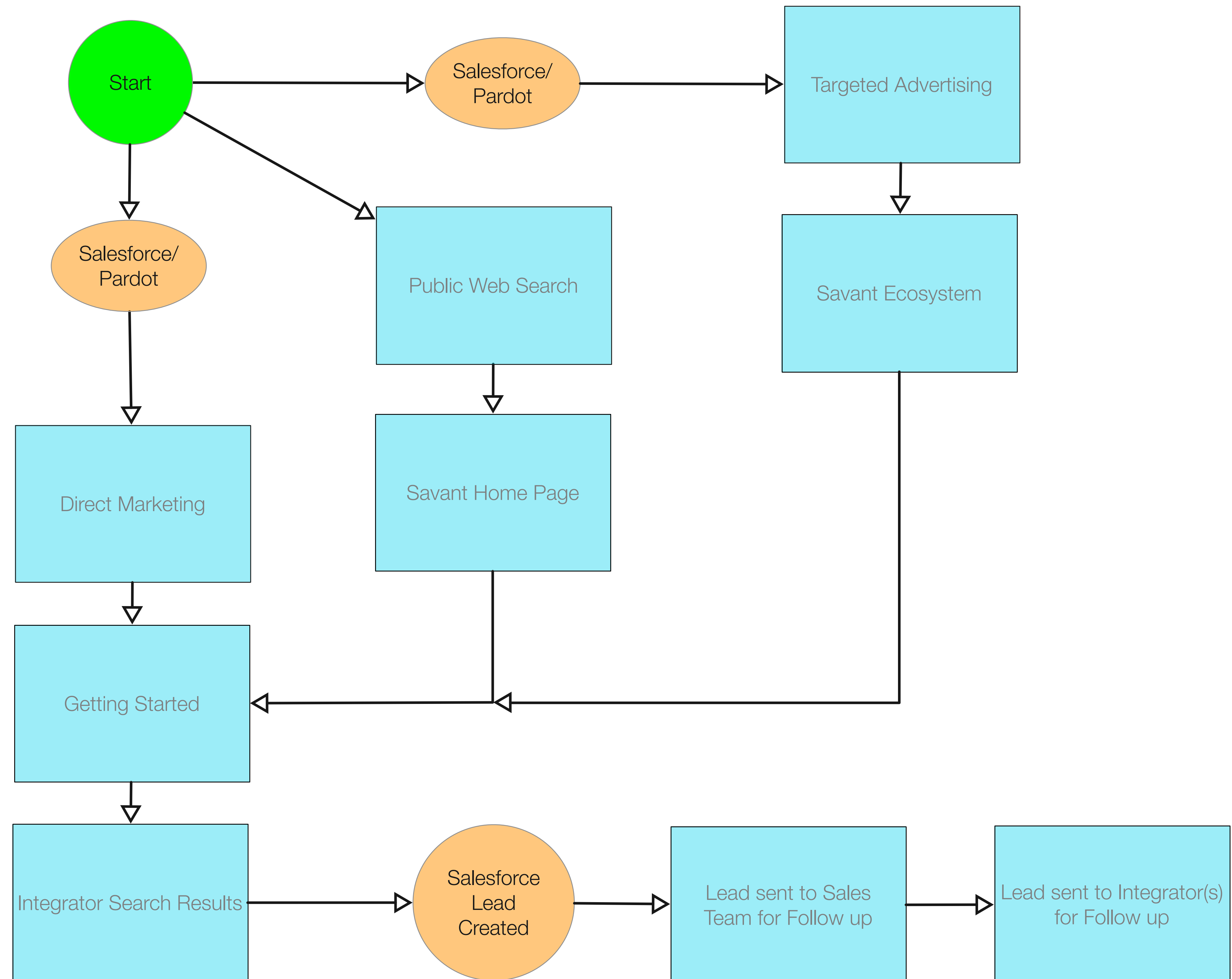
**David the Home Owner Interested in...**

- Education about Smart Homes
- Finding a local Integrator

## Desired Reaction

Overall, in interacting with the Savant site every audience should come away with the feeling Savant is the clear leader in Automation and Control...and that the company has significant momentum. People want to align themselves with winners, and the site needs to convey that Savant is growing rapidly and establishing itself as the authority in the category.

“I want that! That interface seems incredibly easy to use, is beautiful and the Savant Smart Home is clearly the best choice for me. I want to schedule a dealer visit ASAP and learn more.”



# Prospect Integrators

Builders, Architects, Specifiers

# Builder Task Flow

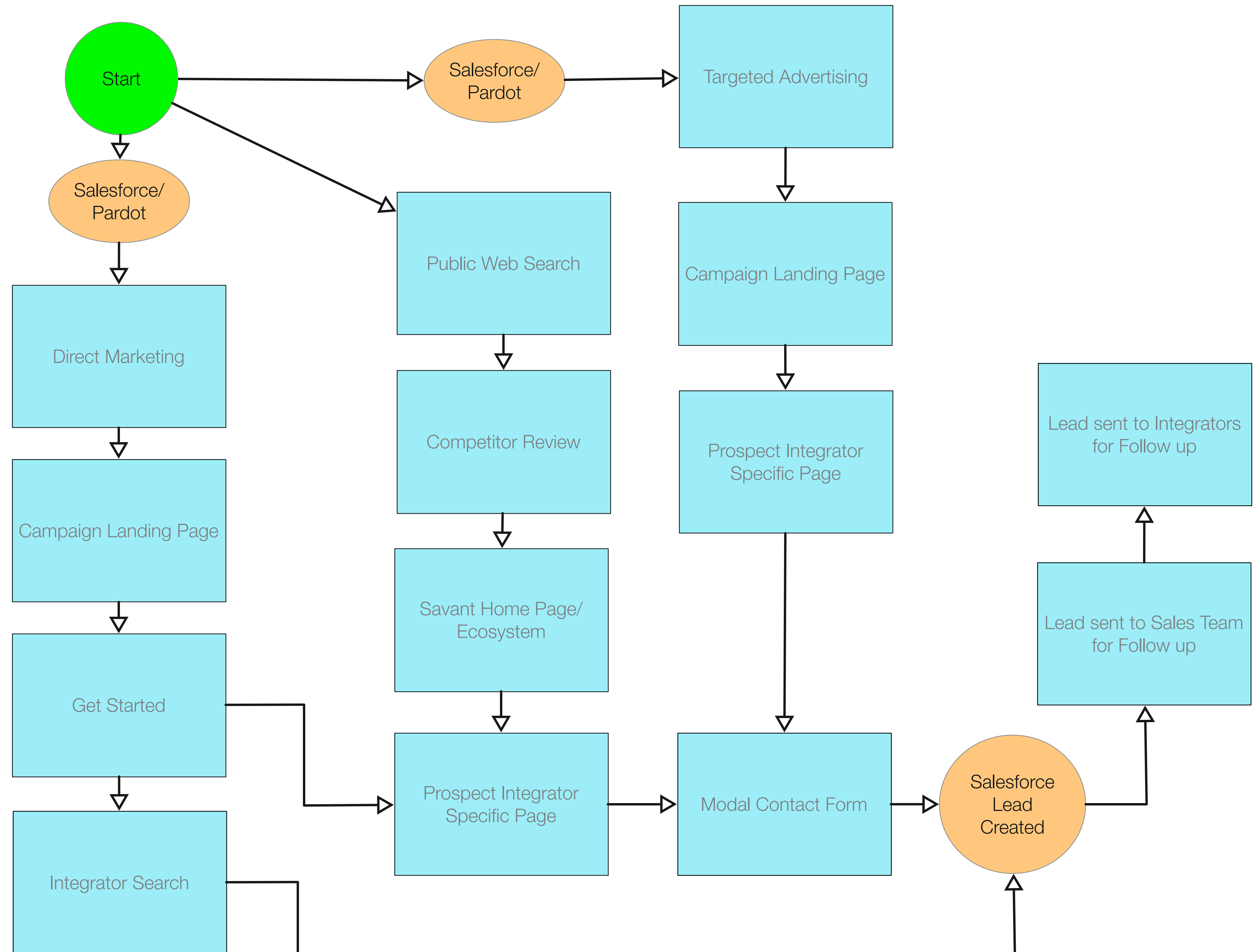


## Rob the Builder Interested in...

- Education about Savant Products
- How to become an Integrator

Builder/Architect – “Gosh, I’d be proud to offer THAT product from THAT Company in my project. Providing central control and automation is now must have functionality in the modern home. Allowing my client to control and preside over their homes through one elegant but simple to use interface is awesome and a big differentiator. I want the best for my clients, and the clear choice to outfit smart home technology is the Savant Smart Home. I need to fill out that simple form or call that number to talk to a Savant sales rep ASAP.”

3rd party IOT Companies – “I have to be part of that eCosystem. My product delivers real value in the home, but without attaching to broader ecosystem I’m isolated. Savant seems to be crushing it, and building a huge installed base of homeowners. They integrate with over 7k products, and with the real winners and best brands in the major automation categories (entertainment, climate, lighting and security). If I’m not a Savant partner, I’ll risk not reaching one of the most valuable and targeted audiences for my product. I’ll be conspicuous by my absence and my competitors will have a leg up.”



About Us & Contact Us

# About Us

Cape Cod Image

Savant is boldly changing expectations for what a home can do with beautiful and thoughtfully designed products that allow you to control it all.

## History

### We're an Original Co. Founded on Cape Cod

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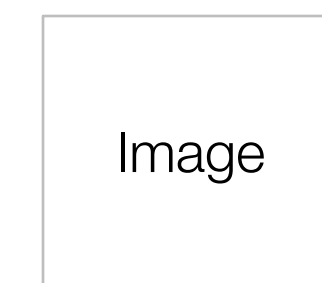
## Leadership Team



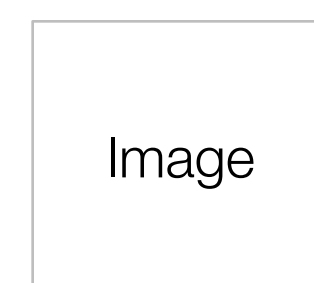
**William J. Lynch , CEO**  
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**Robert MaDonna, Coi-Founder and Chairman**  
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**Lorem ipsum, Title**  
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**James Carroll, Co-Founder, VP Marketing**  
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# Contact Us Page

- Based on the current forms on the site
- Forms should be smart and further qualify an existing lead or new lead
- Need BizDev/Sales to update or confirm select options, requirements, optional info.

Required info should be prepopulated "smart" if user has entered any personal info. elsewhere on the site or via browser auto-fill.

Phone by default, and dependent fields are displayed. If Email is chosen, these fields relevant to phone are hidden.

Character counts down/up as user types

Opens current site's google maps integration in a modal window.

HEADER NAVIGATION

## Contact Us

I'm an Integrator
I'm a Customer
I'm a Home Builder

Please select a reason for contacting us ▼





How would you prefer to be contacted?

Phone

Email

OPTIONAL INFO. TO HELP US, HELP YOU

Interested In:

Entertainment
  Lighting
  Energy
  Comfort
  Safety

About Your Home

New Construction
  Existing Structure

Total # Rooms? ▼

Appx. Sq. Footage? ▼

About Your Project

New System
  Retrofit

What's your timeframe for project completion?

Are you currently working with an integrator?

Make/model? ▼

Company Name? ▼

Anything else you'd like to tell us about?

3,000 characters remaining

Send my Information

Savant respects your right to privacy.

We will never sell your information to any 3rd party. Your personal information is safe and secure. [Privacy Policy](#)

### Visit Us

**Worldwide Headquarters**  
75 Perseverance Way  
Hyannis, MA 02601  
508-683-2500

Map/Directions

**Savant West**  
3400 South West Temple  
Salt Lake City, UT 84115  
Phone: 508-683-2500

Map/Directions

**NYC Experience Center**  
561 Broadway, third floor  
New York, NY 10012  
Phone: 508-683-3269  
[NYCEC@savantsystems.com](mailto:NYCEC@savantsystems.com)

Map/Directions

**Training Center**  
45 Perseverance Way  
Hyannis, MA 02601  
Phone: 508-683-2500  
[training@savantsystems.com](mailto:training@savantsystems.com)

Map/Directions

FOOTER

I want to learn more about home automation  
I'm looking to install a new system  
I'm interested in outfitting an office environment  
I'm looking for an installer in my local area  
I need support help

Other - Please Specify

Combo boxes appear with either selection.

Make model field dependency only if Retrofit is selected

Submit sends email summary receipt to recipient, and sets expectations for response

Opens in a new window

SCS Marketing Page

## Savant Plus

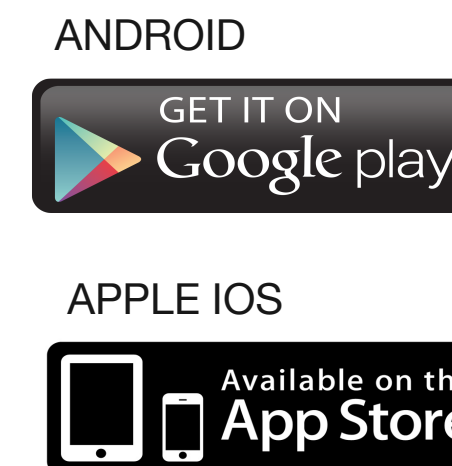
Remote Access to your Savant Anywhere, Anytime

Create Your Own Email & Push Notifications

System Health Tools & Advanced Support Options

## How It Works

- 1** Download the Savant app  
Total control of your home in one simple app. If you don't have it then Go Get It. It's FREE!



## Already Have the Savant app?

- 2** [Set Up a FREE Savant Cloud Account Today](#)  
Start using your system today and invite friends, family, and whoever you like to use your Savant. **OR...**



## Upgrade Now to Savant Plus

- Conveniently access your system remotely from anywhere, anytime
- Create and receive important notifications via the Cloud to help keep you informed.
- Monitor your system's health and get enhanced support from your local integrator



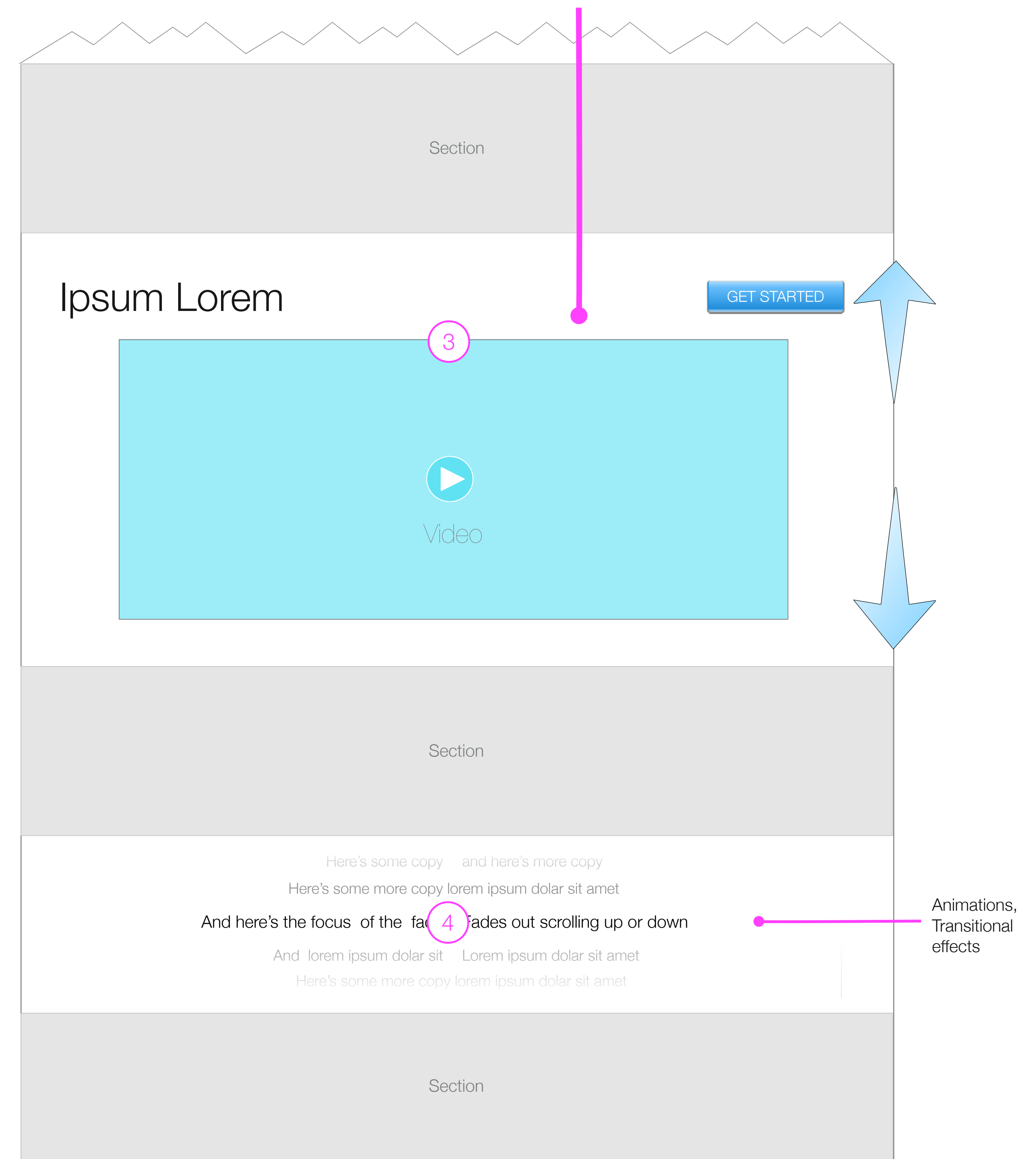
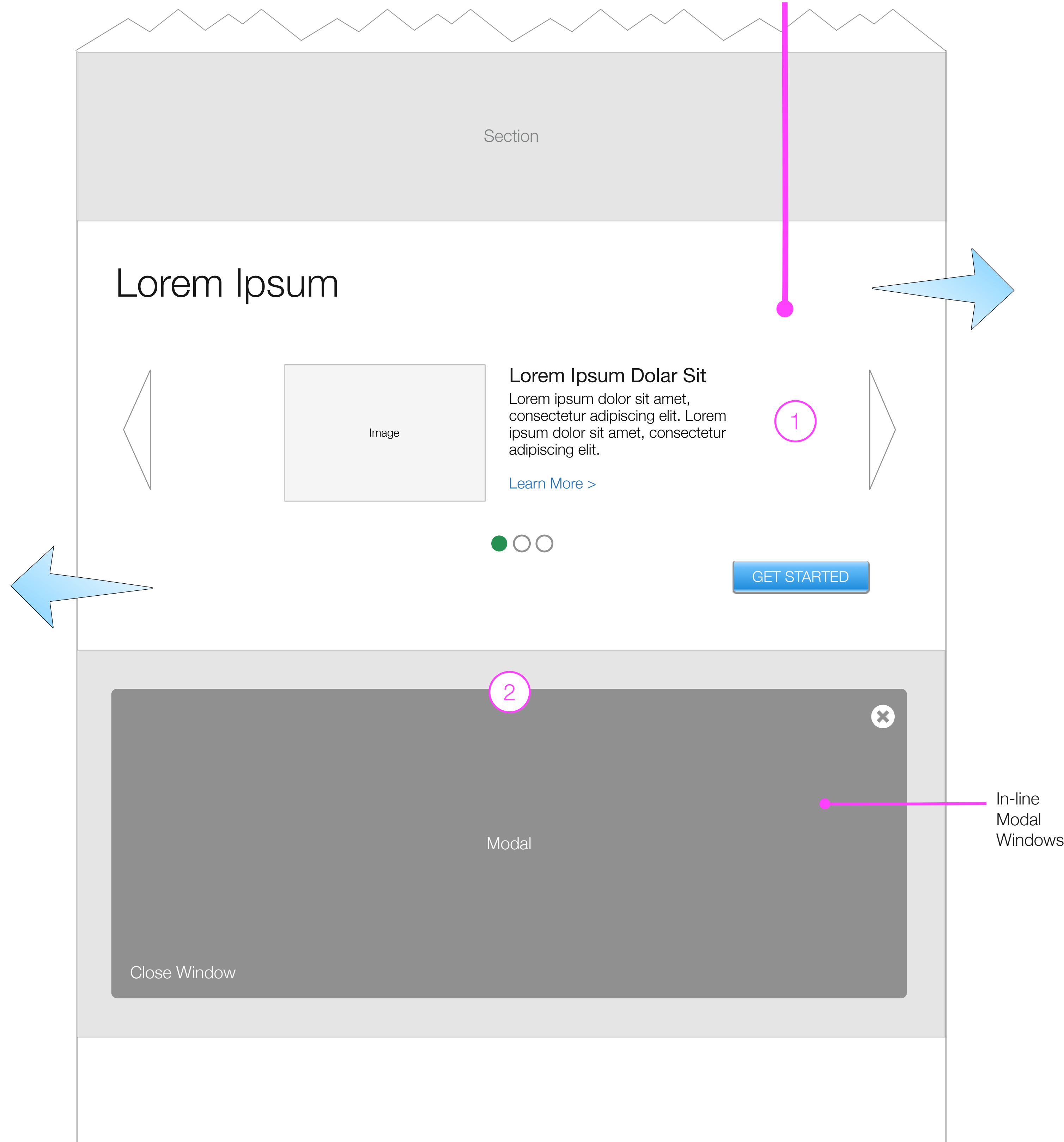
# Additional Modules

# Page Modules

Flutter in-line interactions, modals & drilling down

Rotator Availability for sliding content or imagery

Video plays "inline" on the page via an expanding vertical container



In-line Modal Windows

Animations, Transitional effects

## Dev Guidelines

1 Manually-invoked "inline" by the user clicking on a link or image. Not necessarily an auto-animated carousel that e.g. stops and pauses frames every 3-5 secs.

2 Manually-triggered, can be employed in tandem with other modules, e.g., focused, in-line interaction on content, gallery, video, background dimming to focus etc.

3 Manually-triggered, can be employed in tandem with other modules, e.g., focused, in-line interaction on content, gallery, video, background dimming to focus etc.

4 jQuery-enabled/Drupal enabled, E.g. Fade-in, Fade-out, Parallax Scrolling, Parallax effects. E.g. Fading in while rolling into viewable display from the unseen horizontal space, dropping in from vertical space etc.

# Page Modules

## Takeover/Expanding Panel

Expandable vertical pane for e.g. Big Product launches or announcements

Entire content well slides down vertically

HEADER

### Introducing the new Savant Product

Nam consequat facilisis dolor at elementum. Nam ac nibh aliquet, accumsan lorem rutrum, varius purus. Sed quis dapibus.

Nam consequat facilisis dolor at elementum. Nam ac nibh aliquet, accumsan lorem rutrum, varius purus.

[Learn more >](#)

Savant integrators - [Buy It Now for \\$299](#)

Product Image

### It's the primary messaging lorem ipsum that goes here

Here's the secondary message  
lorem ipsum dolar sit amet goes

- Supporting value #1 lorem
- Supporting value #2 ipsum
- Supporting value #3 dolar

[Learn More](#)

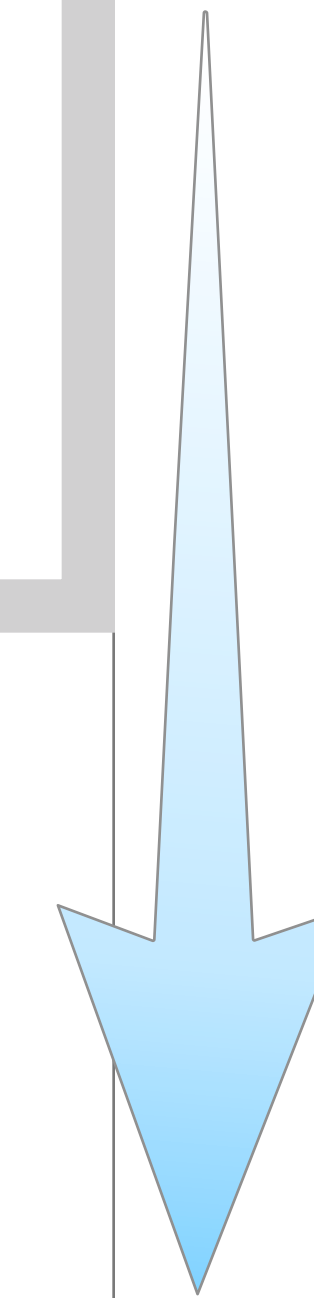
IMAGE

Section

Section

1

When there's no "new" product to show, this section doesn't appear.



# Modules - 1-Column

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Image

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[Learn More >](#)

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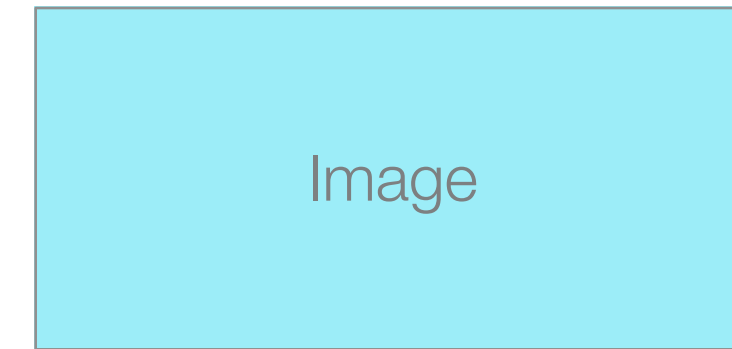
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[Learn More >](#)

# Modules - 3-Column

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[Learn More >](#)

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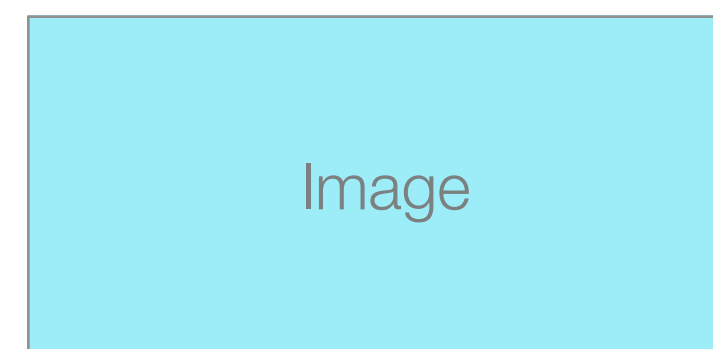
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[Learn More >](#)

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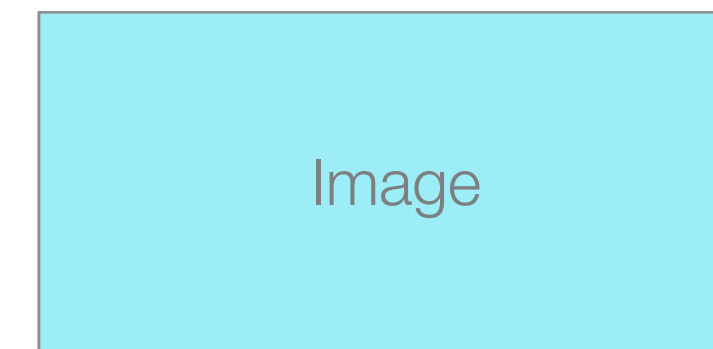
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## Potential Modules

[https://drupal.org/project/wetkit\\_layouts](https://drupal.org/project/wetkit_layouts)

[https://drupal.org/project/simple\\_columns](https://drupal.org/project/simple_columns)

[https://drupal.org/project/video\\_embed\\_field\\_overlay](https://drupal.org/project/video_embed_field_overlay)

<https://drupal.org/project/wetkit>

[https://drupal.org/project/helios\\_responsive](https://drupal.org/project/helios_responsive)

<https://drupal.org/project/creative-responsive-theme>

<https://drupal.org/project/office-responsive-theme>

<http://medienfreunde.com/lab/innerfade/>

<https://drupal.org/project/views>

<http://www.anfibiacreativa.com/random-news/how-to-add-video-background-to-a-page-in-Drupal-7>

[https://drupal.org/project/dynamic\\_background](https://drupal.org/project/dynamic_background)

<https://drupal.org/project/ds>

<http://www.themza.com/drupal/aqua-responsive.html>

<https://drupal.org/project/lightbox2>

[https://drupal.org/project/responsive\\_background](https://drupal.org/project/responsive_background)

<https://drupal.org/project/flexslider>

<http://www.webomelette.com/7-modules-responsive-drupal>

[https://drupal.org/project/mobile\\_navigation](https://drupal.org/project/mobile_navigation)

[http://codecanyon.net/item/mega-slider/4313171?ref=symphonythemes&ref=symphonythemes&clickthrough\\_id=233606903&redirect\\_back=true](http://codecanyon.net/item/mega-slider/4313171?ref=symphonythemes&ref=symphonythemes&clickthrough_id=233606903&redirect_back=true)

## THEMES

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<http://demo.megadrupal.com/?theme=alpine>

<http://demo.themesvision.com/#evolve>

[http://themeforest.net/item/omnia-multi-purpose-agency-drupal-theme/full\\_screen\\_preview/7163365?ref=freshdesignweb](http://themeforest.net/item/omnia-multi-purpose-agency-drupal-theme/full_screen_preview/7163365?ref=freshdesignweb)

## SITES

<http://lifx.co/>

<http://themetrust.com/demos/port/>

<https://www.paypal.com/>