

#HelloDisruptors



NetSuite presents Marin Tchakarov
Chief Financial Officer, Pebble

pebble

 NETSUITE



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Chief Financial Officer
Pebble

DESIGN WITH THE USER IN MIND

PEBBLE'S INTENSE FOCUS ON CUSTOMER-CENTRIC DESIGN BEAUTIFULLY BLENDS FUNCTIONALITY AND EXPERIENCE

The Pebble smartwatch was launched in 2012 after a \$10.3 million Kickstarter campaign was funded by nearly 70,000 backers. Fast forward a few years and the company has sold over a million smartwatches and broken Kickstarter campaign records to launch their latest offering, Pebble Time.

Marin Tchakarov talks about how critical customer experience is to Pebble's success and how the company uses it to disrupt its industry.

“Disruption is that innate desire to explore and make the world a better place one little bit at a time.”

– Marin Tchakarov



How important is customer experience to your business?

We’re putting the customer at the very center of the experience. We don’t want our customer to be confused and annoyed by choices that they have to make, like “Geez, does this work with my iPhone, does this work with my Android?” It works with all of them. **We wanted to make an awesome experience for all, irrespective of what you currently have as an operating system on your devices.**

Smartwatches are what we do. It’s the only thing we do. We want the best wearable experience for you as a customer. We’ve been very focused and thoughtful about what wearables should be, what a smartwatch as a wearable should be, and when you would want to interact with a smartwatch. We’re thoughtful about battery life. It’s a wearable; therefore, it needs to blend on you and last for a while.



How do you stay in touch with customer expectations?

We treat our customers as a community and design and develop technology that people really want to experience. They really appreciate the fact that we’re open-platform,

and the freedom that provides for innovation, and the speed of innovation through that freedom. As it turns out, people get frustrated and don't really appreciate being captured as prisoners of self-centered myopic operating systems. There's a feeling of imprisonment and being subjected to a refresh cycle or being monetized against their will.

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? How does Pebble think about design?

It may change over time, but our view is that great design generally means it's beautiful and has great functionality. Those two must be aligned. *If the design doesn't lend itself to functionality or creates barriers of sorts, the beauty of it fades because it has to be functional.*

We're very cognizant of design, down to the minute details, because we want to understand the tradeoffs that we're making for what we're getting. We want to design beautiful products that are very high functioning and perform exactly as we intended them to, providing value for customers in the community.

We also want our product to work straight out of the box. We don't want you to read any

brochures or pamphlets or directions on how to get your Pebble up and running. You just take it out of the box and it pairs with your phone automatically. It doesn't matter which one, because we're open-platform and it's very intuitive and easy-to-use.



How can a company become a disruptor?

Being a disruptor and an innovator is an evolutionary behavior. In nature, it takes eons to evolve, because it's a blind trial and error. In technology and civilization, it happens overnight, or a month or two. It's a behavior that is prone to being intolerant of existing problems and recognizing that they're problems before the broad masses have even realized that they have the problem. Then offering a gallant, seamless, or elegant solution to such problems.

“Being a disruptor and an innovator is an evolutionary behavior.”

– Marin Tchakarov



Why disrupt?

It's what defines us as human species; to share and collaborate and help each other, inform one another of things that we've found that are better. I think it's that desire to share a problem-

solving way that's better than what we've seen before rather than just go, "Eh, yeah, it's cool, but let's just go play golf." Disruption is that innate desire to explore and make the world a better place one little bit at a time. For Pebble, it's about making the world more organized, and making our lives more seamlessly connected with humans and machines.

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That sounds very sci-fi, but it's reality. We're already communicating with machines such as our smartphones, through which we communicate with devices such as Nest or Dropcam. These smart devices are plugged into the Cloud and we control them from wherever we are. *That trend will continue, and we want to be that on-the-body platform that controls most, if not all of these devices in the future.*

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