

Frustration-Free Setup

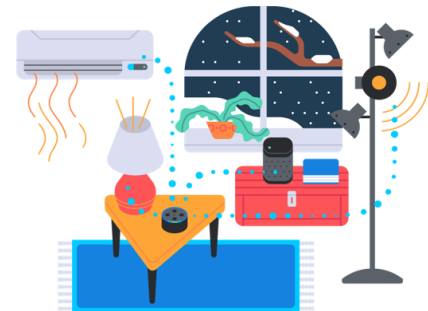
Build zero-touch setup experiences into your network connected devices with simple setup.

What is Frustration-Free Setup (FFS)?

Frustration-Free Setup (FFS) is an Amazon program which enables you to incorporate technology that can make device setup as easy for customers as opening a box and powering on a device. Behind the scenes, we've done the hard work to make the customer's experience delightfully fast and straightforward. FFS integrates into any service and device type - including smart speakers, cameras, TVs, health devices, and anything else you could imagine.

FFS works with Wi-Fi, Zigbee, and Bluetooth-enabled devices, and we offer a variety of implementation options across these connectivity options.

[Learn more »](#)



Wi-Fi

Integrate simple setup into your Wi-Fi capable devices

[Learn more »](#)

Zigbee

Use Zigbee to onboard your home networking devices

[Learn more »](#)

Bluetooth

Request access to the Bluetooth developer preview

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Why Frustration-Free Setup?



Increase customer satisfaction

Help increase your product star ratings by simplifying complicated steps for network connectivity.



Reduce customer service calls

Cut down on steps for network connectivity, a top driver of customer care calls.



Increase device setup rates

Reduce the hassle of getting started with your product. Customers can start experiencing your device in as quickly as a few seconds.

How does it work?

FFS utilizes a network of helper or provisioner devices (such as compatible Echo devices, Fire TV devices, or routers) that are already connected to the internet. These provisioners help customers set up new or provisionee devices in fewer steps. When your customers turn on one of your devices purchased from Amazon.com, provisioner devices in the area can help it connect to the customer's network via Wi-Fi, Zigbee, or Bluetooth. Customers are in control; they can choose to simply set up their experience from checkout. FFS can



then begin as soon as the customer powers on your device.

FFS is the same underlying technology that powers a simplified setup on many Amazon devices, including Echo, FireTV, Fire tablet, and Kindle. With tens of millions of Amazon provisioners already installed and able to set up your device, implementing Frustration-Free Setup can provide your customers an even better setup experience.

Who else is using Frustration-Free Setup?



TP-Link Kasa HS105

"We've worked hard to make the setup experience as simple as possible from the very beginning. Adding Wi-Fi simple setup from Amazon, we've been able to take our straightforward onboarding process and turn it into a truly magical experience. From our development team's perspective, integrating the Wi-Fi simple setup SDK was quick and easy, making deciding to add FFS all the more obvious."

David Li, CEO, TP-Link Kasa



eero Home WiFi System

"We are excited to be one of the first routers to deliver Wi-Fi simple setup to customers. Our customers frequently run into issues setting up new smart home devices and now Wi-Fi simple setup-capable devices can get added to their eero networks with just a tap. Integrating Wi-Fi simple setup into all eero devices was straightforward with great documentation, testing tools, and feedback that helped throughout the process."

Nate Hardison, Chief Product Officer, eero

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Welcome to the Frustration-Free Setup developer console

Use this console to setup new or manage existing devices that simplify setup for your customers. Choose the protocol that best aligns with your device to get started.

📘 Looking to be a simple setup provisioner? Request access to developer preview [here](#).

Wi-Fi Simple Setup

Zigbee Simple Setup

Bluetooth Simple Setup

1. View Provisionee Documentation

View the C, backend, and app integration guides.

[View Docs](#)

2. Download SDK

Download our Wi-Fi simple setup SDK to integrate simple setup into your existing device.

[Download SDK](#)

3. Request Static Keys And Certificates

Send a request for a new set of device keys to start your integration. These keys are used in the Wi-Fi simple setup library to identify your device with our setup service.

[Request Static Keys](#)

4. Login With Amazon

Create a Login With Amazon (LWA) account and register your mobile application. LWA enables customers to link their Amazon account to your backend through your mobile app.

[Launch LWA Portal](#)

5. Request Manufacturing Security Keys

Submit a request for security keys used to generate X.509 certificates during manufacturing.

[Request Manufacturing Keys](#)

6. Submit Test Devices

Upload information about test devices to the Amazon device setup service.

[Download Template](#)

[Submit Devices](#)

7. Request Certification