TRANSFORMING TRADITIONAL AC INTO INTELLIGENT SERVICES:
How Tadiran Built a Modern IoT and AI Ecosystem with Commit

ABOUT TADIRAN

Tadiran is a leading Israeli public company with over 65 years of expertise in climate and energy solutions, holding 40 percent of the local air-conditioning market. With local manufacturing, advanced R&D, and global operations, we deliver sustainable technologies that enable smarter, more efficient living. Our commitment to innovation and environmental responsibility drives solutions that improve comfort, efficiency, and quality of life in Israel and worldwide. Core domains include Smart Air-conditioning and energy efficient HVAC, Renewable Energy and Solar Solutions, Utility-scale energy storage, EV Charging systems, and Advanced Aluminum Manufacturing.

CHALLENGES

Tadiran entered its digital transformation journey with a highly fragmented digital landscape, operating four separate IoT apps that created inconsistent experiences and limited control over branding, user engagement, and customer data. Without in-house development capabilities, the company relied heavily on external vendors, resulting in slower releases and limited agility. Privacy and regulatory requirements, particularly the need to manage Israeli user data responsibly, added further complexity. As a B2B2C manufacturer, Tadiran had no direct visibility into end-user interactions because installers and contractors stood between the company and its customers.

At the same time, the broader market moved quickly toward smarter, more integrated home experiences. Although smart home and IoT technologies had been mainstream for years, Tadiran's app lagged behind evolving expectations for speed, convenience, and personalization. Pairing times of two to five minutes and generic user flows did not align with the instant-response culture of younger consumers. With AI rapidly reshaping consumer electronics, the risk of falling behind became evident, and modernizing the experience while introducing new AI-driven capabilities became essential.

SOLUTION

Tadiran partnered with Commit, an AWS Premier Tier Partner, to build "My Tadiran", a unified IoT and service platform that replaced four legacy applications with a single, scalable ecosystem. The solution included an adaptive integration layer that connected multiple vendor systems while ensuring users interacted with a consistent, intuitive interface. By centralizing control, support, and real-time insights, Tadiran gained full ownership over its data, accelerated release cycles, and created the foundation for richer, more proactive customer experiences.

To remove friction from onboarding and improve product identification, Commit and Tadiran introduced an AI-based recognition capability that identifies an AC model in seconds. The team developed a structured dataset covering nearly 100 models, created descriptive prompts, collected field media, and trained a hybrid visual-text machine learning model. Iterative improvements turned real-world challenges into advantages: guided photo capture flows, enhanced training with low-light and imperfect footage, the use of new MLLM capabilities, and a smart fallback using remote-control type selection. These enhancements significantly increased accuracy, reduced onboarding drop-off, and transformed the setup experience into a seamless, modern interaction.

RESULTS

The transformation delivered measurable improvements across onboarding, usability, and long-term engagement.

- AI model identification accuracy increased to 65%
- Identification drop-off decreased to 13%
- AI-based detection outperformed manual selection by 70%
- Setup time improved from minutes to about two seconds
- 65,000 app downloads were achieved within the first three months
- More than 20,000 monthly active users
- 99% retention rate
- 4.2 average rating across Google Play and the App Store
- 24% of users adopted the remote power-off feature as part of daily use

> *Delivering transformation at this scale requires more than technical excellence- it requires a true partner. Commit was not only able to envision the future with us, but to turn that vision into a tangible, production-ready reality. Together, we transformed ambitious ideas into intelligent services that meet our customers where it matters most, creating real value, trust, and a consistently better customer experience."*
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> **Yarden Mamrud, Head of innovation, Tadiran Group**