



# LEVEL UP YOUR OPERATION WITH AUTOMATION



# About Skimmer

America's #1 Pool Service Software Platform

Skimmer is on a mission to modernize the pool and spa service and repair industry through easy-to-use software and best-in-class support.

Currently used by 30,000+ pool service professionals servicing 942,000+ pools, Skimmer is uniquely positioned to be the hub for all things pool maintenance.



**Niki Acosta**

Director of Partner Marketing  
Hostess of “Between Two Stops” Podcast



[www.getskimmer.com](http://www.getskimmer.com)

# Introductions

Adam Key & Rob Gaither



**Rodney McCall**

Pentair Pool Category  
Manager, Automation

Rodney McCall has a rich background in the swimming pool industry, from lifeguarding and pool service and maintenance— to pool construction, where his proficiency with the shovel laid the foundation for a deep industry understanding. His role at Pentair was pivotal in bringing variable speed pump technology into the mainstream, a critical step in promoting energy efficiency in pool operation. Additionally, Rodney developed the IntelliConnect® system, the industry's first cloud-connected pool controller. These initiatives have played a significant role in industry innovation, reflecting Rodney's dedication to improving both the innovation and practical application of pool design and operation.



**Jeff Verplaetse**

Pentair Pool Field  
Application Specialist

Jeff has 28 years of experience in the pool industry. He has been with Pentair for 6 years. He is currently a Field Application Specialist, which allows him to specialize in multiple product lines including automation. Prior to joining Pentair, he held management positions for multiple companies, including sales, service, and construction. Jeff is a two-time winner of the SPP Minnesota Rep of the Year award in 2022 and 2023. Driven by his deep expertise and dedication to his dealers, Jeff believes that automation is the future of our industry, and embracing it helps keep your company on the cutting edge.

# Level Up with Automation

## What Will Be Covered Today

- ❑ The importance of automation for the modern pool owner
- ❑ What automation solutions are available from Pentair
- ❑ Leveraging the IntelliCenter® Upgrade Kits to grow your business
- ❑ A Technical Introduction: parts and installation preview

Thank you for attending!



# Advantages of Offering Automation

## Why Automation Matters

### The Rise of Automation

- Pool/Spa combinations

### Better for your customer

- Smartphone control

### Better for Business

- Remote monitoring





Feature Rich Pool/Spas



## IntelliCenter® Pool Control System & Upgrade Kit

Versatile and expandable for pool/spa combinations and more with multiple water features and pieces of equipment



Single Bodies of Water



## IntelliConnect® Control & Monitoring System

For single bodies of water with up to five pieces of equipment, including a heater



Pool/Spa with Existing Breaker



## IntelliCenter Lite System

Breakerless power center for pool/spa combinations for more affordable pool control



Simple Pools



## IntelliFlo3® VSF Pump

For pools with up to two pieces of equipment such as lights and a salt chlorine generator



# ▶ INCREASE REVENUE WITH UPGRADE KITS

# Understanding Your Customer/Pool Segments

## 3 Types of Customers to Easily Convert

### Tech Enthusiasts

- Latest and Greatest

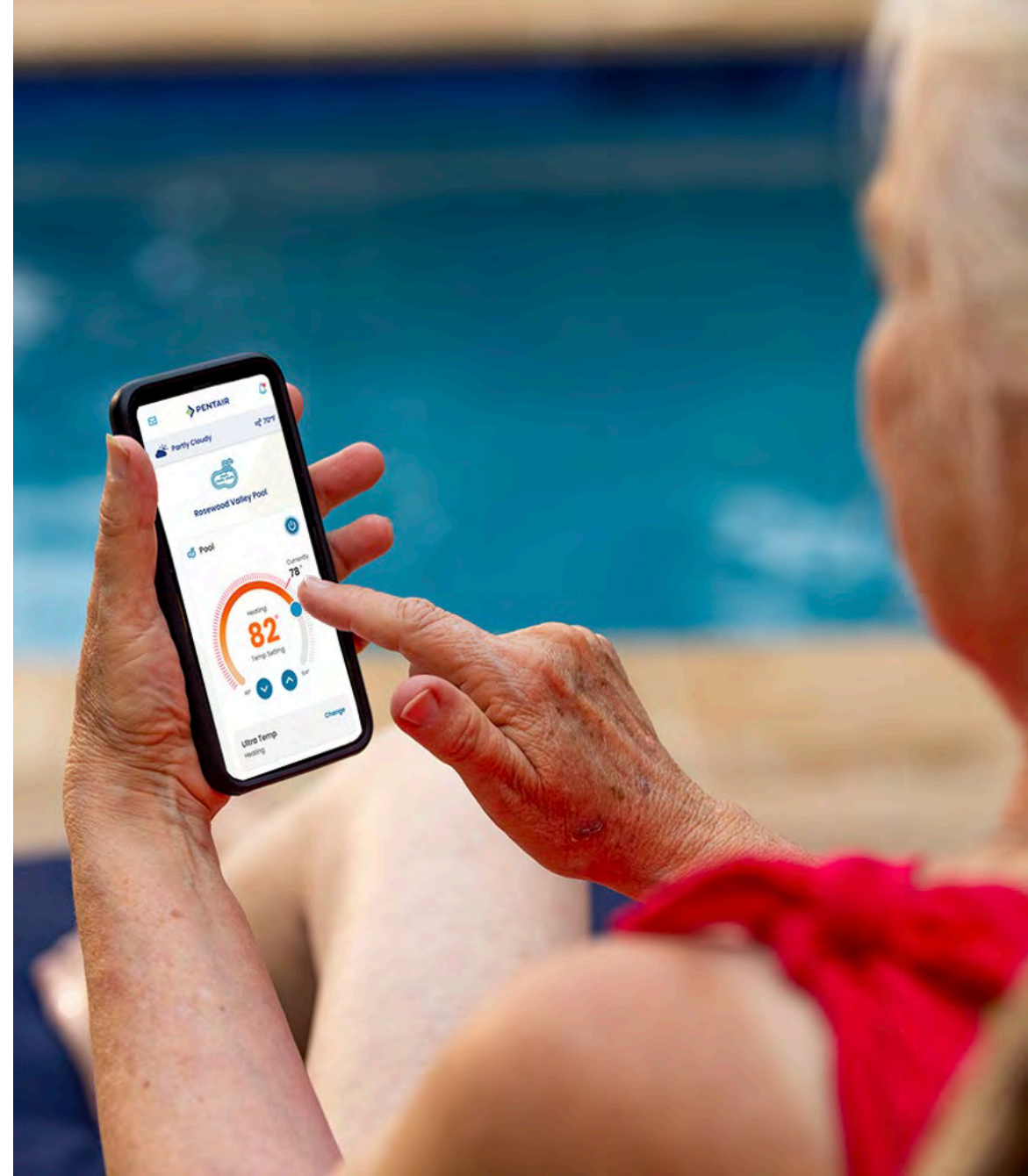
### Legacy Systems WITHOUT the ScreenLogic® app

- Smart Phone Control

### Failure Replacements

- Easy Upgrade to the Latest

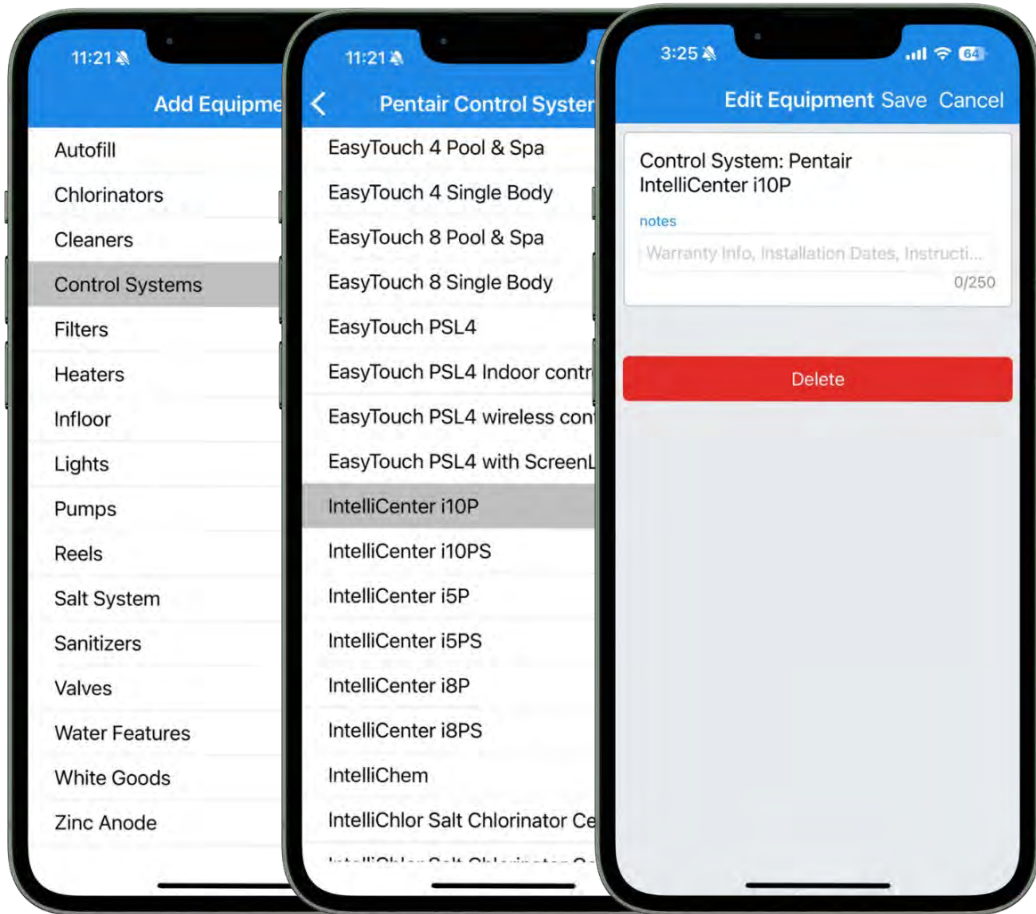
**Most Pool Owners Today  
Want the Latest Smartphone Control**



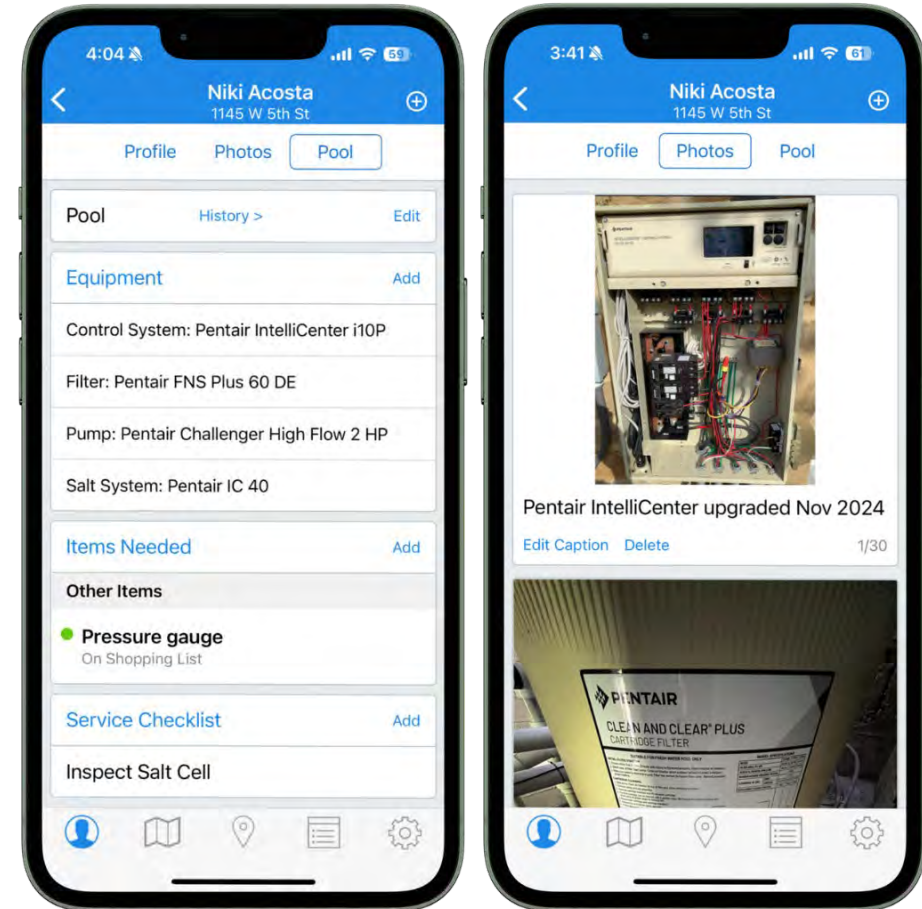


# Tracking equipment in Skimmer

Store & access equipment information anywhere at any time



Add Equipment, Dates, Serial #s, & Photos



Access from anywhere!

# Marketing Strategies for Servicers

It doesn't have to be hard

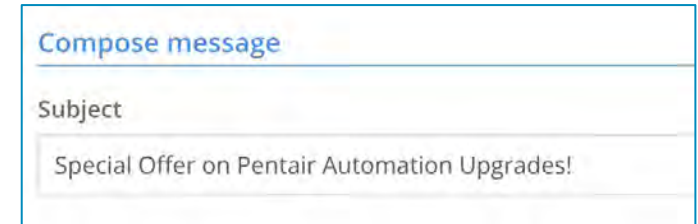
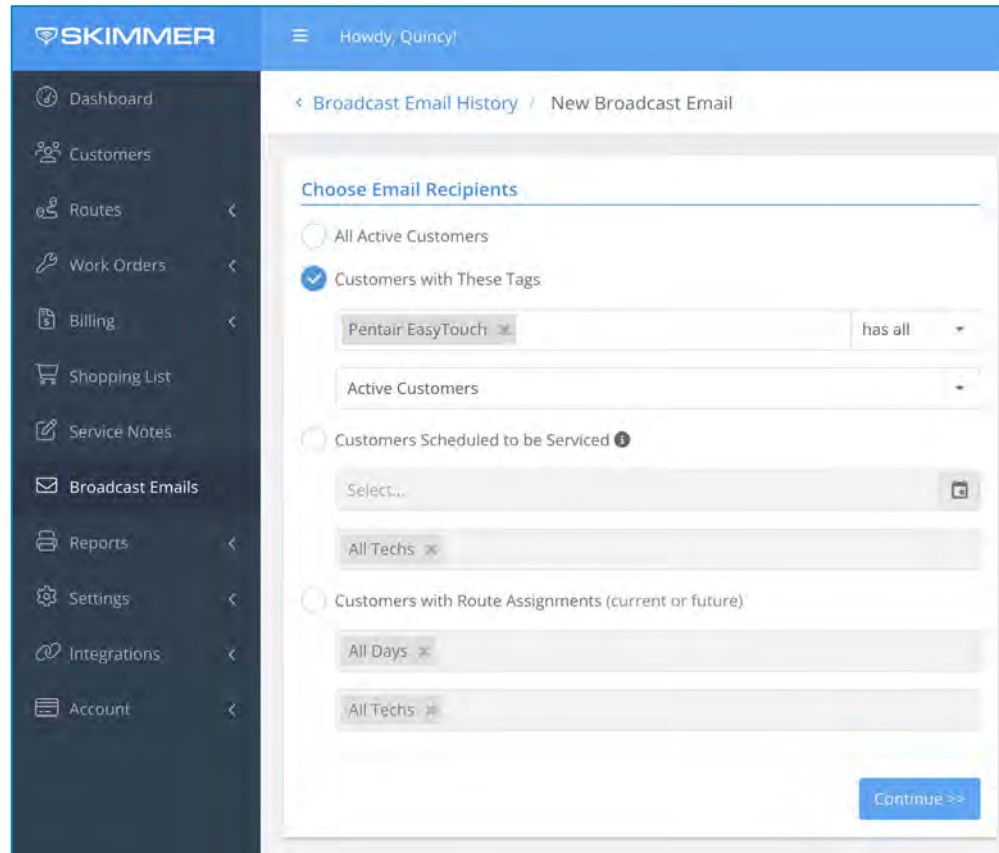
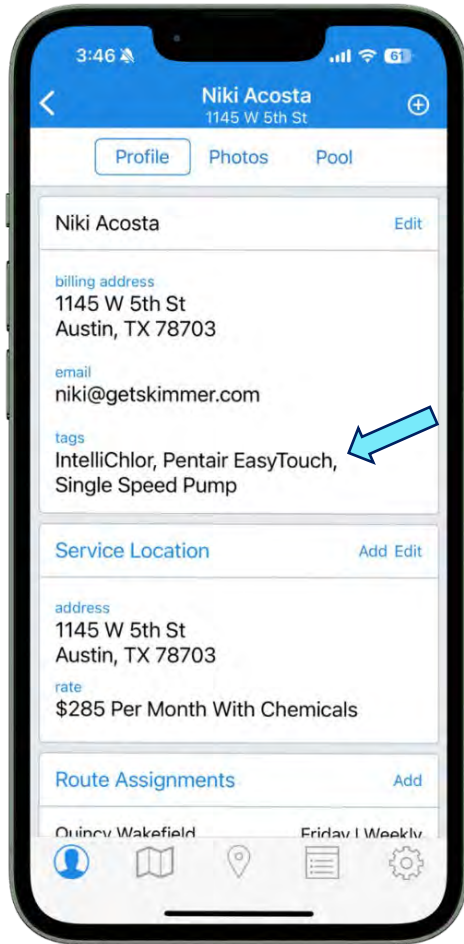
- 1 Identify old systems during winter shutdown/going into the offseason
- 2 Target in the offseason to boost spring sales
- 3 Just 5% engagement can lead to significant revenue



Revenue Alert!

# Using Skimmer Tags

Use tags to easily send broadcast emails to a subset of your pool owners



Leverage Pentair's sales kit resources for messaging and positioning!

Broadcast Emails are available on the Scaling Up Tier

# Increase Revenue with Remote Monitoring & Control

## Maximize Service Efficiency

### Prioritize alarms

- Prioritize jobs

### Real-time fixes

- Avoid emergencies

### Know before you go

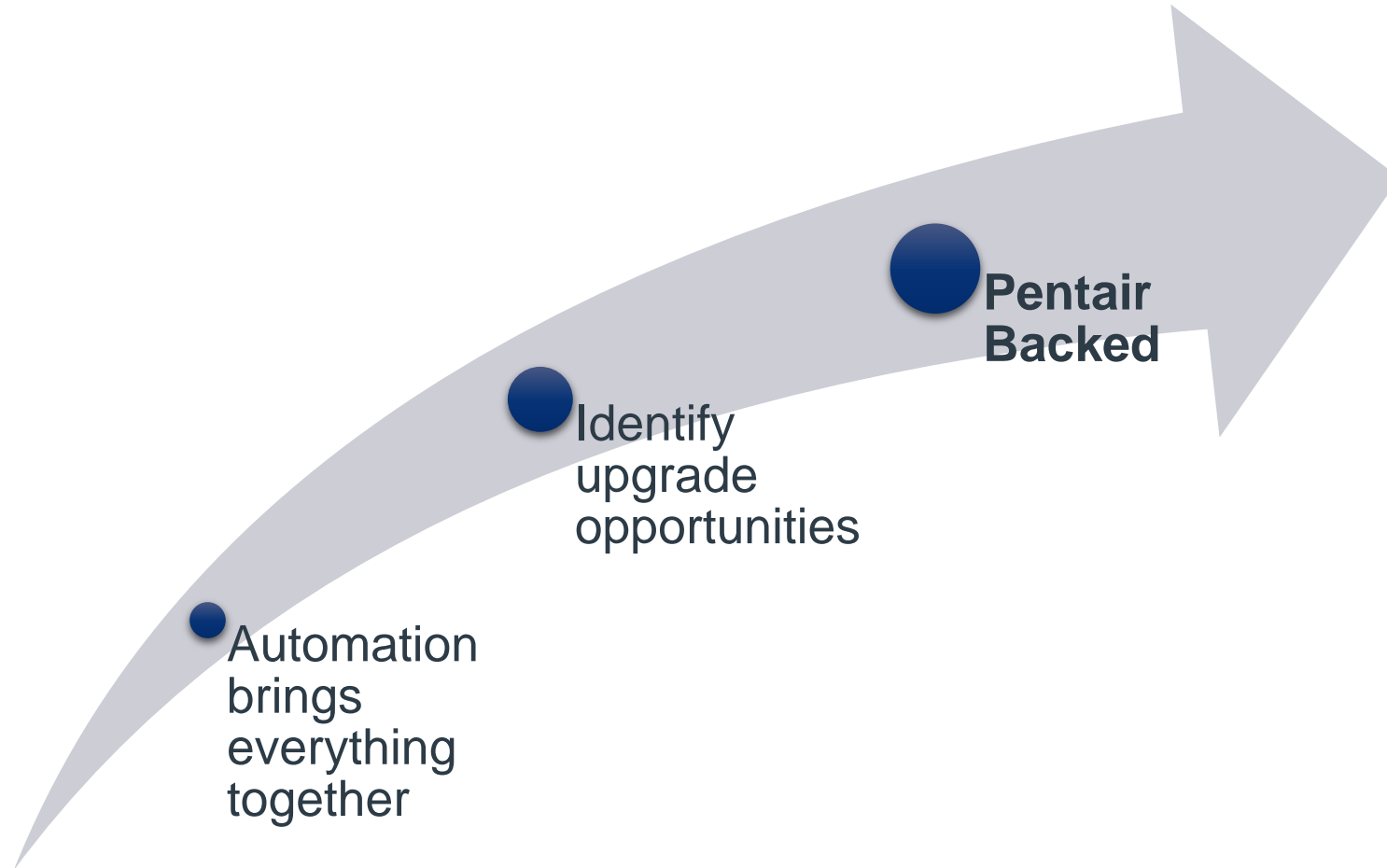
- Be ready with the right parts



Add a White Glove Service Fee for Pool Peace of Mind

# Plant the Seed to See Sales Grow

Leverage Automation to Build Loyalty



# What's in the Box

**PENTAIR POOL**

## INTELLICENTER<sup>®</sup>

UPGRADE KIT FOR EASYTOUCH<sup>®</sup>/INTELLITOUCH<sup>®</sup>

The great pool automation upgrade.

Installs on the current wiring and housing, just change the bezel, board and transformer. With the IntelliCenter Upgrade Kit, it's easy to give your customers the latest tech and give yourself some new business too.


PART NUMBER	DESCRIPTION	MANUFACTURE DATE	IDENTIFY BEZEL BY CUTOUT
522045	i10 Pool		Legacy: Rectangular Cutout
522046	i10 Pool/Spa	2003-2012 (Legacy)	EasyTouch
523218	i10 Dual		IntelliTouch
523530	Expansion		
522047	i10 Pool		Current: Square Cutout
522048	i10 Pool/Spa	2012-2023 (Current)	EasyTouch
523049	i10 Dual		IntelliTouch
523529	Expansion		

**INCLUDED:**  
Bezel, Personality Kit and High Power Wireless Kit  
High Power Wireless Kit #523557

**System Transformer**  
Current: #52210ZZ;  
Legacy: #52206ZZ (bracket included)

**4AMP and 5AMP Circuit Breakers**  
#523346 (4AMP); #523348 (5AMP)

**SCAN CODE**



To watch a video showing everything that comes with the IntelliCenter Upgrade Kit.

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- Transformer
- Circuit board and bezel
- Internet connection kit
- Stickers
- Low voltage breakers
- Manuals



Download the card to find out what part number you need.

# Install in 4 Easy Steps

## Step 1

- Understand pool setup, circuits, features, pumps and pump addresses
- Optional: Write down/Take photos of settings

## Step 2

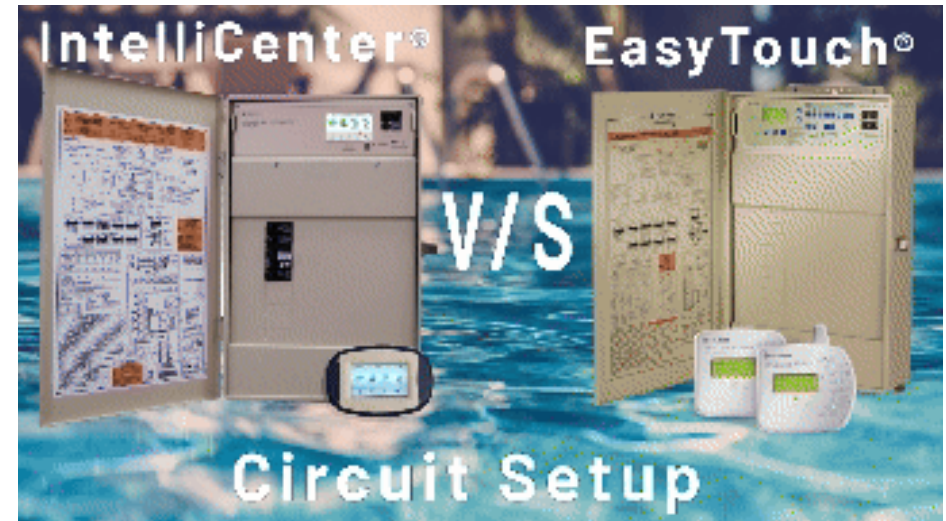
- **Turn off the power**
- Remove and replace transformer and circuit board

## Step 3

- Install internet connection kit
- Remove the 900 MHz antenna, any old wires or antennas for the ScreenLogic system, or the indoor control panel, or wireless controller

## Step 4

- Return the panel
- **Turn power back on**
- Start programming



Always refer to the Installation and User's Guide for warnings and instructions before installing.



# ► RESOURCES



# TRAINING DATES

[Register Today!](#)



## REGIONAL UNIVERSITIES

**Temecula** | Jan. 21-23, 2025

**Austin** | Feb. 26-27, 2025

**Las Vegas** | Mar. 19-20, 2025

**Tucson** | April 23 – 24, 2025

## POOL INDUSTRY SHOWS

**Mid-America Show** | January 13-16, 2025

**Atlantic City Show** | January 28-30, 2025

**Western Pool/Spa Show** | February 6-8, 2025

**Every Under the Sun (EUTS)** | March 14-15, 2025

**DIVE INTO EDUCATION AT PENTAIR POOL UNIVERSITY**

**PENTAIR**

**REBATE FORECAST**

**COOLER WEATHER, HOTTER DEALS**



IntelliCenter® Upgrade Kit

**\$250\*** IN YOUR  
POCKET



IntelliCenter® Upgrade Kit

**\$500\*** IN THEIR  
POCKET



NEW IntelliCenter Lite System - \$250  
Outgoing IntelliCenter Lite System - \$375

**\$250\*** INTRO OFFER  
ON NEW  
MODELS



GET THESE REBATES WHILE THEY'RE HOT  
AND *RULE THE POOL* ALL SEASON LONG



\*Rebate is available only on products identified during the dates specified. Additional terms and conditions must be met to qualify for rebate. See full Terms and Conditions for details on how to qualify.  
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[WWW.PENTAIR.COM/HOTDEALS](http://WWW.PENTAIR.COM/HOTDEALS)

# Try Skimmer FREE for 30 days

[www.getskimmer.com](http://www.getskimmer.com)

Get organized, grow revenue, and deliver a seamless customer experience

- Scan the QR Code to activate your free trial
- Join fellow pros on the Pool Deck Community
- Access free resources at [getskimmer.com/resources](http://getskimmer.com/resources)
  - Price increase toolkit
  - Digital marketing eBook
  - Growing your business guide
  - And more!



**TRY FREE FOR 30 DAYS!**

**Skimmer's 2025 State of Pool Service industry report coming in January 2025!**

# Custom Resources

Visit [www.pentair.com/upgradekithub](http://www.pentair.com/upgradekithub)

- Scan the QR Code for instant access:
  - Sales Kit
  - Installation Video
  - Remote Monitoring Video
  - Upgrade Kit Selection Card
  - And more!



# 3 Key Takeaways



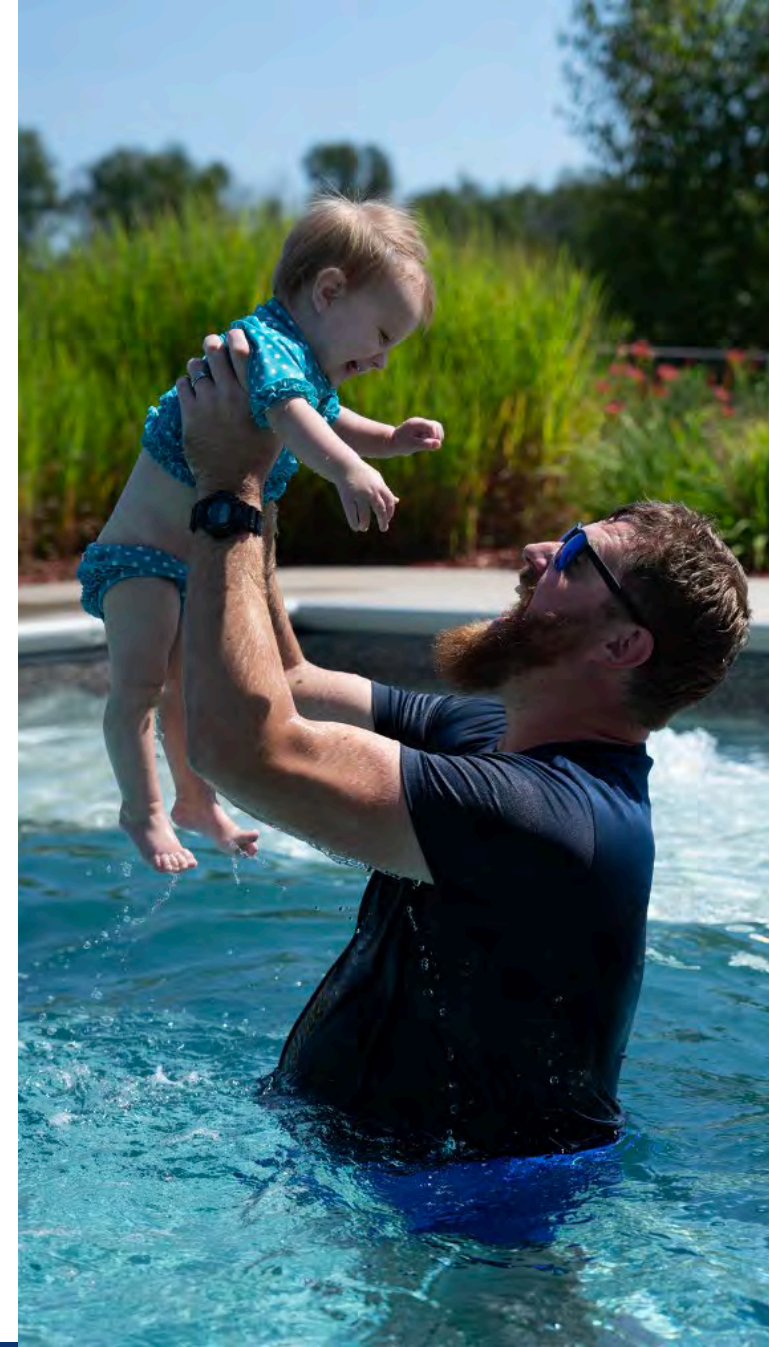
Investing in pool automation technology benefits both you and your customers.



Enhanced efficiency through remote monitoring leads to better service, happier customers and more revenue.



Embrace the shift towards smarter, connected pool solutions with Pentair!





**▶ THANK YOU!**





# Q&A