

# SONOS SECURE REGISTRATION

Sonos One and voice control are finally here! With this comes a change in how we use accounts for setup. [This](#) will impact our customers, so we want to update you on what has transpired and some new features to help them with this change.

## What's new?

A Sonos account is now core to a Sonos system. [Accounts](#) are foundational for cloud-based integrations like Spotify Direct Control, Amazon Alexa, and our new Developer Platform which many home automation systems will integrate [with](#). It's also critical in securing and protecting our connection to a customer's LAN and Smart Home.

Last year we rolled out Sonos accounts for specific features like Spotify Direct Control. With our new app, we've made [accounts](#) mandatory for new systems, and for adding new speakers to systems. Today we'll require all customers who have not set up their Sonos account yet to do so.

## What's the impact for our dealers?

You will need a Sonos account for your customer to set up a new systems.

Servicing existing systems may require the customer's Sonos account login information. The two big ones here are adding a new speaker to the system and setting up/managing Amazon Alexa.

End users may run into Sonos accounts in the app where they have not previously. Going through the account setup process or signing in through the app should be seamless, but you may expect a few calls from customers who run into this.

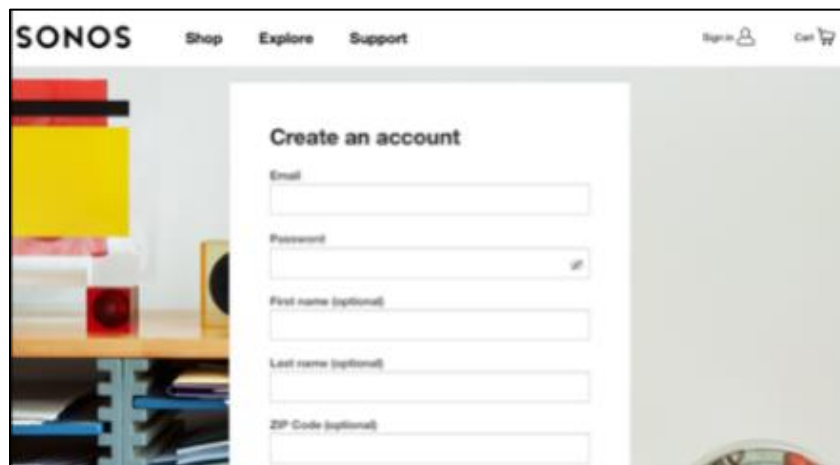
## What are their options?

Our goal here is to keep accounts flexible for our customers and dealers and line up our experience with similar consumer pro-installed IoT products.

Setting up a new Household in the Sonos app is going to start with asking the user to create a new account or sign in. It's likely that an installer won't be able to verify the customer's email account they'd need to click on a link in an email and we've got [a number of ways](#) around this.

## Create account for your customer

You can create an account for your customer at the following URL <https://www.sonos.com/login/ci/create/>. Any account created here *will not* require the email address [be verified](#) for 21 days. [This](#) gives you plenty of time to use the account, set up the system, and hand it over to your customer. After 21 days the next time someone signs in with the [account](#), they will be prompted to verify their email address.



The image shows a screenshot of the Sonos website's account creation page. The page has a white background with a light gray header. The header includes the 'SONOS' logo on the left, and 'Shop', 'Explore', and 'Support' links in the center. On the right side of the header, there are icons for 'Sign in' and 'Cart'. The main content area is titled 'Create an account' and contains several input fields: 'Email', 'Password' (with a strength indicator), 'First name (optional)', 'Last name (optional)', and 'ZIP Code (optional)'. The background of the screenshot shows a blurred office or retail environment with a desk, a chair, and some equipment.

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## Get login info from the customer

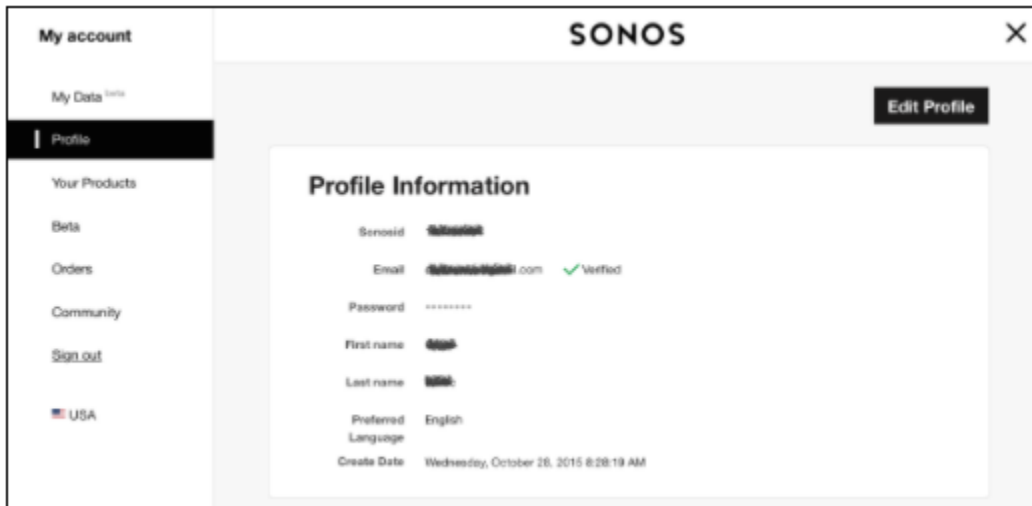
Ask the customer to set up a Sonos account before the install (or ask them if they already have an account).

They can set up an account as Sonos.com or in the Sonos app.

<https://www.sonos.com/login/create/>

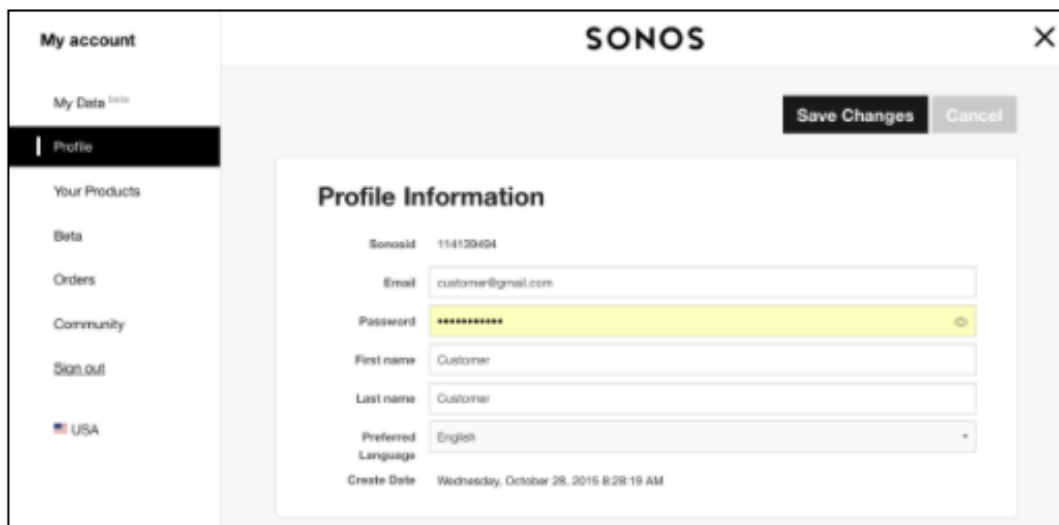
**Make sure the account email is verified!** Otherwise, you won't be able to use that account to set up a new Household. When a new account is created, we send out an email with a link to verify the account. Just click on it. You can always check by going to the Profile section of My Account on Sonos.com. There will be a "Verified" label next to the email address, or a link to verify it if it's not.

<https://www.sonos.com/myaccount/profile/>



## Change the account email address after setting it up

Create a brand new account with an email address you have access to (you'll need to verify the email address). Set up the system. Then go to the Profile section on My Account on Sonos.com and change the email address to the customers. From there the account is connected to their email address and they can reset their password to gain access. <https://www.sonos.com/myaccount/profile/>



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## Transfer system to customer account after setting it up

Get stuck and just need to get the system set up? No problem. Go ahead and use any Sonos account to set up the system. When you are done, you can transfer the system to a different Sonos account.

Go to More>Settings>My Sonos Account and use the Transfer Sonos to new account option at the bottom of the screen.

