Ayla IoT for Internet Service Providers

Internet service providers (ISPs) face a rapidly evolving world of new network standards, competitive over-the-top (OTT) services, and an increasing number of consumer devices connecting in the home. One constant is customer support. ISPs are fielding more support calls and rolling more trucks to address consumer devices’ connectivity and performance. The growth of ISP support costs mirrors the complexities that come with Smart Home and OTT solutions. Android, iOS, and other ecosystem updates can drive chronic issues that take months to identify and determine route cause. So how can an ISP continue to provide excellent subscriber support, maintain a high Net Promoter Score (NPS), and reduce churn—while also reducing the overall support burden?

How Ayla is Driving Customer Support Costs Down & NPS Up

The service provider space continues to grow more competitive as new OTT services and wireless broadband offerings arise. Reactively taking calls and rolling trucks is expensive and makes for a less than ideal customer support experience.

The barrier to improving customer support has been ISPs’ lack of actionable information on the devices connected to their networks—both their own equipment and consumer devices. Collecting, cleaning, analyzing, actioning and route causing device data is where Ayla Networks excels.

Through years of working in both the service provider and consumer IoT device spaces, Ayla has developed ML models and analytics to identify common types of problems including hardware, firmware, Wi-Fi, and core network in near real time. This enables the platform to predict and address issues via setting changes, targeted reboots, IVR ambushes’ or information to the operations team. The end-result is remediating the problem before the customer notices it and providing the product and operations teams the time and root cause to fix the underlying issue.

Use Cases Supported

- **Product Improvement**: Leverage near real-time reporting across the entire device base, comparing firmware effectiveness across versions. Reduce the time to identify and resolve new issues in firmware releases, without waiting for the call center to alert that there’s a problem.

- **Call & Dispatch Reduction**: Identify the fingerprint of chronic system issues, especially ones that are difficult to reproduce; once fingerprinted leverage ML models to predict and mitigate. Leverage the real time analytics to then identify customers who will trigger the issue and mitigate ahead of time through automated actions.

- **Service Improvement**: Utilize our predictive models to route cause the issue to drive network and service improvement and fix the underlying issue.
Benefits & Value Proposition
By using Ayla’s cloud-based data analytics and machine learning product, ISPs can better realize the value from their existing data. As a result, they can achieve:

- **Cost Efficiency**: Ayla’s existing product, platform, and experience translates into value being returned within a month of kickoff vs. building in-house over multiple years. The Ayla platform works with existing device management platforms and can be utilized by existing data scientists.

- **Truck Roll, Call, Swap & Churn Reduction**: Ayla drives near real time analytics and actions from device data that speeds the identification, prediction, and resolution of issues.

- **Improved NPS**: Ayla enables higher service uptime and improved device and service performance, leading to higher NPS.

Why Ayla IoT for Internet Service Providers?
Ayla’s IoT offering for service providers is a modern, secure, scalable platform with advanced machine learning solutions purpose-built to generate predictive insights from existing device data. Our solution works with any device type, including gateways, OTT boxes, set-top boxes (STBs), optical network terminals (ONTs), hubs, and other networking devices and data sources.

The Ayla platform uses a data pipeline to handle device data (volume, variety, and velocity) generated by millions of devices and uniquely applies ML models and descriptive analytics. This approach enables extremely fast time to deployment with very little internal IT support or heavy integrations required.

With Ayla’s IoT platform, the world’s leading ISPs are realizing a significant reduction in support and maintenance costs—tens of millions of dollars annually—by leveraging data and transitioning to a smart, condition-based service model. Ultimately this results in superior customer support and a hard-to-beat competitive advantage.

To learn more about Ayla IoT for Internet Service Providers, or to schedule a consultation, please visit www.aylanetworks.com or contact us at info@aylanetworks.com