Ayla Networks + Google Cloud: A Fast Track to Business Value From IoT Initiatives

Enterprises across a wide range of market sectors are deploying Internet of Things (IoT) initiatives in hopes of transforming their businesses and achieving better outcomes. But too often, business leaders risk failure of their initiatives for one of two reasons: because they equate IoT with simply setting up and connecting devices, or because they underestimate the difficulty of getting IoT data from connected devices into the data analytics tools able to generate actionable insights.

The returns on any IoT investment depend on:
- Secure connection and management of devices at scale
- The ability to ingest and process IoT data, also at scale—and in some cases in real time
- Sophisticated techniques such as big data analytics and machine learning (ML) that enable IoT data to drive better business decisions

Ayla on GCP: Combined differentiation

Ayla Networks’ IoT platform-as-a-service (PaaS) delivers industry-leading device virtualization, device management, and IoT data ingestion. The Ayla IoT platform technologies give enterprises a best-in-class solution to extract and manage any kind of IoT data from any kind of IoT device.

Google Cloud’s infrastructure-as-a-service (IaaS) provides industry-leading ML, artificial intelligence (AI), and data analytics capabilities as part of a comprehensive public cloud infrastructure. These Google Cloud technologies provide a best-in-class solution for enterprises to turn their IoT data into real business value.
USE CASES

Ayla Networks and Google Cloud will focus their joint IoT solution on markets that include:

- Industrial manufacturing, supply chain, and asset tracking.
- Smart buildings and smart home.
- Retail.
- Healthcare.

Together, Ayla Networks and Google Cloud offer enterprises a way to unlock the business value contained within their connected-device data—and to optimize the return on their IoT investments.

What the Ayla Networks + Google Cloud Joint Solution Provides

Ayla Networks and Google Cloud have announced a partnership to integrate Ayla IoT platform device connectivity and management technologies with Google Cloud Platform (GCP). The result will be a jointly developed and marketed, out-of-the-box IoT solution that offers integrated connectivity, device virtualization and management, application enablement, and data ingestion, processing, and analysis.

By combining their respective strengths, Ayla Networks and Google Cloud can enable companies deploying IoT initiatives to:

- Achieve rapid time to innovation and rapid time to business value by leveraging Ayla Network’s flexible data pipeline along with Google Cloud’s powerful native and partner-based tools to make full use of the IoT data generated.
- Scale connected-device deployments securely and with high reliability.
- Use pre-integrated data modeling and intelligence capabilities to attain rapid and actionable business insights.