Industry challenges and solutions

**Challenge 1**

*Launch a connected product quickly and easily and gain market share well ahead of the competition.*

- **Ayla Networks’ Solutions**
  - Our platform provides an agile environment that supports synchronized development of devices, cloud and apps
  - Ayla provides a pre-configured module to connect your existing products and immediately enable the smart function
  - iOS and Android libraries are included to assist in developing highly customizable mobile applications; Ayla's AMAP platform, which offers pre-configured user interfaces, is also an option
  - We offer iOS and Android apps with customized user interfaces to whomever you designate, making app development quick and easy

**Challenge 2**

*Forecast product development trends and keep competitive edge*

- **Ayla Networks’ Solutions**
  - Ayla's analytics allow OEMs to use their data to analyze user behavior with connected products
  - OEMs can collect authentic feedback from users and anticipate needed product design improvements

**Challenge 3**

*Increase customer service efficiency*

- **Ayla Networks’ Solutions**
  - Ayla's analytics also allow OEMs to forecast future warranty and maintenance demands and prepare for improvements, considerably enhancing customer experience
  - OEMs will be able to communicate reminders and alerts to customers regarding product maintenance and offer proactive services
Use Case 1  
**TCL — Intelligent Split-Type Air Conditioners**

As one of China’s largest consumer electronics enterprise groups operating at the global level, TCL chose Ayla Networks as its connected air conditioner partner. The partnership enables TCL’s products to meet consumers’ constantly changing demands for connected smart products.

The cloud-based capability enables consumers to achieve real-time monitoring of air quality and automatically activate air-purifying and self-cleaning functions via their mobile apps.

Use Case 2  
**Dimplex North America Limited**

The world’s leader in electronic heating, Dimplex North America, is known for innovations such as its patented electric flame technology. Dimplex has chosen Ayla technology for its CONNEX™ product family, which includes convection and fan-forced electric wall heaters with programmable wireless control.

By using the Ayla software agent, Dimplex products will automatically and securely connect to the Ayla cloud service, enabling Dimplex to collect data from the electric heaters and give customers enhanced remote management of their heaters’ operation. Dimplex is also using Ayla’s AMAP technology to extend the CONNEX technology from Wi-Fi to mobile app control. As a result, consumers can control their Dimplex home heaters from anywhere in the world using a mobile app.

**The Ayla Platform and Ecosystem**