Ayla's Agile IoT Platform Powers Owlet's Smart Sock for Infants

Overview

Owlet Baby Care is the maker of the Owlet Smart Sock, the world's first wearable baby monitor. Using pulse oximetry, the same technology that is found in hospitals, the Owlet Smart Sock is designed to gather information about an infant—such as heart rate, sleep quality, blood oxygen, and skin temperature—and transmit the data, or an alert, to a parent's smartphone or other mobile device. The Owlet Smart Sock leverages Ayla's Agile IoT Platform technology to power its cloud connectivity.

The Challenge
Transitioning to cloud based services

A year into product development, Owlet decided that they wanted to migrate their business over to the cloud. With cloud integration, their customers would have a more secure and reliable connection that would be available from anywhere, new data analytics capabilities, and data privacy features.

> *"We considered having the sock use BlueTooth to talk directly to the smartphone app, but as soon as we decided to use a base station and the cloud, we knew we needed help with the cloud technology. We could have paid $100,000 or so to have a back end built, but we'd have to do tons of testing, and as a small startup we already had enough things to focus on. That's when we decided to find experts in cloud connectivity to help us."*
> – Jordan Monroe, Co-Founder of Owlet

Owlet investigated several different IoT platform vendors and even contemplated building its own IoT infrastructure, but chose Ayla because it was the only company that met Owlet's strict criteria for robust wireless connectivity and alert notification, data management, security, and scalable economics.

Company Profile

- Owlet Baby Care, Inc. was founded in 2013 by a team of passionate parents

- The Owlet Smart Sock is the world's first wearable baby monitor

- In 9 months, this tiny sock has saved over 20 babies

- The Owlet Smart Sock is an award winning product, taking home a number of accolades including the CES Innovation Award in 2016

- Demand for Owlet's Smart Sock has far exceeded the company's expectations, leading to a $7M Series A round of funding in August 2015

The Ayla Solution

Ayla's strategic relationships with leading wireless chip and module vendors helps make its IoT platform the most robust solution on the market. With Ayla, device makers like Owlet can design products quickly and scale production quickly—all without having to worry about interoperability and reliability issues.

By using Ayla's Agile IoT Platform, Owlet has been able to:

- Provide end-to-end connectivity from the Smart Sock, to the cloud, and to a parent's smartphone
- Enable data transmission via BlueTooth & Wi-Fi technologies to communicate with a base station and mobile devices
- Implement robust wireless connectivity, alert notification, data management and scalable economies
- Provide enterprise-class security capabilities to protect data throughout the Owlet solution, giving their customers peace of mind
- Leverage built-in data analytics capabilities

The Benefits

Benefits that Owlet has achieved by using Ayla's Agile IoT Platform include:

- Parents gain tremendous peace of mind; this tiny sock has already saved over 20 babies in the nine months since its launch
- The Smart Sock alerts parents and caregivers about potential health-related danger signs—for instance, a baby stops breathing or has a sudden irregular heartbeat—in real time, so they can take fast action if anything is amiss
- Owlet was able to get to market much faster by using Ayla's Agile IoT Platform technology, by not having to devote its in-house engineering resources to mastering and thoroughly testing IoT technologies
- Owlet can focus on its core competencies and on refining its Smart Sock product and innovating new product offerings
- Owlet was able to meet its goals on performance, price, security, and scalability
- High degree of flexibility through a seamless fabric of interconnected software, that runs across the device, cloud, and app
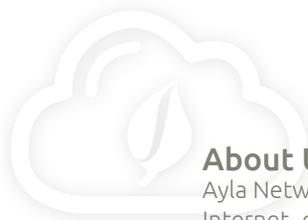
"Ayla lets us focus on our core competency and to get to market faster. Plus, Ayla actually costs us less than if we tried to do the cloud connectivity ourselves. Having a company like Ayla that can take care of such a big part of our business is extremely helpful. We recommend Ayla all the time. They're an awesome company for startups or for any company that wants to focus on its core competency. Owlet has huge ambitions to revolutionize infant care and provide genuine peace of mind to parents. Ayla is one of the big reasons we'll achieve our ambitions."
– Jordan Monroe, Co-Founder of Owlet

"Connectivity is a beast, and with Ayla we were able to achieve secure, reliable cloud connectivity very quickly. In fact, connectivity has been a non-issue for us because Ayla has already figured it all out and just takes care of it."
– Jordan Monroe, Co-Founder of Owlet

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About Us

Ayla Networks is a leader in software and solutions that enable the Internet of Everything. Based on the premise that any device should be accessible from any location, the company has developed an end-to-end platform that allows any device to be managed remotely. Headquartered in Santa Clara, Calif., the company has partnered with major electronics manufacturers, leading venture capital firms and investors who share this vision.

For more information, contact Ayla Networks at www.aylanetworks.com.