



CONNECTED



HOME

Appliances

Appliances Use Case

Ayla enables manufacturers of home appliances to create cloud-connected versions of their products

The Challenge

The connected home is finally here, but a number of challenges still remain, threatening to slow the mainstream adoption of connected appliances. As manufacturers continue to try and better understand the business cases around many of these products, they must also contend with the general challenges of architecting a scalable solution that is easy to install, easy to use, and doesn't leave them open to security risks, all in a market that couldn't be more uncertain. Which protocol should you follow? What ecosystem should you pursue? How do you manage a device that could be in the field for 20 years?

The Ayla Solution

Ayla enables appliance manufacturers to create cloud-connected versions of their products that are part of the Internet of Things (IoT). Ayla's IoT Platform provides comprehensive device, cloud, and mobile app connectivity. It allows appliance manufacturers to bring secure, reliable connected products to market quickly, easily, and cost-effectively.

Connected appliances generate operational data—specific to each product's performance—that can be analyzed and used to:

- **Optimize product development by leveraging real world usage data.**
- **Generate new revenue streams.**
- **Improve customer experience.**
- **Differentiate their products.**

Benefits

Appliance manufacturers and dealers can:

- Adapt to an ever-changing market by leveraging Ayla's flexibility.
- Provide support for popular frameworks & ecosystems.
- Facilitate an ongoing relationship with the customer.
- Increase the value proposition of their products by becoming a "services" company.
- Gain invaluable insight into actual product usage to optimize product development.

The Results

Ayla's Agile IoT Platform allows appliance manufacturers to weather the storm and remain nimble, allowing them to adapt in the ever changing IoT consumer market. Appliance manufacturers can now enable better user experiences by learning how their products are being used and innovating on this data to offer new product features and services. With Ayla, appliance manufacturers are no longer product companies, but service companies.

Appliance manufacturers using Ayla IoT technology can:

- Adapt to an ever-changing market by leveraging Ayla's flexibility.
- Provide support for popular frameworks / ecosystems like HomeKit or Works with Nest.
- Facilitate an ongoing relationship with the customer and provide proactive premium services.
- Increase the value proposition of their products as they move from a "product" company to a "services" company.
- Gain invaluable insight into actual product usage to optimize product development, improve customer experiences, and generate new revenue.

End users of connected appliances using Ayla IoT technology can:

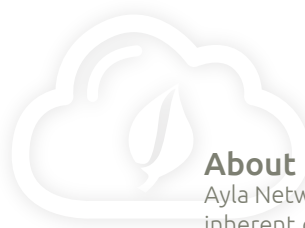
- Control different devices from different manufacturers from a single application.
- Experience greater usability and ease of use as the user interface is moved to mobile and web applications.
- Have greater control of the appliance through the use of features like role based access control, to set permissions, and rules engine, to set automations.
- Set and receive customizable alerts and notifications for product updates, actions, and or events.
- Create a personalized user profile that can be leveraged when logging into the mobile or web application, from any device.
- Integrate with other supported 3rd party services to increase device functionality for an increased user experience.
- Subscribe to premium services like extended warranty, customer loyalty, and or auto-refill programs.



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About Us

Ayla Networks empowers leading manufacturers by simplifying the inherent complexity of the Internet of Things (IoT), enabling them to turn their products into smart connected systems and transform their businesses to compete in the game-changing world of connectivity. Delivered as a cloud platform-as-a-service (PaaS), Ayla's IoT platform provides the flexibility and modularity to enable rapid changes to practically any type of device, cloud or app environment.

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