



RETAILERS

SERVICE
PROVIDER

IoT Ecosystems

IoT Ecosystems Use Case

Ayla enables IoT ecosystems to create cloud-connected versions of their products

The Challenge

As retailers and service providers look to capitalize on the growing connected home market, most have begun to offer IoT ecosystems that provide consumers with a variety of devices that all connect through a single platform. While this strategy is allowing retailers and service providers to extend their consumer offerings beyond the traditional services of just communications and entertainment, it is also pushing them into markets where they often lack expertise; i.e. consumer electronics, HVAC, appliances, etc. But, to make matters worse, they are faced with an even bigger problem, solving device interoperability. With interoperability potentially representing 40% of the value in IoT, according to McKinsey's analysis, retailers and service providers could be cutting themselves out of an opportunity if they do not cease their age-old conquest for total consumer control and begin the pursuit of architecting a truly open system.

The Ayla Solution

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

Benefits

Service providers can:

- Develop and deploy their very own connected products.
- Architect a flexible and secure IoT ecosystem to deliver powerful user experiences.
- Leverage Ayla's flexibility to test and refine their business models.
- Capitalize on the advantage of their ongoing relationship with the consumer.

The Results

Retailers and service providers leveraging Ayla's Agile IoT Platform can not only deliver connected products of their own, but also architect their very own open ecosystem that is flexible enough to connect to nearly any device, from any ecosystem. Ayla's Platform makes it possible for retailers and service providers to bring new connected products and services to market, expanding their offering, while enabling them to remain agile as they iterate through their business models in these early days of the connected home.

Retailers and service providers leveraging Ayla IoT technology can:

- **Develop and deploy their own connected products, leaving the networking, security, and cloud infrastructure to us.**
- **Architect a flexible and secure IoT ecosystem to deliver powerful user experiences to consumers, connecting nearly any device, from any ecosystem.**
- **Leverage Ayla's flexibility to test and refine their business models in an evolving market.**
- **Capitalize on the advantage of their ongoing relationship with the consumer to provide additional products and services that extend beyond their traditional communications and entertainment offering.**

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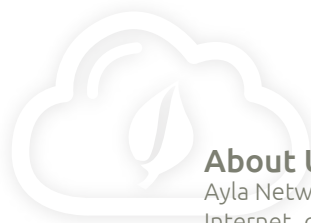
SERVICE PROVIDER

IoT Ecosystems

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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 Sunnyvale, 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.