Ayla Insights™

Advanced Business Intelligence & Analytics Platform for the Internet of Things

Value Proposition

Ayla Insights is a fully integrated business intelligence and analytics platform that provides manufacturers with real-world insights into how their connected products are being used. More and more manufacturers are realizing that the true value of the Internet of Things is in the data, but are just as quickly learning that most of them lack the programming time and or expertise to extract the meaning from the "raw" data that is being generated by their newly connected products.

Ayla Insights provides an easy and affordable path for manufacturers to unlock the value of their data by offering a way to quickly visualize, analyze, and explore their data, regardless of the device or application type. Removing the development effort needed to produce industry and device specific analytics and reports, the Ayla Insights data platform completes the feedback loop for manufacturers and provides the fastest path for uncovering the actionable data needed to improve product development, customer satisfaction, and revenues.

The Importance of Actionable Data

Value is in the data, not the thing!

Historically, manufacturers have designed and shipped products with very limited insight into how users are interacting with their products or even how their products are being used on a day-to-day basis. Products are shipped through distribution, bought from retailers, and ending up in homes or offices, the user and the manufacturer rarely communicate. As a result, manufacturers are making critical decisions like what features to include on the home page of a display or UI, what features to roll out, and how to structure warranty and other service programs based on very limited information.

Benefits

- Out-of-the-Box integration with Ayla's Agile IoT Platform
- Rapid Insights into a Broad Range of IoT Reports and Tools
- Actionable Insights for Faster Product Iterations
- No Need to Hire Data Analytics Experts

Insight Features

- Reports and Metrics
- Ad Hoc Reporting & Analysis
- Issue Indicators
- Trend Indicators
- User Friendly Interface
- Performance Measurements
- Graphic Benchmark Tools
- Comprehensive, Integrated BI Platform
- Modeled Data That Is Ready for Use
- Export to PDF or Excel
- Automatically Updated Dashboards and Alerts
- Support to Design and Add Custom Reports

The Problem?

The Internet of Things is unlocking this data and changing everything, expanding our ability to monitor and measure things that are taking place in the real world. Data is one of the most significant benefits of IoT, however unlocking it will only get you halfway there; now that you have the data how do you extract the value from the data? Ayla Insights understands this problem and takes the manufacturer's data one-step further providing not only personalized, location, and status data, but also actionable data, offering a complete 360-degree view of product usage. With this feedback loop to real-world behaviors provided by Ayla Insights, manufacturers will have the information needed to promote continued product improvements and innovation.

Optimized for Manufacturers

Get up and Running Quickly
– Manufacturers do not need to hire data analytics experts

– No custom software development required

Agility and Configurability
– Rapid insights into a broad range of IoT reports and tools to analyze application specific data

– Deep and seamless out of the box integration with Ayla's Agile IoT Platform and OEM Dashboard

Own the Data
– Manufacturers retain ownership of their data

Pricing & Availability

Ayla Insights is offered as an add-on to the Ayla IoT Platform and is now available in the following tiers:

Basic Insights provides a configurable dashboard for reports on device connectivity and customer usage.

Advanced Insights provides application-specific, market-focused metrics.

Pricing varies by tier and is transactional-based, depending on API count.

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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.