Product Introduction

The Waylay IoT Service Platform

What is it

A cloud-to-cloud application enablement platform (AEP) aggregating, integrating and correlating data across many different IoT devices, internet services and enterprise IT systems.

THE VISION

Digital transformation is shaking up industries and economies worldwide as businesses are rushing to explore the intersection points of emerging digital technologies such as the API economy, IoT, big data and AI. Their aim is to leverage these intersections in innovative ways to improve existing processes and bring new connected digital services to the market. Connecting smart consumer devices, appliances and gadgets opens a world of new opportunities and creates new monetization models and new ways to improve consumer intimacy.

Who is it for

For companies that work with different smart products from different vendors (this can be white goods, home automation products, fitness and health trackers, etc.) together with different digital services and who want to connect them in an easy, automated and scalable way in order to introduce new services for customers.

Examples of such companies are retailers, service providers, utility companies, health & wellness providers, smart device vendors and many more.

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The challenges

The biggest challenges when working at intersections (of any kind) revolve around connecting the dots- aggregating and integrating across multiple different technologies and many different data sources.

Smart products live on very fragmented markets, in the smart home space alone there are hundreds of manufacturers and new smart devices being launched nearly every day.

Every vendor comes with their own web shop, cloud platform and customer app.

For you this means vendors try to bypass you and own the customer relationship before and beyond purchase point. For the end user, this means a fragmented experience made up of as many apps as there are devices.

What's more - existing enterprise IT systems must also be put in the loop - your new connected service or integrated IoT solution will not provide much business value in isolation.

What is an
IoT aggregation cloud?

The Waylay IoT service platform is an IoT aggregation cloud. An IoT aggregation cloud is a unique new concept that creates a layer lying northbound of existing device clouds and southbound of applications/services - both for the consumer as for your organisation.

It connects to these applications through APIs and acts as a single hub for integration. It aggregates and normalizes data coming from all sources, exposes it in a unified format to your IT systems, and executes actions. But instead of only being able to do actions on a single vendor's product, you can do it over multiple brands of multiple vendors!

The aggregation cloud does not connect to the IoT smart products directly, it connects to their respective clouds (these clouds are in themselves what is traditionally viewed as IoT platforms) and combines this with information coming from the internet, enterprise software or other clouds. Hence the name "aggregation cloud".

The IoT clouds that you can aggregate can be clouds existing today for multiple connected vendors, but can also be new ones- as new IoT devices are being introduced on the market. Such a cloud can have enhanced functionalities, but can also be very small, just doing some basic communication. You can of course introduce your own devices and integrate them in the aggregation cloud.

The Waylay Solution

The Waylay IoT service platform is your solution to create and maintain a cloud on top of all different product vendors - existing and new - and to combine this with external data (from the internet or your software components) as well as interact with your IT systems.

The Waylay IoT Aggregation Cloud

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Vertical IoT clouds connecting to devices and appliances

> Through 2018, half the cost of implementing IoT solutions will be spent integrating various IoT components with each other and back-end systems. It is vital to understand integration is a crucial IoT competency.
>
> (**Benoit Lheureux,** Research Vice President at Gartner)

The Waylay IoT aggregation cloud can cope with unlimited devices combined with unlimited rules, realising the actions/implementation you desire as it can support both simple and highly complex rules. Next to this, it allows you to create the right UI/UX for your consumers (different experiences can co-exist) as well as for your internal departments (such as sales, support, help desk etc)

A powerful integration framework

The Waylay IoT service platform provides a ready-made flexible integration framework that you can use to aggregate and integrate your multiple IoT, IT and cloud data sources. It gives you a holistic view over the entire population of your smart products by providing a single visualisation dashboard for all the data, independently of device vendors.

The Waylay platform has open interfaces for data analysis - by aggregating data across all your supported smart solutions and exposing it to third party Business Intelligence and analytics tools, you can easily tap into your big data to get valuable new insights about user behaviour and other relevant metrics.

The Waylay IoT aggregation cloud ultimately enables you to own the customer relationship, increase customer retention rates, generate new business and recurring revenues.
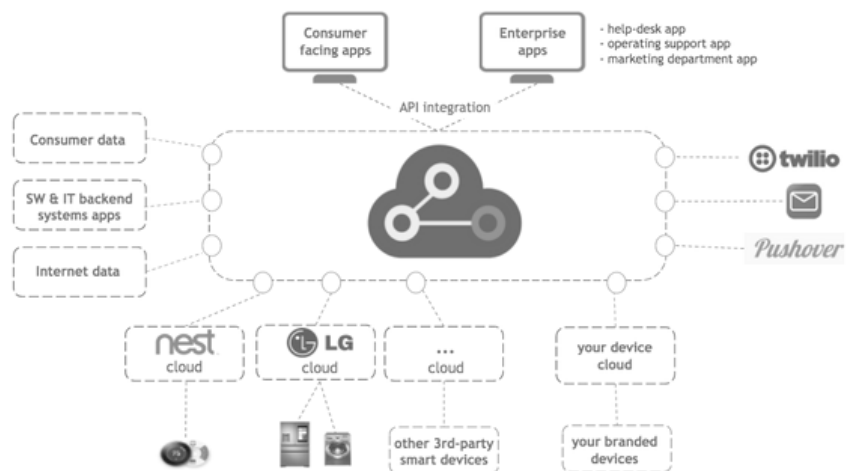
By leveraging the Waylay aggregation cloud's built-in powerful rules engine, you can immediately operationalize your big data insights and turn intelligence into action. The Waylay rules engine enables you to automate across the different IoT solutions that you need to work with and with your enterprise IT and cloud services.

As the Waylay IoT aggregation cloud is API-exposed, you can easily create customized user experiences on top of it, be they business or consumer oriented.

What helps luck is a habit of watching for opportunities

The biggest opportunities are coming from what is currently delaying mass adoption in major consumer IoT areas such as smart home or smart living, namely the challenges the end users are facing: the complexity of smart products, both with regards to setup and configuration and daily use, concerns around value for money and security, a fragmented user experience and last but not least, the challenge to make all devices work together in such a way that the user experience transcends the way consumers look at a smart home today.

Solve your customer's problems

The Waylay IoT service platform empowers end consumers to benefit from a truly smart and connected home. It does this by tearing down barriers between siloed applications, integrating with cloud services and allowing them to set up and share cross-device automation scenarios in an easy and simplified way.

The Waylay IoT service platform is a vital component required to introduce new reactive and proactive support services and to reduce the anxiety around the perceived complexity of use of smart products.

Waylay's solution also enables you to give your customer support the necessary tools to remedy problems remotely, if applicable, by monitoring the product and setting up alarms when it detects unexpected behaviour.

Conclusion

With many of the smart home and smart living applications being marketized over the last years becoming real, there is the strong need to invest in an open and reliable platform that breaks vertical silos and works seamlessly across different IoT solutions and IT data - which is what the Waylay IoT service platform is built to do.

Consumers struggle with:

- **Fragmented user experience** - dealing with isolated stand-alone products
- **Challenges** to have different vendors products work together, if at all possible
- **Complexity** - concerns around ease of installation, configuration & use
- **Value for money** - poor value statements on technology benefits & use cases
- **Privacy & security** - concerns around perceived threats of compromised devices

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Ready to get into the specifics?

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