Product Introduction

The Waylay IoT Rules Engine

What is it?

An IoT automation and orchestration framework that combines data from smart products, IT systems and online services, processes and reasons on this data in real-time and then acts on the decisions it takes. The Waylay rules engine notifies, automates and predicts.

THE VISION

Digital transformation is shaking up industries and economies worldwide as businesses are rushing to explore the rich opportunities brought by the oil of the 21st century- data.

The adoption of IoT continues to push data volumes up and companies are deploying advanced ML and analytics tools on their big data in pursuit of the number one promise of data platforms everywhere - "actionable insights." But what comes next?

Turning the actionable insight into the corresponding action in sophisticated IoT solutions made up of large sets of variables requires an automation engine that has unique features and that can handle the load. Companies embedding a powerful rules engine into their overall solution will be ahead of the game.

Who is it for?

For (technology) companies that have an IoT solution in place for gathering, aggregating and analysing data from their smart products but are missing an advanced rules engine to operationalize their big data insights. These may be companies that have very large and diverse sets of devices that have to be managed, monitored or maintained and therefore need to deal with similarly large sets of rules. What's more, they also have sophisticated customization requirements, which means they need customizable rules at the granularity of one single item - be that individual device, individual device user or device type.

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The challenges

Companies with a deep knowledge of a vertical domain are often deciding to enter the IoT space by building their own IoT solution out of best-of-breed components. Once you are gathering, aggregating and analysing device data, the need for a powerful rules engine soon becomes apparent.

Scalability

When just starting out, writing scripts on top of your database to execute certain rules may be a good option - this can work great until the complexity reaches an unsustainable level and maintaining and debugging the scripts becomes too cumbersome.

Complexity

When this happens, you may want to embed a ready-made engine into your solution as your next step, but most rules engines are very basic in their capabilities and can not sustain the level of complexity that your business case requires.

Integration

What's more, integration with enterprise IT is also a key component that needs to be covered - your new connected service or integrated IoT solution will not provide much business value in isolation. You have to be able to coordinate tools and applications in a way that makes them work together seamlessly, while also getting the data to the right people within an organization in a timely manner.

This is where Waylay's automation engine comes into play.

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The Waylay solution: a next generation IoT software automation platform

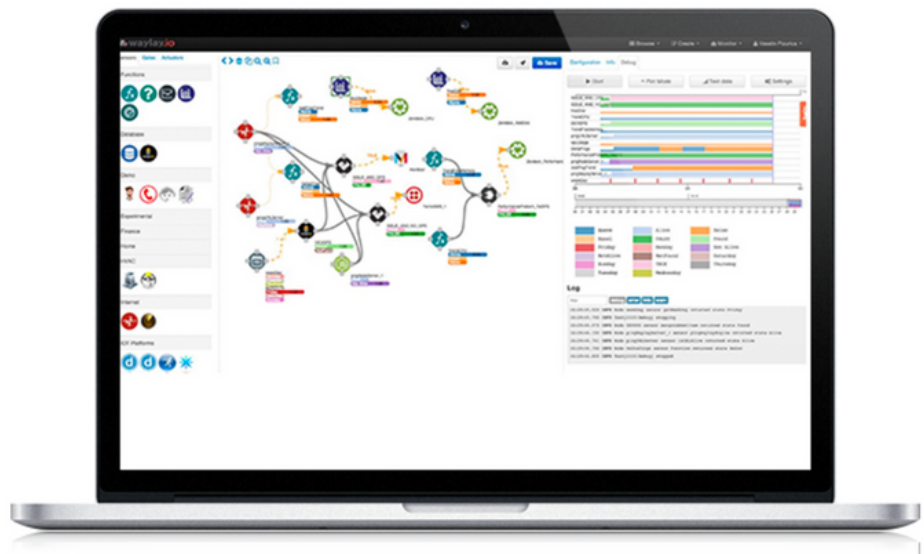The Waylay rules engine is an advanced, developer-friendly tool that offers a rich set of rules and rule patterns to suit all your business needs.

It offers a structured framework that is easy to debug and maintain over time. It can be used under the hood as a component of an overall solution, and its API can be leveraged to build customer-facing UIs.

> **Waylay** is an orchestration and automation engine that provides a structured framework to connect data sources, develop logic, deploy, scale and maintain it over time.
>
> With an API-driven and open architecture, it provides enterprises the flexibility to tune it to their specific use case.

Waylay integrates data and automates processes and decisions based on information from a variety of sources-both IoT sensor enabled devices and software sources, thus being able to get the right data to the right people (and channels) at the right time.

Under the hood, the core engine uses a proprietary, patented technology and is built on a smart agent architecture based on Bayesian networks.

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The business benefits of the Waylay automation engine

How can the Waylay engine bring business value?

- **Increase operational efficiency** through the "integration of everything"

- **Improve customer service** through real time multi-channel notifications

- **Improve speed and business agility** with modular end-to-end lifecycle management

- **Operationalize your big data insights** by tuning real-time rules based on patterns discovered by offline analytics

Waylay increases operational efficiency by linking data sources that were not integrated before. But rather than just providing a dashboard that shows the different data sources (a 'mashup' concept that others propose), Waylay fully automates this process. Waylay acts as an invisible layer in the background that automates tedious repetitive tasks.

Waylay improves customer service through multi-channel notifications - providing timely information to the right audience in the right format.Waylay processes data as it becomes available, thus being able to provide real-time alerts. Using sensor data for predictive maintenance purposes also benefits customer service, by significantly improving uptime and offering customers a better SLA package.

Waylay increases speed and business agility. Waylay's modular architecture, visual programming interface, advanced debugging capabilities and end-to-end lifecycle management (design, debug, deploy, maintain) greatly improves the speed with which new automation use cases can be implemented. Waylay can be considered a next generation business automation platform, that enables to get to tangible results in weeks, not months.

Waylay operationalizes your big data insights. Once new patterns have been discovered via offline analysis, this needs to be translated into new rules for real-time evaluation of incoming data. Waylay acts as a real-time analytics system by running incoming real-time device data on predefined logic models.

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Ready to get into the specifics?

sales@waylay.io
+32 9 311 55 66

www.waylay.io