



## KEY FEATURES & FUNCTIONALITY

- TLS 1.2 encryption, root key protection, and multi-layer authentication to ensure secure end-to-end connectivity
- Gain access to real time operational data and the ability to set rules and schedules
- Leverage purpose-built analytics dashboards to better monitor, diagnose, and support your IoT deployments
- Upgrade firmware using over-the-air (OTA) updates to fix bugs or to deliver additional value-added services or functionality
- Demonstrate compliance with regulations governing energy efficiency or water consumption

## TRUSTED BY LEADING BRANDS



## Ayla IoT for Water Management

It is often said that water is the world's most valuable commodity. With climate change and a growing global population, water scarcity is projected to rise and is expected to directly affect nearly 20% of the human population by 2025. Smart water management systems are slated to be "the next big thing" as they can help stop such predictions from occurring. According to a recent industry report, the global smart water management market was valued at \$11.7 billion in 2019, and is expected to reach \$21.4 billion by 2024.

Utilities, and manufacturers in the water industry (e.g. metering, filtration, softening, heating, dispensing, irrigation, leak detection, etc.) are increasingly seeing demand for Internet-connected products. In parallel, they are undertaking digital transformation initiatives for greater competitiveness.

Ayla Networks has been working with some of the world's leading water management brands including Kinetico, Culligan Water, A.O. Smith, Ecowater, LeakSmart, Aquanta, and more to drive IoT-led transformation in the water management market space. Ayla's cloud platform enables brands to develop and launch connected products and scale it through the transformation journey.

### Use Cases Supported

- **Water Consumption/Metering:** Enable water conservation & reduce utility bills
- **Water Quality Monitoring:** Detect contamination events to ensure safety
- **Leak Detection:** Prevent excessive water loss & potential water damage
- **Predictive Maintenance:** Leverage operational data to predict imminent failures

### Benefits & Value Proposition

Heads of product development, product management, service operations, IT, and new technologies in leading water management companies are seeing material benefits from IoT projects including:

- Enhanced product quality
- Reduced support & service costs (remote diagnostics, truck route optimization, etc.)
- Identifying new sources of revenue (e.g. consumable replenishment opportunities)
- Improved operational efficiency and reduced product failure rates
- Risk mitigation & loss prevention
- Higher unit sales & expanded margins
- Delivering a superior customer experience

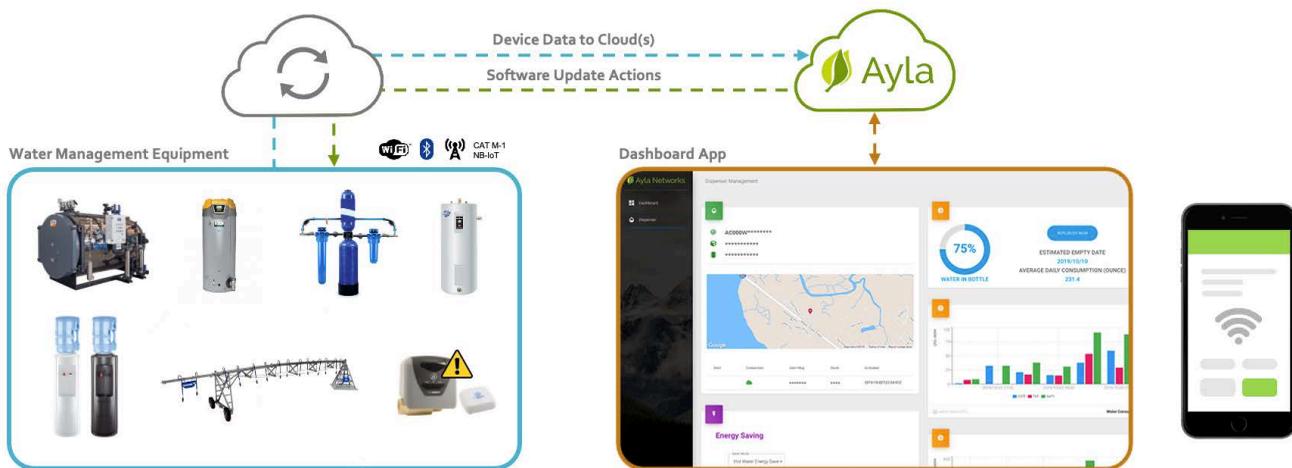
## Why Ayla IoT for Water Management?

Turning your traditional devices into successful IoT connected devices means making dozens of small and large technical decisions and applying a broad range of technology expertise. For almost every manufacturer in the water industry, it makes more sense to buy this expertise from an established IoT platform vendor than to try to assemble all the IoT expertise needed — then to make sure you stay up-to-date on fast-changing security practices, networking protocols, user experience design and other IoT necessities.

As a manufacturer in the water industry, the important question to ask is: Do you want to master all the skills, technical expertise and nuances demanded by the IoT, or do you want to focus on harnessing the value of the IoT to build and sell the best possible connected water solutions?

Rather than going this journey alone, trust in a leading IoT platform provider like Ayla IoT – you’ll not only save your sanity, but you’ll also get to market faster and more affordably with a better-connected offering.

## How it Works



Water systems that are equipped with preconfigured modules running Ayla's Embedded Software Agent can seamlessly & securely communicate with the Ayla IoT Cloud. This two-way communication (device-to-cloud & cloud-to-device) allows for data transmission and actions such as over-the-air-updates. These smart/connected water systems can then be remotely monitored & managed through a mobile application that was built using Ayla's Mobile Foundry.

## Product Pricing

If you're a manufacturer in the water industry and are interested in starting an IoT project, inquire about Ayla's Explorer package, a low-cost, low-risk option designed specifically for those companies starting off in IoT. Pricing starts at just \$25K for the first year.

To learn more about Ayla IoT for water management, or to schedule a consultation please contact us or drop an email to [info@aylanetworks.com](mailto:info@aylanetworks.com).