Reference Guide

Ayla's Data Retention Policies

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Ayla Networks

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Contact Information

Ayla Networks TECHNICAL SUPPORT and SALES

Contact Technical Support: http://help.aylasupport.com
or via email at support@aylanetworks.com
Contact Sales: https://www.aylanetworks.com/company/contact-us

Ayla Networks REGIONAL OFFICES

GREATER CHINA	HEADQUARTERS	EUROPE
Shenzhen	Silicon Valley	Munich
Room 310-311	4250 Burton Drive, Suite 100	Building 64.07
City University of Hong Kong	Santa Clara, CA 95054	Room EG.A.076/14b
Research Institute Building	United States	Rupert-Mayer-Str. 44
No. 8 Yuexing 1st Road	Phone: +1 408 830 9844	D-81379 München,
High-Tech Industrial Park	Fax: +1 408 716 2621	Germany
Nanshan District		
Shenzhen, China	**JAPAN**	**TAIWAN**
Phone: 0755-86581520	Room #701, No.2 Ueno	Taipei
	Building 3-7-18,	5F No. 250 Sec. 1
	Shin-Yokohama, Kohoku Ward	Neihu Road, Neihu District
	Yokohama City, 222-0033 Japan	Taipei 11493, Taiwan
	Telephone: 045-594-8406	

For a Complete Contact List of Our Offices in the US, China, Europe, Taiwan, and Japan:
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1   Introduction

The Ayla platform provides features that enable you to enter, access, store, and view your data in different formats for analysis. Additionally, Ayla Cloud Services provides all of the necessary support to handle the collection of data generated by your deployed devices. This includes a back-end database to manage all of the data storage. Regardless of whether the data was collected or entered, Ayla Networks has established protocols for the retention period of data in Ayla systems, giving you a choice to best suit your data management and archival requirements.

1.1   About this Document

This document describes Ayla's Data Retention policy and options, specifically:

- Where you can access your data.

- How long it is retained in our systems.

- Options to extend the length of time your data is stored.

1.2   Intended Audience

This document is intended for Ayla customers.

1.3   Related Documentation

Refer to the following documents available on support.aylanetworks.com for additional information on the features and tools mentioned herewithin.

- Ayla Developer Portal User's Guide (AY006UDP3-2)

- Ayla OEM Dashboard User's Guide (AY006UDB3-4)

- Ayla Insights User's Guide (AY006UAI3-2)

2   Data Retention in the Ayla Platform

Data retention refers to how long data is accessible to users within the Ayla platform. The Ayla platform has several features and tools with data retention capabilities. These include standard default times for data storage, as well as longer time intervals to preserve data so that you have the ability to, for example:

- Analyze and report on trends for longer periods of time.

- Enable your product and engineering experts to use a wider range of data to improve and create better products.

The two main types of data in the Ayla platform are:

- *Operational data,* which is data viewed in the Ayla dashboards and consumer mobile applications. This includes device and user data.

- *Batch data,* which is data available in batch export across a broad time range. This includes five types of device events: datapoint, datapointAck, location, connectivity, and registration.

This section describes the Ayla features and tools that have options for retaining data in the system (listed below) and the data retention policies:

- Ayla Dashboards

- Ayla Mobile Applications

- Ayla Insights

- Data Export

- Metering

2.1   Ayla Dashboards

Ayla provides customers with two user interfaces for the design, configuration, and management of devices. These are called the Ayla Developer Portal and the Ayla OEM Dashboard. Both dashboards enable you to access your data on demand and allow you to set the length of time to retain the data for your devices in the Ayla platform. The terms of Ayla's policy for data retention are:

- By default, data is preserved for display in the Ayla Developer Portal and OEM dashboard for 30 days.

- The setting is for device properties and includes options to increase the time interval to a maximum of 90 days or to not purge the data at all.

- The settings are based on rolling retention. For example, if you use the default setting of 30 days, on day 31, the data from the first day is purged from the system. However, the system does not purge the most recent data entry even if you enter the information after the time limit of your retention setting. For example, if you have not entered any data within the 30 days, but after this time frame, like on day 40, you enter information, the system saves this data entry.

The Developer Portal's primary use is in the definition and design of virtualizing a customer's connected product in the Ayla Cloud. The portal provides tools to define templates and properties exported from the devices, as well as the means to manage device-specific information. The data retention setting in the Developer Portal is located with the configurations for device properties, as shown in Figure 1.

Figure 1:   Data Retention Setting in the Developer Portal
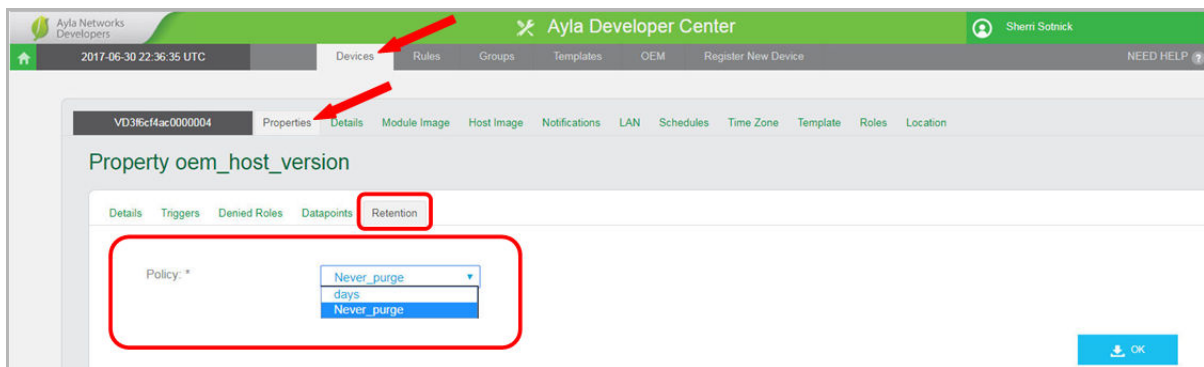
NOTE   Refer to the *Ayla Developer Portal User's Guide* on help.aylanetworks.com.

The OEM Dashboard allows Ayla OEM customers to manage the deployment of Ayla-connected devices. This dashboard provides a place to view users, devices, templates, and other information for review and updating. OEMs can also assign roles and access privileges to different types of users in the dashboard. The data retention setting is located with the configurations for properties in the device templates, as shown in Figure 2. Notice that unlike in the Developer Portal, you can only change the time interval; there is no setting for *never purge*.

Figure 2:   Data Retention Setting in the OEM Dashboard
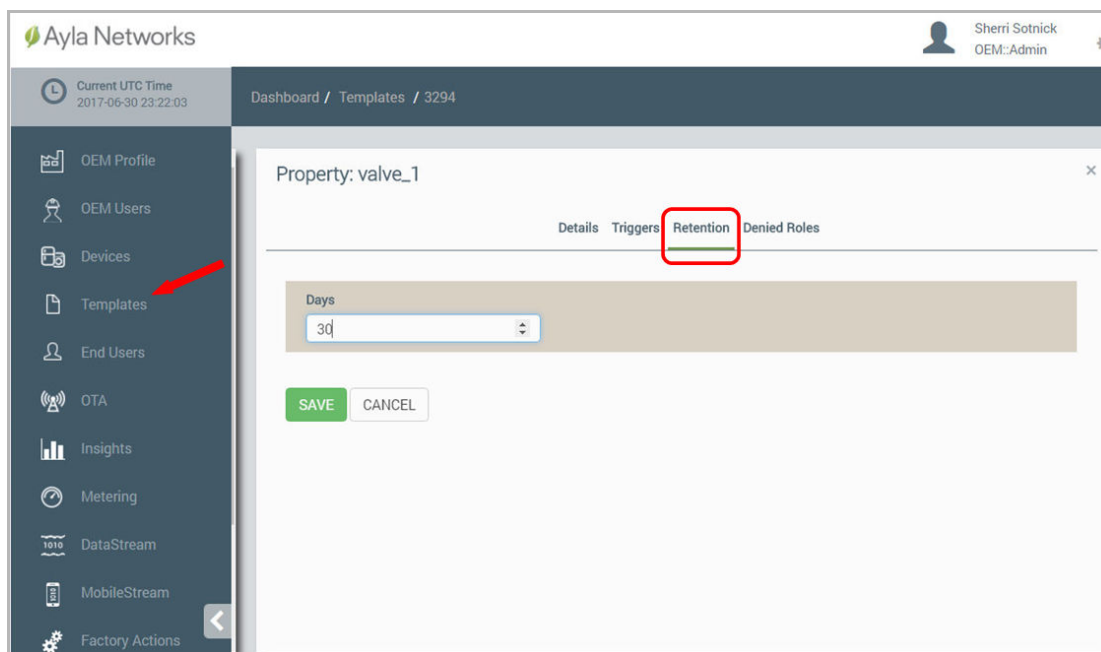
NOTE   For more information on the OEM Dashboard, refer to the *Ayla OEM Dashboard User's Guide* on support.aylanetworks.com.

2.2   Ayla Mobile Apps

The Ayla mobile architecture consists of two parts: Mobile Libraries and the Agile Mobile Application Platform (AMAP). The libraries provide easy integration paths for device registration and connectivity, including simple configuration for LAN mode connections between a mobile device and an Ayla connected product. AMAP is built on top of the mobile libraries and provides a complete application with a customizable user interface. This is the fastest way for customers to get a mobile application to market that manages setup, interaction, and more advanced features associated with a connected product.

The consumer's mobile application shows device data from AMAP or the Mobile Software Developer Kit (SDK). This device data displays for the retention period set in the Ayla OEM Dashboard. The data retention setting in OEM Dashboard is either 30 or 90 days. It is a rolling retention policy; for example, if the setting is 30 days, on day 31, data from the first day is purged from Ayla systems. However, the system does not purge the most recent data entry even if you enter the information after the time limit of your retention setting. For example, if you have not entered any data within the 30 days, but after this time frame, like on day 40, you enter information, the system saves this data entry.

2.3 Ayla Insights

This is a fully integrated business intelligence and analytics platform that provides OEMs with real-world insights into how their connected products are being used. Insights is an easy and affordable tool for OEMs to unlock the value of their data by offering a quick way to visualize, analyze, and explore the data, regardless of the device or application type.

Insights is easy to access in the OEM Dashboard and provides 10 different sets of reports for device analysis, as shown in Figure 3. Data is retained in Insights for 12 months and based on a rolling retention policy. For example, on day 366, data from the first day is purged, and so on.

NOTE   Refer to the *Ayla Insights User's Guide* on support.aylanetworks.com.

Figure 3:   Ayla Insights – One-Year Rolling Data Retention Policy
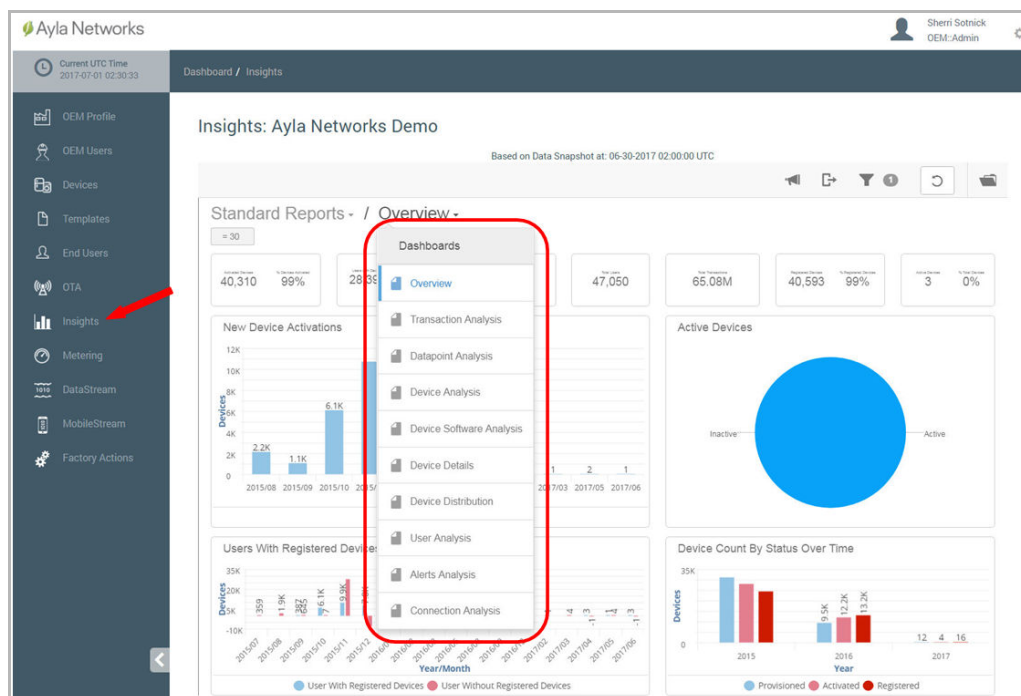
2.4 Data Export

Data Export is a feature within the Ayla platform that allows OEMs to easily extract bulk amounts of device data from the Ayla Cloud using an S3 Client or S3 SDK. OEMs have the option to either populate their own data warehouses or can use third-party analytic tools to generate reports on their own.

Data Export has a 12-month, rolling data retention policy. For example, on day 366, data from the first day is purged, and so on. Customers have the fee-based option to upgrade to the All-Time setting so that the data is never purged. This upgrade option is a premium feature. Please contact your Ayla Customer Success Manager for pricing.

3 Summary of Ayla's Data Retention Policies

The following table summarizes the data retention policies in the Ayla platform per feature.

Data Availability Per Feature		
Dashboards and Mobile Apps (on demand)	• 30 – 90 day, rolling data retention policy • (per template configuration)	
Insights	• All time • (data retention)	• Option A (default): 12 month, rolling data retention policy
Data Export	• All time • (data retention)	• Option A (default): 12 month, rolling data retention policy • Option B: All time data retention (beyond the 12 months)

Time Ranges		
• Day 1 – 90 • (device activated at Day 1)	• Day 90 - 365 • (up through month 12)	• Day 365+ • (beyond month 12)

Ayla Networks

4250 Burton Drive, Santa Clara, CA 95054
Phone: +1 408 830 9844
Fax: +1 408 716 2621