

# Waylay Digital Twin

Waylay Digital Twin is a new Salesforce ISV App available on the AppExchange. It boosts IoT asset performance and health visibility from within the Salesforce environment for admins, field service engineers and call center agents.



## Waylay provides intelligent data processing that transforms IoT data into business outcomes

**Waylay Digital Twin** is a composite ISV app for Salesforce Enterprise and above, with an off-core Waylay rules engine, hosted in Waylay's cloud.

Asset managers can use the Waylay Digital Twin app to synchronize their Azure or AWS IoT devices with Salesforce assets. **The App will create digital twin assets as children to existing assets.**

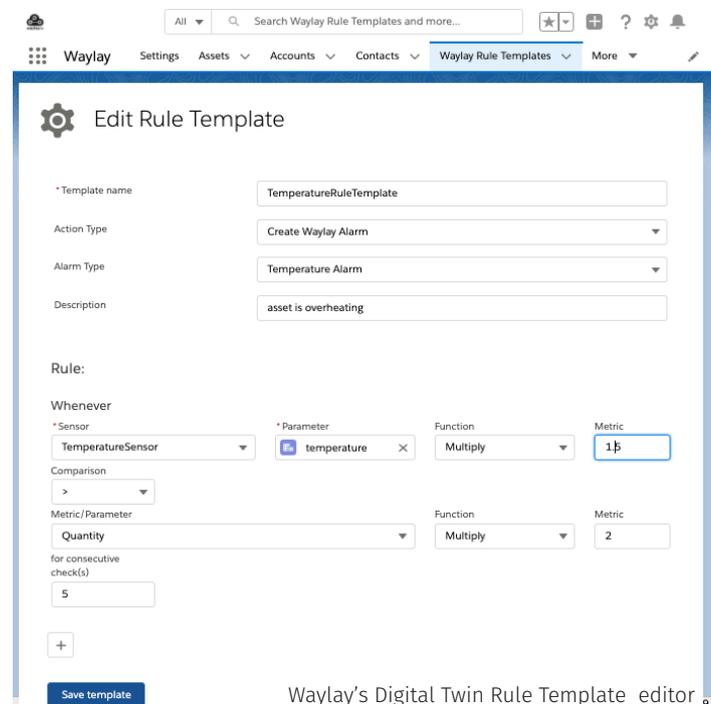
Service engineers can create conditional rule templates for **predictive and preventive maintenance**. These rule templates can then be applied in bulk to all assets with matching digital twin types. As such it is a natural fit with Salesforce Service Cloud and complements Salesforce's time-based maintenance.

The Waylay rules generate custom Waylay **Alarm records** that Salesforce Flow Designers can translate into any **native Salesforce object records**, e.g. Event Record, Opportunity Record, Case Record, Work Order Record, Uptime Records etc.

Read-only users can get an overview of all **running rules and the asset status**.

### Typical use cases

- Asset usage monitoring to trigger sales opportunities (for replacement of parts or equipment or pay-per-use business models)
- Smart asset uptime monitoring and service level agreement validation
- Conditional maintenance plans
- Asset hierarchy alarm escalation for efficient maintenance/repair/intervention crew dispatching
- Call center agent initiated asset telemetry diagnosis



## Waylay Digital Twin App

Pricing is defined per seat and per volume of digital twin assets. Trial offer available. More info on Waylay's Salesforce solution page: [www.waylay.io/digitaltwin/](http://www.waylay.io/digitaltwin/)



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# Waylay Digital Twin

The Waylay Digital Twin App supports a virtually unlimited number of use cases in the Salesforce environment that can be created fast, can streamline business processes and create new, high-margin revenue streams.



## Typical supported use cases



### Asset usage monitoring to trigger sales opportunities

Often IoT enabled physical assets have usage limitations in their contract. This means that the customer is paying/leasing the asset based on their usage of this device. The Waylay Digital Twin App can create rules that validate the asset's IoT telemetry against the customer's contract.



#### Some Examples

A connected office printer is actively monitored for ink consumption. The customer may have a pay per use contract which includes proactive support, guaranteeing him of a continuous availability of the printer. With the Waylay Digital Twin App, users can define a rule that checks if the ink levels drop below a certain minimal level to generate a Waylay Alarm Record of type 'Usage Alarm' for this asset. Next, users can then associate a Salesforce flow to this event that automatically creates an order at the right supplier to charge and deliver a new ink cartridge to the customer.

A connected backup power generator is leased to a customer for a volume of 10,000 machine hours. Users can define a rule in the Waylay Digital Twin App that monitors the daily usage of this power generator and that generates a Waylay Alarm Record of type 'Usage Alarm' when the total accumulated usage reaches 90% of the contractual limit. Next, the user can then associate a Salesforce Flow to this event to create an opportunity record in Salesforce for the Sales team to negotiate a contract extension.



### Smart asset uptime monitoring & service level agreement validation

The uptime statistics of an asset is often a key criterion for service support interventions. With the Waylay Digital Twin App users can define smart rules that validate the asset's IoT telemetry against the customer's service level agreement.



#### Example

If the asset is online but generating error messages, users can define a rule in the Waylay Digital Twin App that creates Waylay Alarms, any of the type 'Asset Error'. Those records can then be analysed by a Salesforce Flow to generate a downtime record that would impact the Salesforce Availability statistics of the asset.



## Conditional maintenance plans

Dispatching maintenance engineers based on recurring time based asset maintenance schedules can be made more efficient when the asset is IoT enabled.



### Some Examples

Users can utilize the Waylay Digital Twin app to create rules that validate the IoT telemetry against asset type specific acceptance thresholds. If the asset is consistently running outside these acceptable ranges, a maintenance intervention might need to be expedited. When the Waylay Digital Twin App has generated various 'Failure Alarms' for a particular asset in the last days, then Salesforce Service Cloud can take these into account to prioritize the work schedules for the Maintenance Engineers.

Salesforce Einstein AI can analyze the Waylay Alarm records for a particular asset type. For example, if a recent firmware update is causing a larger than expected volume of non-compliance Waylay alarms on an asset fleet, then the outcome of the Einstein analytics can be fed back to the asset product team to release a fix.



## Asset hierarchy alarm escalation for efficient crew dispatching

In some cases, physical assets perform a function in collaboration with other assets. For example, in the HVAC market an HVAC installation comprises many different appliances that are chained together in a parent-child relationship.

When the Waylay Digital Twin Rules generate Waylay Alarms for certain appliances, these can have a common root cause, located at a related asset, e.g. the parent. This information is paramount for efficient maintenance crew dispatching, often because the appliances may be spread out in a building complex. Knowing where to go to fix the issue saves valuable time.



## Call center agent initiated asset telemetry diagnosis

It is not always necessary (or allowed) to monitor a physically connected asset all the time. The Waylay Digital Twin App also supports on-demand rule execution. For example, a Call Center Agent can request a one-time upload of asset telemetry to the Waylay Rules Engine to diagnose the asset's current state. The Waylay Digital Twin App allows to define diagnostics rules that can automatically process the raw telemetry data and generate Waylay Alarms. A Salesforce flow can then take these Alarms and produce real time actionable recommendations for the call center agent on how to solve the diagnosed asset problem.

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