

Operations Guide

Guidelines for Platform $> \mbox{Operation}$ Center

Version: 20200221



Contents

1	Overview	1
2	Devices: Quick Understanding of Device Use	2
3	Log query: Use Behavior Query on a Single-Device Basis	3
4	App user: User Classification, Management, and Maintenance	4
5	App Splash Screen: Improving Brand Influence and Marketing Interactivity	5
6	Message: Effective Customer Operations	6
7	Order Management: Querying Valid Service Transaction Records	7
8	Feedback: Efficient Communication with Users	8
9	Alarms: Alarm Query and Secondary Marketing	9
10	Agents	11
11	Inventory	12

1 Overview

The Tuya Smart platform's **Operation** module provides operational management tools that customers need in various scenarios. As a key marketing tool for the Tuya Smart platform, the **Operation** module helps you solve various App operation problems, enhance your device management capabilities, and increase your marketing hotspots. The **Operation** module also allows you to push messages and splash screen content to App users and handle user feedback and device alarms, improving your product capabilities.

2 Devices: Quick Understanding of Device Use

The **Devices** page allows you to check the running conditions and user operation logs of the products you have sold from multiple dimensions anytime, helping you respond to market needs in a timely manner and quickly understand device use information.

please input: : device ID / device nar	me / UUID / prod	duct ID / Bindi	ng user / Modi, Sea	rch Activation	 Online st 		
Product V Channel	~	time rang	ge First activation / Las	t activation / Last u	odate		
Device ID	82748 records	UUID	Product	First activation	Last activation	Last update	Bind
IP Camera-o2pE o2pE65IHd04Co111BBB0B Suppor	Logs Details t search f	o2pE65IHd04	fic devices	2017-07-14 16:55:24	2017-08-29 22:22:02	2017-08-29 22:22:02	1-91
IP Camera-noD2 noD2G3jnoIncmmIpBBB0B unactivated 0	Logs ffline	noD2G3jnoln cmmIpBBB0 B	IP Camera	2017-10-13 12:39,31	²⁰¹⁷⁻¹⁰⁻¹³ 12:58:31 evice Mana	2017-10-13 13.05.06 gement	81-9
living room micro nEE74h5BD70I5263BBB0B activated Onlin	Logs Details	nEE74h5BD7 0I5263BBB0B	IP Camera	2017-11-08 07:06:35	ew Activati 07.06:35	on Time 07:14:49	1-91
motion camera home	Logs Details	nBJ9n3Jal21		2017-11-07	2017-11-07	2017-11-11	1.51

Note: You can view following information about activated devices of customers in different areas:

First activation time

Latest use time

Bound users

Hardware and software versions

Device locations

Running data

For example, you can check the use information about recently sold humidifiers that have been activated to understand the product sales.

3 LOG QUERY: USE BEE HOANSI OBLIQUERY ON A SINGLE-DEVICE BASIS

3 Log query: Use Behavior Query on a Single-Device Basis

้บนด์

The **Log query** page displays device logs, which record historical information about turn-on, turn-off, control operations, and status of a specific device. The logs can help locate problems when you deal with user feedback.

834051266001947e9665 RGB灯-涂鹅演示 83405128-001947e9665	on within 7 days		
Period Begin ~ End Clear Sea	arch for 438 records		
Time	Function	Value	
2018-12-25 14:28:04	Scene Data	bd76000168ffff	1
2018-12-25 14:27:58	Scene Data	cf38000168ffff	
2018-12-25 14:27:58 Qu	ery the device operation	log Scene	
2018-12-25 14:27:57	Scene Data	cf38000168ffff	

If you cannot access all of the preceding functions, complete your enterprise information and upgrade your account.

tuya 4 APP USER: USER CLAA Solid CATEOOLUIMANAGEMENT, AND MAINTENANCE

4 App user: User Classification, Management, and Maintenance

The **App user** page displays information about users who have registered with your branded Apps, excluding Tuya Smart, and the devices that each user is using so that you can easily differentiate and manage them.

ll Apps	Y please input: Email / TE	L / NickName		Search		
Арр	User account	Bind TEL	Nickname	Registrat	ion time	
TuyaSmart	86-180****1250	86	-180****1250		2018-12-25	Detail
Smart Life	86-139****5092	86	-139****5092		2018-12-25	Detail
Smart Life	xxxvgu**@126.com				2018-12-25	Detail
TuyaSmart		oort for view ation inform	ing individual ι	iser APP	2018-12-25	Detail



5 App Splash Screen: Improving Brand Influence and Marketing Interactivity

- 1. The splash screen shows marketing information when users start your branded App, improving marketing interactivity.
- 2. You can push marketing information based on the user group and region.

tuyacom Product App Service Value-a	added Services Purchase Data Operation Document	Support	Upgrade
Dashboard > Operation > App Splash Screen			
← Back	E Save		
* Title			
* APP			
* APP version	Support to select people and the open mode		
* Target			
	All users Product		
* Open method	Directly open application		
	Open application page Page V Smart V		
* Display time	: GMT+8 × 2019-03-29 00:00 ~ 2019-03-29 23:59		6 400 Call
* Show time			400 Call
	Display image information to users		
Content	Still picture O Dynamic picture		Consult
	PNG format,less than 10MB System resizing support for uploading a picture with dimensions		
	greater than 1242*2328px Individual template can be modified		
	Do not put important information on the top and bottom edges of the impage. The same may creat the upper and lower parts when Preview		

Note: Splash screens customized on the **App Splash Screen** page apply only to OEM Apps, and not Tuya Smart. On this page, you can specify the pushed content, pushing conditions, and targets (all, product-based, or account-based) to whom the marketing information is pushed. The pushed content includes activity information and notifications. For example, on the day of the Lantern Festival in China, you can display content related to the Lantern Festival and an animation of using a cooker to cook sweet dumplings on the App splash screen to increase marketing interactivity.

6 Message: Effective Customer Operations

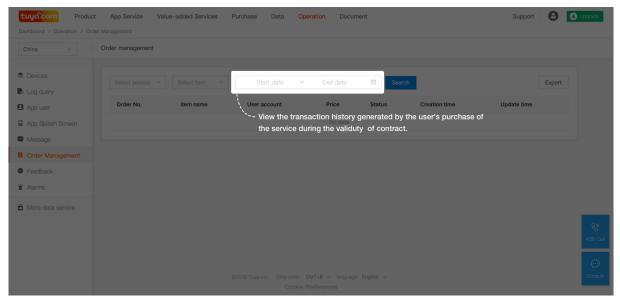
The **Message** page allows you to send messages to specific users of your OEM App at scheduled times, for example, new product promotions and life reminders, helping you effectively manage your users.

* T	"itle(Chinese) :	New recommendation on	new products			1	
* Conte	* Contants(Chinese) : The new product is launched online, with a limited time limit of 1,000 copies, giving the lowest promotional price in history.						
	Title(English) : ents(English) :	- Push mark	eting informatio	on to users			
					d in English Context. English text is		
	Applications :	Please choose one applic		•	Support for se user groups a	nd push	
		Open website Open application page Directly open application	About the inputting website, Page •	please use https:/, About page	display forma	ts	
	Date :	Select date	(Beijing time)				

Note: Functions of the **Message** page apply only to OEM Apps, and not Tuya Smart or Smart Life. On this page, you can specify the message content, pushing conditions, image type, and targets (all, product-based, or account-based users). The message content includes activity information and notifications. For example, push promotion messages about the newly launched essential oil diffusers to users who have bought your humidifiers. Effective cross-promotion can help you achieve a high conversion rate. ORDER MANAGEMENT: QUERY ATION & ATION & ERVICE TRANSACTION RECORDS

7 Order Management: Querying Valid Service Transaction Records

After platform users purchase the Cloud Storage for Videos within the validity period of Revenue Sharing Agreement for Camera Video Cloud Storage signed between you and Tuya, the transactions are recorded on the **Order Management** page for you to check statements and confirm revenue sharing or amount to be deducted.



Note:

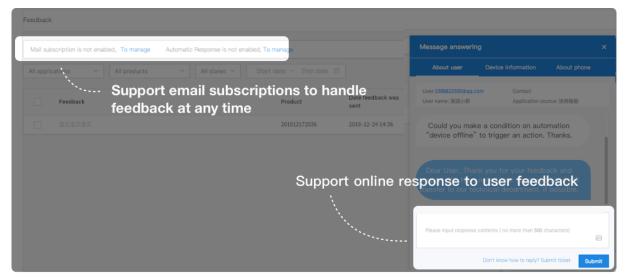
tuyດ

To view a transaction from Tuya Smart platform's **Operation > Order Management**, ensure that the following conditions have been met:

- 1. You have signed an agreement with Tuya, and the agreement is valid.
- 2. A user has purchased and paid for Cloud Storage for Videos through your OEM App.

8 Feedback: Efficient Communication with Users

The **Feedback** page immediately notifies you of the after-sales questions that your product users submit on Apps, including Tuya Smart, Smart Life, OEM Apps, and customized Apps, and allows you to reply to users' feedback and communicate with them on solutions, improving your after-sales service capabilities.



Note: On the **Feedback** page, pay attention to feedback related to your products and solve any problems promptly. This prevents the low-efficiency, high-cost problems of the traditional after-sales maintenance mode, especially if the factory is far away from the maintenance centers, and helps you maintain a high level of customer satisfaction. For example, after launching a new product, collect problems and suggestions from users, analyze the feedback to understand consumers' preferences and function optimization requirements, and continuously improve the product to ensure your competitiveness.

9 Alarms: Alarm Query and Secondary Marketing

The **Alarms** page displays information about users with alarm flags, which are added based on conditions, for example, fault alarms and exhausted consumable alarm that you specify on the **Product** module. You can check whether users' products are running properly after alarm conditions are preset, and quickly locate faulty products and causes of faults for rectification. In addition, the alarm handling function facilitates secondary marketing.

Ne	w Trigger										E Save
			ame(Chinese) : ation(Chinese) :	Your product fil Your air purifier replacement !			used. Please pay	attention to tim	nely		
			sta	oduct imp tus and c Note: In the App. Ch Context. English text	content						
Alarms											
Alarm ID Product : All	 ✓ Type: ✓ All 	Gra V A	des:	arch Status: All V	Date :						Mark As 🗸
	Alarm ID	Туре	Information		Device ID	Device name	Product	User	Date alarm was triggered	Grades	Status
	4i4BMcBFMwyA hSma	20181224回營	20181224 🕾 🕾		086673875ccf7f 607952	20812241441	20812241441	wa****®tuya.co m	2018-12-25 09:47:47	Notify	Processed
	448McBFMwyA hSma	20181224 - 🕾	20181224 🕾 🕾		086673875cc171 607952	20812241441 2	20812241441		2018-12-25 09:46:54		Processed
	4:4BMcBFMwyA hSma	20181224 当任	<u></u> Su	pport for	viewing	j user d	levice al	arm sta	20.06.27		Processed
	4/4BMcBFMwyA hSma	20181224高繁	20181224 🕾 🕾		086673875cc171 607952	20812241441	20812241441		2018-12-24 18:48:52		Processed
	2 2014 2 - 0.74 2				ANY / WILLIAM (NL				5688 85 Sz		Total 8 items < 1 >

Note: Alarm flags apply only to the products for which you preset alarm conditions on the **Product** module. For example, when creating a product, an air purifier manufacturer adds an alarm flag that is triggered when users need to replace the filter. When the users need to replace the air purifier filter, the manufacturer can check the information on the **Alarms** page and sell filters to the users. In this way, the



manufacturer realizes increased revenue.



10 Agents

The **Agents** page allows you to add agents and edit agents names.



11 Inventory

The **Inventory** page allows you to manage all devices to be delivered, including devices with the authorization and vendor information burnt on, samples, devices to be tested, activated devices, and unactivated devices.