



# Tuya IoT Development Platform

Guidelines for IoT Platform > Introduction of Tuya IoT Platform

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## 1 Introduction

Tuya Smart Platform helps customers quickly upgrade their products and help them complete the smart product infrastructure in one stop. The full-link value-added services and data operation center help customers to create smart products with global competitiveness.

Up to the end of October, 2019, Tuya Smart has served more than 180,000 platform customers worldwide, including over 50% in Europe and America. Tuya Smart is creating a completely neutral “AI+IoT” product enabling mode. Powered by Tuya is capable of over 90,000 products, with 500 types of products, the world’s number one, and products and services covering more than 220 countries and regions.

### 1.1 Device Intelligentize in 5 Minutes

The Tuya Smart platform allows you to use Tuya modules to connect hardware devices to Tuya Cloud quickly, simplifying and accelerating smart core hardware R&D.

- 500+ smart product development solutions
- Modules are compatible with mainstream communication protocols such as Wi-Fi, Zigbee, Bluetooth, and NB-IoT
- Various access methods
- Apps available without coding
- Advanced features to promote product delivery

### 1.2 Smart Product Development Solutions

The Tuya Smart platform offers a transparent and controllable smart hardware development platform and backend operations console for you to manage and control the full development process online, even if you have no smart hardware development experience.

#### 1.2.1 Plug-and-play solution

Hundreds of plug-and-play solutions that cover common function points (DPs) of different product categories, including electrical engineering, lighting, and security

and protection (sensors), are available on the platform. To develop a smart product, you only need to configure product information, select an app UI template, and commission the hardware.

### 1.2.2 Custom solution

If a plug-and-play solution cannot meet your development and configuration requirements, select a custom solution. The platform provides the MCU and embedded SDK cloud connection modes and various development toolkits to facilitate development.

## 1.3 App Service

The Tuya Smart platform offers one-stop App services.

### 1.3.1 TuyaSmart or Smart Life

- App development without coding and direct use
- Standard app console
- Device analysis and standard user analysis charts
- Various app UI templates

### 1.3.2 OEM app

- One-stop brand OEM app building and management
- Personalized brand information configuration
- App version and data management
- Extensive app services
  - App Launch
  - OEM App Upgrade
  - Widget Access
  - App Mall
  - Siri Access

## 1.4 Data & Operations

### 1.4.1 Data: all-around data-driven

The data center provides device, sales, and app use data, which helps you improve product competitiveness and app use experience.

- Activated and active device statistics Trace delivered devices and understand product status in a timely manner.
- OEM app analysis Trace app user behavior and refine user operations.
- Area-specific statistics summary Summarize regional sales features to formulate precise marketing policies.
- Multidimensional analysis View the marketing trends and master status of specific items.

### 1.4.2 Operations Center: refined operations

Real-time communication with target users and 24-hour online device support help you establish a seamless connection with users. Smart after-sales services help improve user satisfaction and product competitiveness.

## 1.5 Value-added Services

The Tuya Smart platform offers **value-added services** that help build differentiated product competitiveness.

Click [here](#) to learn more about Value-added Services.