



MAY 2016

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# SECURITY AND CONVERGENCE IN THE SMART HOME - 2016

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# The World's Largest And Most Capital-intensive Industries Rely On IHS

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More than **70%**  
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**4,200+**  
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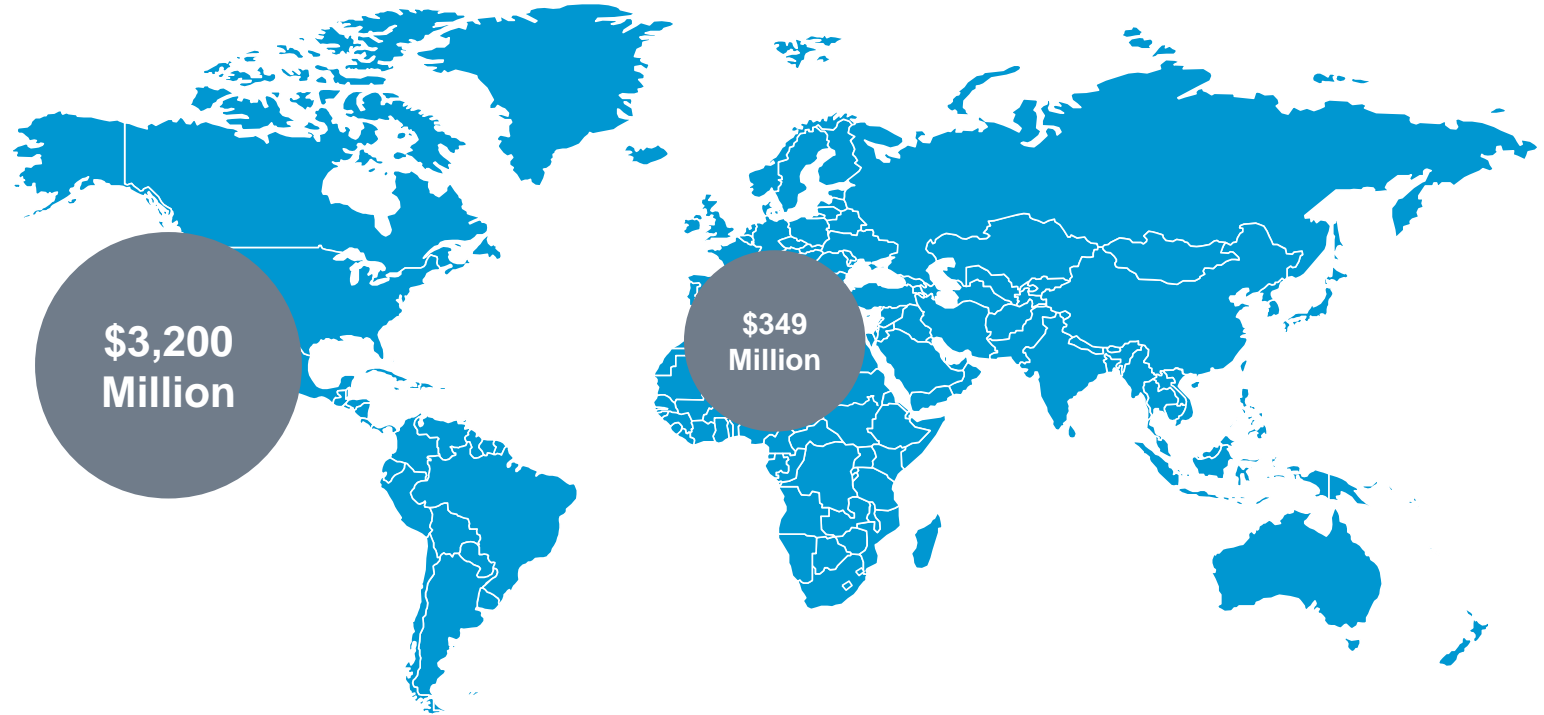
**1,500+**  
software developers,  
IT architects and IT analysts

# Technology Business Intelligence

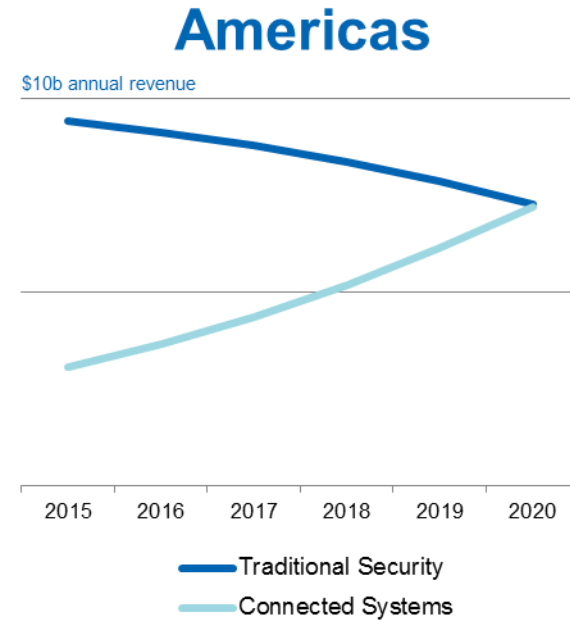
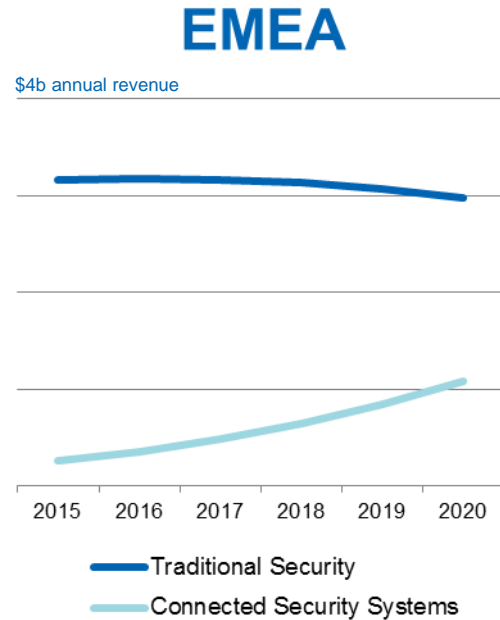
## across all key industry sectors

<b>Automotive &amp; Transportation</b>	Automotive Technology • Automotive Electronics & Semiconductors • Aerospace
<b>Consumer Electronics</b>	Connected Home • Consumer Devices • Digital Signage • Home Appliances • Smart Home • Professional Video
<b>Displays</b>	Small & Medium Display • Large Display • Emerging Display Technology • OLED Panel • Touch Panel • Display Materials & Components • Intellectual Property
<b>Industrial, Security and Medical</b>	Access Control & Fire • Video Surveillance • Discrete & Process Automation • Motor Control & Switchgear • Motors & Mechanical Power Transmission • Machinery • Medical Devices & Healthcare IT • Industrial Electronics • LEDs & Lighting • Building Technologies • Critical Communications
<b>Information Technology</b>	Compute Electronics • Data Center & Critical Infrastructure • Business Process Solutions • Connectivity • Financial & ID Technologies
<b>Materials &amp; Cost Benchmarking</b>	Teardowns • Cost Modeling • Component Pricing • Parts Databases
<b>Media</b>	Advertising • Broadband Media • Cinema • Games • Television Media • Video Media
<b>Power &amp; Energy</b>	Solar Downstream & Demand Dynamics • Emerging Technology • Solar/Photovoltaic Components • Energy Storage • Wind • Power Supplies & Storage Components • Smart Utilities Infrastructure
<b>Semiconductor &amp; Components</b>	Application Forecasts & Market Shares • Memory & Storage • MEMs & Sensors • Power Semiconductors • Semiconductor Value Chain • MCUs and MPUs
<b>Telecommunications</b>	M2M • Mobile Devices & Networks • Mobile Media • Operators

# Smart home remote monitoring service revenues – 2015



# Remote monitoring transitioning to connected smart home systems



# Connected monitoring systems open the door to Telcos and DIY systems



Security providers

88%  
of accounts  
by 2020



Telcos

8%  
of accounts  
by 2020



DIY

4%  
of accounts  
by 2020



# Professional systems



## Challenges

- Cost
- Planned purchase
- Closed ecosystems
- Installer network

## Opportunities

- Do-It-For-Me
- Ongoing revenue opportunities
  - Maintenance
  - Professional monitoring
  - Additional services
- Build relationship
- Reliability
- Bespoke

# DIY systems

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## Challenges

- **Installation**
  - **Customer relationships**
- **Support**
- **Revenue Generation**
- **Ecosystem integration**

## Opportunities

- **New market segments**
  - **Money Savers**
  - **Tentative adopters**
  - **Enthusiasts**
- **Eliminates need for installers**
- **Opens up new routes to market**
  - **Retail**
  - **Online**
  - **Local tradesmen**

# Ad-Hoc monitoring



## Challenges

- **Managing monitored accounts**
- **Monetizing economically**
  - **Needs to offer value to the consumer**
  - **Needs to offer profit to the provider**
- **Offering a valuable service**
  - **Difficult to incorporate emergency response**

## Opportunities

- **New market segments in the monitoring market**
  - **Lower total cost**
  - **More flexibility**
- **Increases ongoing revenue opportunities**
- **Creates an ongoing relationship**

# Device opportunities in Europe

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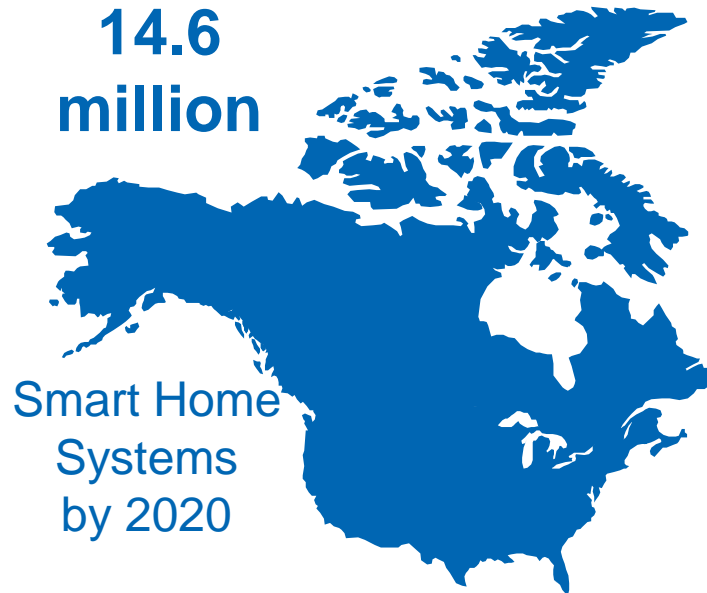
## Video



## Energy management



# America – Breaking into the mass market



## Barriers to be overcome

- Awareness
- Fragmentation
- Reliability
- Willingness to pay

# Industrial, Security & Medical Technology

In-depth quantitative and qualitative research covering industrial technology, security, and medical electronics.

Insight from:

## Remote Monitoring Report 2016

## Smart Home Market Tracker

May, 2016

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