

# IoT Connectivity in Europe: Value of Connected Products

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## Industry Report from Parks Associates

The report focuses on European companies that are bringing value to their customers by adding connectivity to their traditionally non-connected products.

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#### Executive Summary

#### Market Overview and Status

- Identified Initiatives of Major EU Consumer Goods / Device Companies
- Major Product Categories / Use Cases: Current and Anticipated
- Consumer Benefits

#### Drivers and Inhibitors

- Identified Market Drivers / Intentions to Join the Connected Ecosystem
- Identified Inhibitors / Challenges

#### Product - Services Strategy

- Niche vs. Standard across Range of Services
- Retrofit
- Services / Product Mix
- Analytics
- Automation

#### Distribution Strategies

- Sales Channels
  - Sales of Connected Product and Services
  - Up- and Cross Sales via Digitized Consumer Relationship
- Channel / Consumer support
- Pricing Models
- Impact on Traditional Channels

#### Technology / Infrastructure

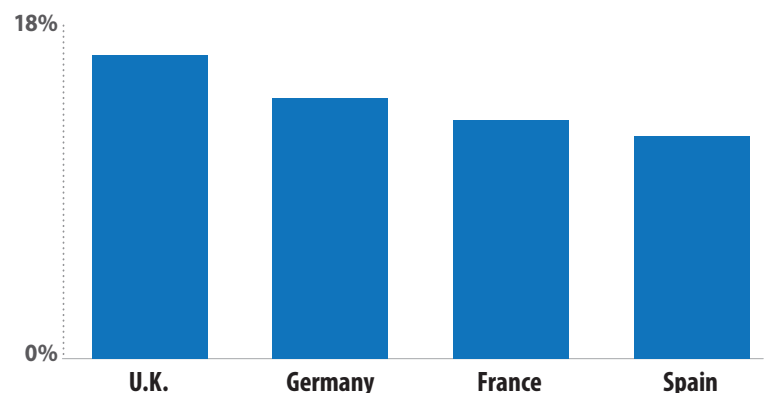
- Product / Gateway / Wireless Technology
- Apps / Analytics / Platform - Cloud
- Scalability / Interoperability

#### Big Data

- Access to Big Data flow
- Use of Big Data
- Data Privacy and Security

### Interactive Smart Home Ownership

Broadband Households in Specified Western European Country



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#### Business Models

- Impact on Traditional Business Models
- Recurring vs. Hardware
- Partnership Models
- Investments and ROI

#### Growth and Innovation

- In- or Outsourcing of Required Competencies
- Acquisitions / Partnerships
- Impact on Organization

#### Case Studies/Forecast of Results for EU Manufacturers Having Smart Devices

- Overview
- Manufacturer Case Studies
- Forecast of % Adoption across all Available Models for Major Appliance
- Envisioning - 2025

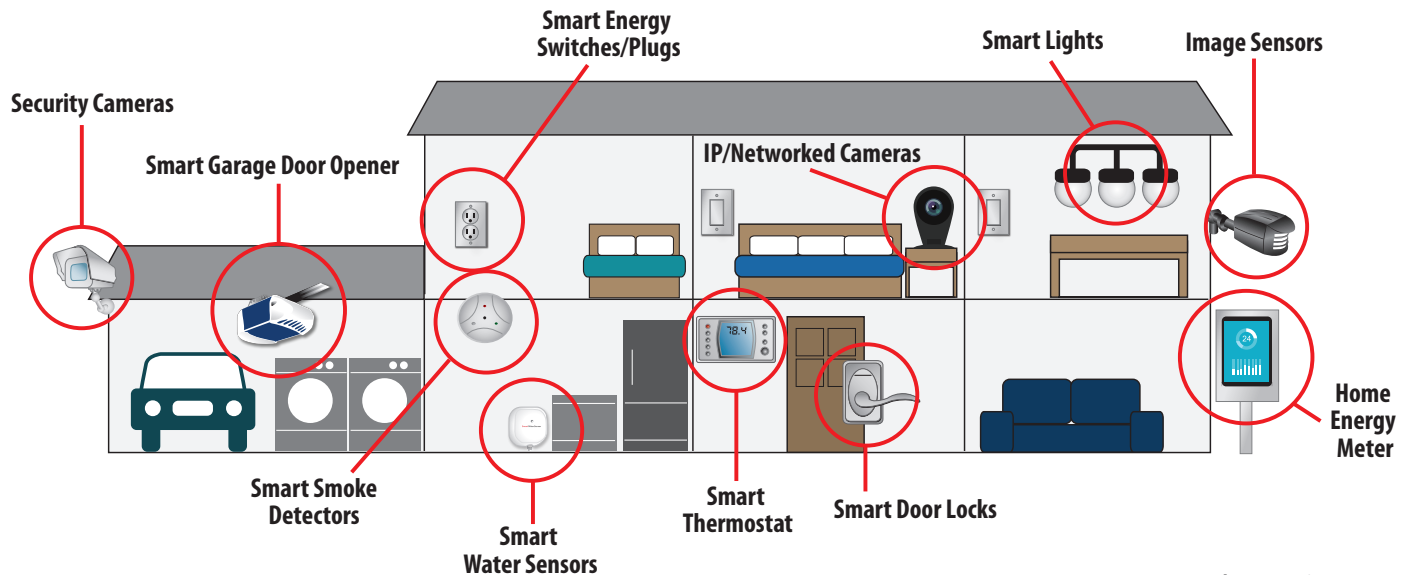
#### Conclusions and Recommendations

## Selected Profiles of Leading European Companies

AEG	Gaggenau	Nespresso
Amazon EU	Honeywell Europe	Okidokeys
Assa Abloy: Digital Door Lock	Husqvarna	Osram
Bosch	Inwido	Philips Lighting
Dyson	Liebherr	Philips Health care - Domestic Appliances
Electrolux	Miele	Somfy
Euro cave	Nest Labs EU	

### Parks Associates Industry Reports

Parks Associates industry reports feature top-level analysis for senior executives and granular data for market researchers, consumer data and analysis of demand- and supply-side market drivers, and industry and company profiles developed via briefings with company and industry leaders.



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## IoT Connectivity in Europe: Value of Connected Products

In this report, Parks Associates focuses on European companies that are bringing value to their customers by “smart-enabling” or connecting their traditionally non-connected products in order to provide additional features and better experiences.

Products such as doors, windows, boilers, fans, vacuums, lawnmowers, and blinds/shutters are pairing with cloud services. From this pairing, manufacturers learn feature use and frequency of use data. Many companies, however, are uncertain of the benefits of connecting traditionally un-connected products.

**This begs the question, how long can a company wait to offer ‘smart’ in its products before competitive disadvantage occurs?**

The report examines the early leaders of connected consumer products, how they are monetizing connectivity, and analyzes the potential cost of not connecting products.

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