

Synopsis	Energy Home Monitoring Products
<p>As energy management becomes more important to utilities and consumers, the trend is driving interesting partnerships among security companies, device makers, utilities, and retailers. This report examines the emerging partnerships, the primary motivators, and the business models driving them. It also predicts the direction of future partnerships and analyzes the dominant factors dictating partnership types.</p>	<p>Willingness to Buy Home Monitoring Products: Energy vs. Non-Energy (U.S. Broadband Households)</p> <p>© Parks Associates</p>

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"Convergence in the smart home has opened up numerous partnership opportunities," said Tom Kerber, Parks Associates. "While many of these partnerships will take the form of traditional partnership agreements, many will move to more loosely coupled relationships, where they will use APIs in the cloud to extend the reach of products and services and connect with partners as required to deliver value to customers."

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Leveraging Partnerships to Deliver Home Energy Management
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By Tom Kerber, Director, Research, Home Controls & Energy, and Maia Hinkle, Research Analyst

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