MODERATOR

Tom Kerber

Director, IoT Strategy

@TomAKerber   **@ParksAssociates**

PARKS
ASSOCIATES

Smart Home Business Models

Direct Models

- New Premium Product Sales
- Differentiation in Product Portfolio (Higher Margin Mix)
- Expanded Product Portfolio
- Expand Sales Channels (Incremental Product Sales)

Direct Models with Partners

- Co-marketing – Cross Sell
- Bundling with Home Services
  - Insurance
  - Home Warranty
  - HVAC Contracts
  - Security
  - Broadband, Video, Voice

Indirect Models

- Complementary Product Sales
- App Sales, Upgrade Revenue
- Mobile Advertising Revenue
- Selling Data
- EE / DR Payments, Energy Market Participation
- Insurance Discounts, Subsidies
- Platform Connection or Transaction Charge
- Grow Loyalty, Reduce Churn, Customer Acquisition Cost
- Operational Efficiencies

Marketplace Models

- Friction reduction in connecting buyers and sellers
- Lower acquisition costs for sellers

Speakers

Alex Dunn
President
Vivint Smart Home
@VivintHome

Gene Han
Vice President- Consumer IoT, Head of SF
Innovation Office
Target
@Target

Bill Lee
Vice President of Smart Home Product
Marketing
Samsung Electronics America
@SamsungNewsroom

Kevin Meagher
SVP Business Development
ROC-Connect
@roc_connect

Dan Reed
Managing Director
American Family Ventures
@DanielKReed

Isaias Sudit
Founder
TROVE
@trovedata

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Innovative Product Solutions

⌂ Comprehensive Smart Security

👁 HD Video (Doorbell, Indoor, Outdoor)

72° Learning Thermostats

🔒 Smart Locks

💡 Smart Lighting

🔥 Fire/Flood/CO Protection

☀ Integrated Rooftop Solar

World Class Services

🛡 24/7 Monitoring

✎ Professional Installation

👥 Sky Intelligent Energy & Security Management

📹 30 Day Continuous DVR

★★★★⯨ 4.5/5 Star Mobile App

🖥 In-home Support

🔄 Built to Work Seamlessly Together

vivint.SmartHome™

SPEAKER

Gene Han

Vice President- Consumer IoT, Head of SF
Innovation Office
Target

@Target

GENE HAN

VP, Consumer IoT
SF Innovation Office

open house

targetopenhouse

SPEAKER

Bill Lee
Vice President of Smart Home Product Marketing
Samsung Electronics America

@Speaker Twitter ID

IoT and Smart Home
Kevin Meagher
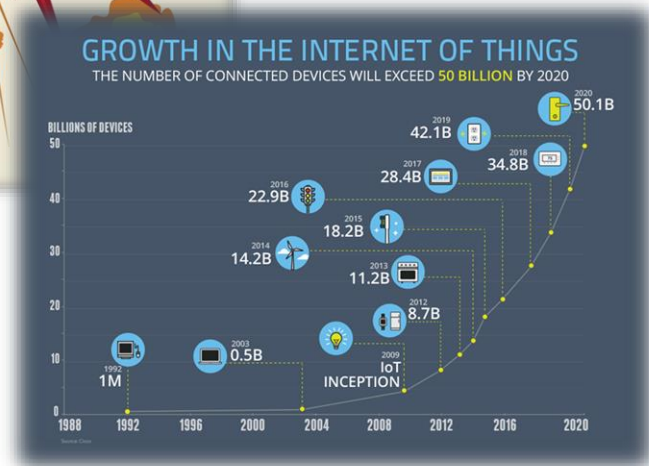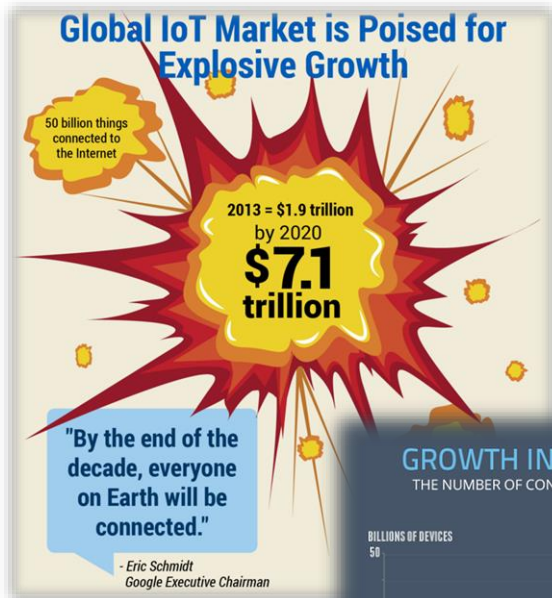
Changing Business Models

The Insurance Industry

A TROVE of Data in the Smart Home

1
A Lesson for the Smart Home: The Smart Meter

> Cool technology is not enough!

> More devices producing more data doesn't mean better understanding… without better analytics

2
Predictive Data Science is Key to:

> Targeting customers

> Driving adoption of new services

> Increasing customer loyalty, reducing churn

3
TROVE Makes Data Useful:

> For utilities, ISPs and smart home providers

> On premise or in the cloud

> As an affordable subscription service

Predictive Data Science = **Anticipating Customer Behavior.**
TROVE is a predictive data science platform
designed to **make data useful** for businesses.

TROVE

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