

# The Evolution of Home Energy Management

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By Eddie Accomando, Research Analyst, and Tom Kerber, Director, Research, Home Controls & Energy

Synopsis	Planned Energy Purchases																		
<p>Home energy management can take many forms. Smart meters enable numerous energy management services, smart products expand the potential for the number of devices that can be managed, and digital engagement of HEM customers continues to create new benefits for the end user. This report describes how technology will drive the evolution of home energy management.</p>	<p style="text-align: center;"><b>Likely to Buy Energy-related Products in next 12 Months (2014-15)</b> U.S. Broadband Households</p> <table border="1"> <caption>Likely to Buy Energy-related Products in next 12 Months (2014-15)</caption> <thead> <tr> <th>Product</th> <th>Q4/2014 (%)</th> <th>Q4/2015 (%)</th> </tr> </thead> <tbody> <tr> <td>Generator for backup power during outages</td> <td>~6.5</td> <td>~9.5</td> </tr> <tr> <td>Solar power generator panels</td> <td>~4.5</td> <td>~8.5</td> </tr> <tr> <td>Solar heating panels</td> <td>~4.5</td> <td>~8.5</td> </tr> <tr> <td>Wind turbine power generator</td> <td>~3.5</td> <td>~6.5</td> </tr> <tr> <td>Plug-in electric vehicle</td> <td>~4.5</td> <td>~6.5</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Product	Q4/2014 (%)	Q4/2015 (%)	Generator for backup power during outages	~6.5	~9.5	Solar power generator panels	~4.5	~8.5	Solar heating panels	~4.5	~8.5	Wind turbine power generator	~3.5	~6.5	Plug-in electric vehicle	~4.5	~6.5
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“Energy providers are best positioned to provide energy management solutions. As the consumer’s preferred channel for energy solutions, and with the ability to monetize solutions through capital offsets and demand response, energy providers have a significant competitive advantage,” said Eddie Accomando, Research Analyst.

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Alcatraz	Home Warranty of America
American Council for an Energy-Efficient Economy	Honda
American Electric Power	Honeywell Lyric
Android	Houston Light and Power
Astrum Solar	iPhone
Austin Energy	Johnson Controls
Belkin WeMo	Just Energy
Ben Franklin Plumbing	LightSail Energy
Bidgely	Mr. Sparky Electric
BMW	Nest
BNVGL	NG
Bounce	Nissan
British Gas	Nissan Leaf
Centrica UK	NREL
Cinemax	NRG
Comcast	One-Hour Air Conditioning
ComEd	Pepco
ConEdison	PGE
Crius	PlotWatt
Degrees of Difference	Princeton Power
Direct Energy	Recurrent
Direct Energy Solar	Reliant
ecobee	Samsung
ecobee 3	Samsung Smart Things
EcoFactor	SCE
EcoSaver	SDGE
Energy Rewards	Security by Reliant
EnergyHub	Showtime
Enphase	SolarCity
EOS	Sonnenbatterie
ERCOT	SunEdison
ESS	Sungevity
Exelon	SunPower
First Choice Power	Tesla
First Solar	Tesla PowerPack
Frito Lay	Tesla PowerWall
Gigafactory	TMI
Green Charge Networks	U.S Energy Information Association
Hawaiian Electric	U.S. Department of Energy
HBO	Vivint Solar
Home Depot	Wal-Mart
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