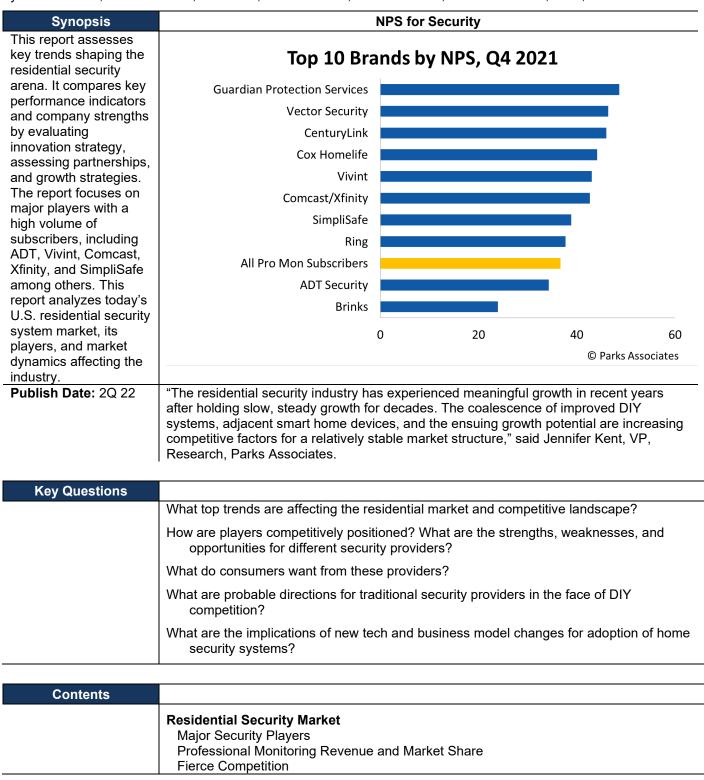


Residential Security: Competitive Analysis

TABLE OF CONTENTS

By Jennifer Kent, Vice President, Research; Heidi Dieckert, Sr. Contributor; and Tricia Parks, CEO, Parks Associates





Residential Security: Competitive Analysis

TABLE OF CONTENTS

NPS Scores and Home Security

A Changing Structure for the Residential Security Industry

COVID-19 Impact and Views of "Safe Enough"

Increased Use of Interactive Services

Diversified Mix of Professional Monitoring Services

Competitive Analysis

Affordability

Differentiation of Features

Consolidation & Partnership

Strength of the Channel

Creating a Unified Point of Control

Depth of Offerings

Competitive Profiles

ADT

Vivint Smart Home

Brinks Home

Canary Security

Amazon / Ring

SimpliSafe

Wyze

ARLO Technologies

Google Nest

Xfinity Home

Cox Communications - Homelife

Competitors on the Horizon

Abode Systems, Inc.

Cove

Kangaroo

ecobee

Implications about Competitive Strategies

Appendix

Figures	

Home Security System Ownership

Professional vs. Self-monitoring in US Security System Households

Major US Security Providers

Positioning of Select Home Security Systems and Devices

US Revenue Forecast in End-User Dollars

Customer Changes Made to Security Systems in 12 months Before Survey

Likelihood of Switching Monitoring Provider

US History and Forecast for Professionally Monitored Security Systems

NPS for Top Professional Monitoring Providers

NPS for Top Professional Monitoring Providers

Current Market Structure for Residential Security



Residential Security: Competitive Analysis

TABLE OF CONTENTS

Future Market Structure

Most Important Features of a Security System

Average Monthly Fee for Professional Monitoring

Installation Method for the 12 Months Prior to Survey

Professional Monitoring Fees by Company

Average Upfront Costs of Home Security System, by Installation Method

Average Price Paid of Select Smart Home Devices

Payment Method Used to Acquire Security System

Al Features by Security System Provider

Major Provider Partnerships

Security System Purchase Channels

Security System Type, by Provider

Top Platforms for Smart Home Device Control

Features by Provider

Key Activities by Provider

		_		
1 191	· Ot	Com	nanı	29
	. •		VUIII	

Abode Systems Cox Communications Homelife

ADT Ecobee

Alarm.com Google Nest Amazon/Ring Kangaroo

Arlo Technologies Simplisafe

Brinks Home Vivint Smart Home

Canary Security Wyze
Cove Xfinity

Attributes

Parks Associates 5080 Spectrum Drive Suite 1000W Addison, TX 75001 Published by Parks Associates © April 2022 Parks Associates

Addison, Texas 75001

800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

parksassociates.com sales@

Disclaimer

parksassociates.com

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.