

# **IP-based Home Monitoring: Security**

By Bill Ablondi, Director, Home Systems Research, & Farhan Abid, Research Analyst

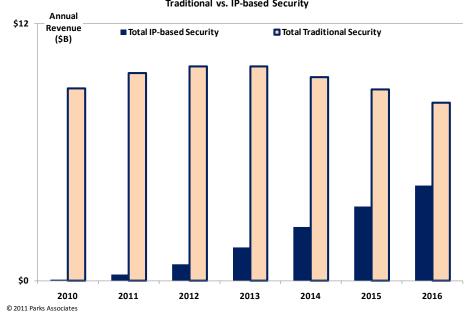
2Q 2011

#### **Synopsis**

This report provides an overview of the emergence of IP-based home security solutions. It analyzes the evolution taking place in the professional security monitoring market and offers insight on the impact of new monitoring systems on the traditional security business model. The report profiles key participants developing products and services and the channels being utilized, supported with market forecasts and recommendations.

## **IP-based Home Monitoring: Security**

# Total Professionally Monitored Security Revenues Traditional vs. IP-based Security



Publish Date: 2Q 11

"Security companies and service providers understand that widespread availability of broadband Internet connectivity is disrupting their traditional business model," said Bill Ablondi, director, home systems research, Parks Associates. "We believe Internet-connected security systems will expand the residential security market by providing additional capabilities and benefits to a broader range of consumers than those who are typical subscribers."

#### **Contents**

### 1.0 Introduction

- 1.1 Key Questions & Issues Addressed
  - 1.1.1 What are the drivers of IP-based security solutions?

Consumer Motivations and Mindset

**Technology and Products** 

Broadband Service Providers Seeking Revenue Generating Units (RGUs)

- 1.1.2 Who are the market movers in IP-based security and what are they doing?
- 1.1.3 What are the top opportunities?
- 1.1.4 What are the inhibitors to market development?
- 1.2 Scope
- 1.3 Source of Data

# 2.0 Market Dynamics in the Security Market

- 2.1 State of the Market for Traditional Security Solutions
- 2.2 Consumer Interest in Home Monitoring
- 2.3 Market Movers
  - 2.3.1 Incumbent Security Solutions Providers

Protection One



# **IP-based Home Monitoring: Security**

By Bill Ablondi, Director, Home Systems Research, & Farhan Abid, Research Analyst

2Q 2011

2.3.2 Disruptive Newcomers

Alarm.com

Vivint (formerly APX Alarm)

2.3.3 Broadband Service Providers

AT&T

CenturyLink

Comcast

Comporium

SuddenLink

Verizon

2.3.4 DIY Solutions

Avaak

Hawking Technologies

2.3.5 Access Control Solutions

ASSA ABLOY (Yale Locks)

Ingersoll Rand (Schlage LiNK)

Stanley Black & Decker (Kwikset)

2.3.6 Technology Enablers

2Gig Technologies

iControl

Motorola Mobility (4Home)

Sigma Designs (Z-Wave)

# 3.0 Security Solutions Value Chains and Business Models

- 3.1 The Traditional Value Chain in Home Security
- 3.2 The IP-based Home Security Value Chain
- 3.3 Business Models
  - 3.3.1 Incumbent Approaches
  - 3.3.2 Broadband Service Provider Approaches
  - 3.3.3 Possible Enhancements of Current Approaches

### 4.0 Market Forecasts: Traditional and IP-based Home Security

- 4.1 Methodology Overview
- 4.2 Status Quo Forecast: Traditional Security
- 4.3 IP-based Security Forecast
  - 4.3.1 IP-based PLUS Traditional Security Forecast
- 4.4 Self-monitoring Services
- 4.5 IP-based Security: Market Drivers and Inhibitors

# 5.0 Takeaways & Recommendations

#### 6.0 Appendix

6.1 Definitions and Acronyms

Figures	
	IP-based Home Monitoring: Security Dashboard
	Consumer Interest in Remote Home Monitoring
	Consumer Interest in Remote Home Monitoring by Type of Residence
	Consumer Interest in Remote Home Monitoring in Europe
	Selected Incumbent Security Solutions Providers
	Disruptive Newcomers to Residential Security
	Broadband Service Providers Offering Security or Home Monitoring Solutions
	Selected Do-it-yourself Monitoring and Control Systems
	Remotely Controlled Electronic Lock Solutions
	Technology Enablers



# **IP-based Home Monitoring: Security**

By Bill Ablondi, Director, Home Systems Research, & Farhan Abid, Research Analyst

2Q 2011

Traditional Home Security Monitoring Value Chain IP-based Home Security Monitoring Value Chain

**ADT Pulse System** 

Alarm.com Platform Architecture

iControl Networks' Broadband Home Management

Forecast Model for Home Security Revenues

Forecast Model and Key Assumptions for IP-based Security Adoption

Status Quo Forecast for Traditional Home Security Revenues

Percentage of households with Professionally Monitored Security: Status Quo vs. Expansion with IP-based Security

Percentage of Households with Professionally Monitored Security: Traditional vs. IP-based

Breakdown of Households with Professionally Monitored Security: Traditional vs. Switched from Traditional vs. Expansion

Breakdown of Professionally Monitored IP-based Security Revenues:

Broadband ISPs vs. Incumbent Security Providers

Broadband ISP Professionally Monitored IP-security: Subscribers and Revenue

Total Professionally Monitored Security Revenue and Subscribers (Traditional and IP-based): Incumbent Providers vs. Broadband ISPs

Total Self-monitoring Households and Penetration

Total Self-monitoring Households and Penetration: All Households vs. Broadband Households

Self-monitoring Households Paying for Monitoring Services

IP-based Security Market Drivers and Inhibitors

**Definitions and Acronyms** 

## **Attributes**

Parks Associates 5310 Harvest Hill Road Suite 235 Lock Box 162 Dallas TX 75230-5805

800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax

parksassociates.com sales@ parksassociates.com Authored by Bill Ablondi and Farhan Abib

Executive Editor: Tricia Parks Published by Parks Associates

© June 2011 Parks Associates Dallas, Texas 75230

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.

#### Disclaimer

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.