

Greenfields: IP Safety, Energy, Control & Monitoring Business Models 3Q 2012

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Abstracts

This report provides an assessment of how the business models for the utility, security, and home controls industries are evolving. Standards and open protocols are removing barriers to entry, flattening markets, and inviting new entrants with differentiated value propositions and novel monetization strategies. The convergence of channels in the connected home is just beginning, as traditionally separate channels expand their offerings and compete for business on a new playing field.

"The connected home is driving convergence of traditionally separate energy, security, and home controls industries," said Tom Kerber, Director, Research, Home Controls and Energy Management at Parks Associates. "Understanding the business models behind this convergence is important not only for those in the energy, security, and home controls industries but for every manufacturer developing a connected home strategy."

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