

The Impact of DIY Solutions on the Residential Security Market

https://marketpublishers.com/r/IE38A3D7B42EN.html

Date: June 2018 Pages: 40 Price: US\$ 3,500.00 (Single User License) ID: IE38A3D7B42EN

Abstracts

The purpose of this report is to inform companies about threats to U.S. professionally installed, professionally monitored alarm companies in the next 3-5 years. Specifically, it seeks to understand the potential impact of various competing DIY solutions on the monitored security industry. The report surveys DIY solutions and provides profiles of key DIY and traditional solution players and a forecast of DIY security hardware and subscription revenue.



Contents

1.0 REPORT SUMMARY

- 1.1 Purpose of Report
- 1.2 Key Burning Questions Addressed by this Research
- 1.3 Research Approach/Sources

2.0 DIY APPLICATIONS IN RESIDENTIAL SECURITY

- 2.1 Definition of Do-It-Yourself Security Solutions
- 2.2 Professionally Installed, Pro-Monitored Systems
- 2.3 Traditional Self-Installed, Pro-Monitored Systems
- 2.4 New Self-Installed, Optional/Hybrid Monitoring Systems
- 2.5 DIY Smart Products

3.0 IMPACT OF DIY ON PROFESSIONAL MONITORING

- 3.1 Impact on the Number of Professional-Monitoring Subscribers
- 3.2 Impact on Recurring Monthly Revenue
- 3.3 Impact on the Value Chain Revenue Split

4.0 STRATEGIC OPPORTUNITIES

- 4.1 Seize Growth Opportunities
- 4.2 Differentiate through New Business Models
- 4.3 Leverage Technology to Differentiate and Drive Cost Down

5.0 FORECAST

- 5.1 Professional Monitoring by Installation Method
- 5.2 Self-Monitoring by Installation Method

6.0 APPENDIX: GLOSSARY, INDEX

6.1 Glossary

6.2 Index





List Of Figures

LIST OF FIGURES

Home Security System Ownership **DIY Security Solutions** Positioning of Security Systems and Devices Impact of DIY Security Solutions on Existing Monitoring Subscribers Statement True of DIY Security Systems in 2017 from Security Dealers Reason that Consumers Chose to Install their Security System Themselves Protect America Product Offerings and Pricing Frontpoint Product Offerings and Pricing Type of Security System Consumers Intend to Purchase Price Sensitivity of BB Households That Do Not Own a Security System Purchase Channel for DIY Security Systems SimpliSafe Product Offering and Pricing Main Purchase Drivers for Smart Home Products Disruptive Technology (from The Innovator's Dilemma) Likelihood of Remote Notification Driving Professional Monitoring Cancellations Likelihood of Adding Professional Monitoring to Smart Smoke Detectors Impact of Trends on Security Subscribers Incremental RMR for Add-on Services Impact of Upfront Fees, Recurring Fees, and Contract Length on Preference Competitive Metrics - National/Regional/Local Forecast of Professionally Monitored Households by Installation (2018-2022) Forecast of Self-Monitored Security Installation Method (2018-2022)



I would like to order

Product name: The Impact of DIY Solutions on the Residential Security Market Product link: <u>https://marketpublishers.com/r/IE38A3D7B42EN.html</u>

> Price: US\$ 3,500.00 (Single User License / Electronic Delivery) If you want to order Corporate License or Hard Copy, please, contact our Customer Service: <u>info@marketpublishers.com</u>

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/IE38A3D7B42EN.html</u>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name: Last name: Email: Company: Address: City: Zip code: Country: Tel: Fax: Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <u>https://marketpublishers.com/docs/terms.html</u>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970