

Security Adjacencies: Building on Peace of Mind Value Props

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Abstracts

Security service providers have an opportunity to build on their core offering by cultivating peace-of-mind value propositions for lifestyle segment use cases. This report evaluates market potential for smart solutions that leverage residential security strengths to address other peace-of-mind use cases, such as elder care, childcare, pets, car security, frequent travelers, vacation homeowners, and property safety from fire and water damage.

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