Smart Home: Quest for Compelling Use Cases

Top Smart Home Devices Owned
U.S. Broadband Households

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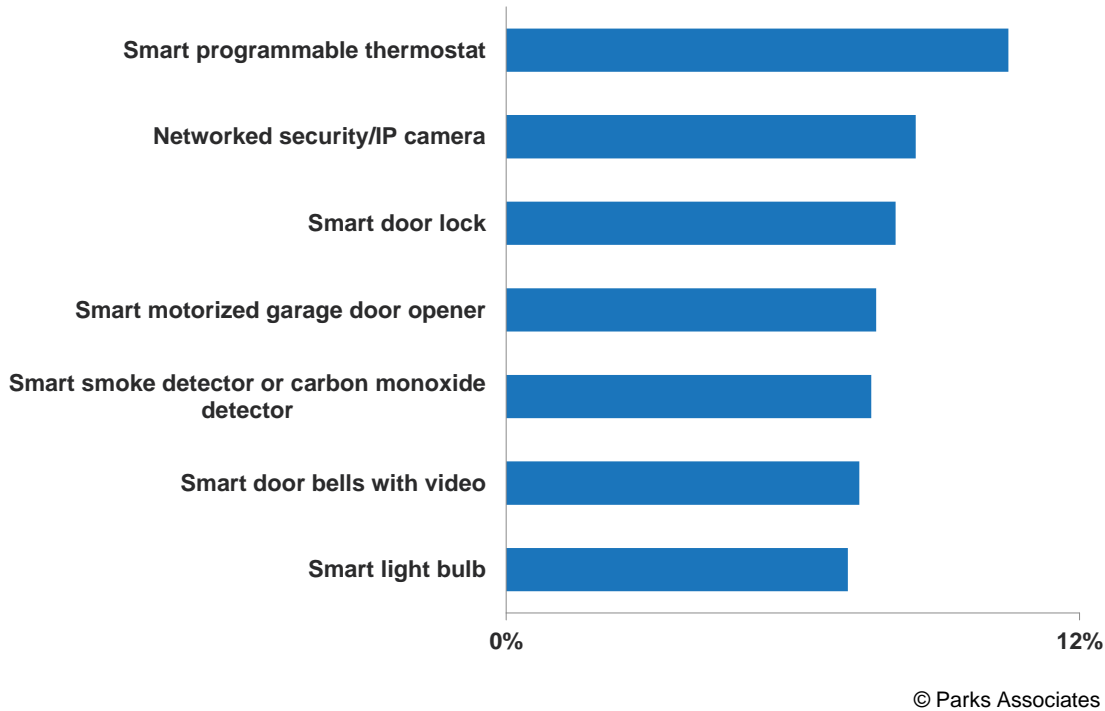
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SYNOPSIS

As the breadth of smart products expands beyond lights, locks, thermostats, and networked cameras, the number of interactions and use cases expands exponentially. While this dramatic expansion of capability opens up new opportunities for differentiation, it also creates challenges for product managers, who must prioritize integrations that create the most value, and marketers, who are grappling with the challenge of marketing long-tail use cases while maintaining a concise, targeted marketing message. This research evaluates the ever-expanding use cases in the smart home and analyzes the priorities for different segments.

ANALYST INSIGHT

"Convergence in the smart home is an opportunity, as partnerships enable solutions that expand the appeal of smart home solutions focused on a single category."

— Tom Kerber*, Director, IoT Strategy*, Parks Associates

Number of Slides: 59

CONSUMER ANALYTICS

CONTENTS

360 VIEW UPDATE

Smart Home: Quest for Compelling Use Cases

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