**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
Smart Home: Quest for Compelling Use Cases

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ATTRIBUTES

Parks Associates
15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

parksassociates.com
sales@parksassociates.com
PHONE 972.490.1113
Toll free 800.727.5711
FAX 972.490.1133

Authored by Yilan Jiang, David Mitchel, Katherine Li, and Tom Kerber
Executive Editor: Tricia Parks

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