

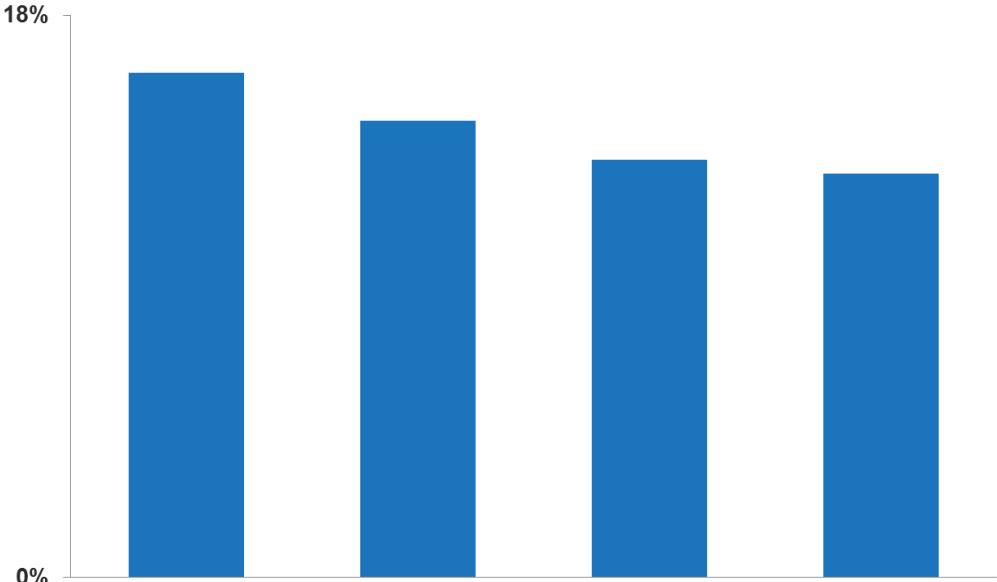
Industry Report

IoT Connectivity in Europe: Value of Connected Products

Table of Contents



By Erik Overbeeke, European Partner Alliance, and Tricia Parks, Chairman, Founder, President, and CEO, Parks Associates

Synopsis	Smart Home Adoption										
<p>The European smart home market remains virtually untapped. Many companies have been slow to act due to their sense of overhype and gadgetry. However, some early activity and accompanying success are happening. This report provides an approach to analyzing smart home/connected products needs and services. It provides deep profiles of 11 different types of EU companies and how they are addressing strategies for smart home product and services. This reports provides insight to the multiple activities of diverse players and helps each company expand its own vision.</p> <p>Publish Date: 3Q 17</p>	<div style="text-align: center;"> <h3>Interactive Smart Home Ownership</h3> <p>Broadband Households in Specified Western European Country</p>  <table border="1" data-bbox="462 535 1453 1113"> <caption>Interactive Smart Home Ownership Data</caption> <thead> <tr> <th>Country</th> <th>Ownership Percentage (Approximate)</th> </tr> </thead> <tbody> <tr> <td>U.K.</td> <td>16.5%</td> </tr> <tr> <td>Germany</td> <td>14.5%</td> </tr> <tr> <td>France</td> <td>13.5%</td> </tr> <tr> <td>Spain</td> <td>13.0%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p> </div>	Country	Ownership Percentage (Approximate)	U.K.	16.5%	Germany	14.5%	France	13.5%	Spain	13.0%
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<p>Publish Date: 3Q 17</p>	<p>“EU companies must begin or accelerate their efforts to develop connected products and corrolary services of value. While the tipping point has not yet been reached and most consumers do not yet demand connectivity, the time for the tipping point is not far away, as giants such as Amazon, Google, Apple, and even IKEA view the marketplace with hunger,” said Erik Overbeeke, European Partner Alliance, Parks Associates.</p>										
Contents											
	<ul style="list-style-type: none"> 1.0 Report Summary <ul style="list-style-type: none"> 1.1 Purpose of Report 1.2 Research Approach/Sources 1.3 Key Questions 2.0 Market Overview <ul style="list-style-type: none"> 2.1 Drivers & Inhibitors 3.0 The Elements of IoT Product & Service Strategy <ul style="list-style-type: none"> 3.1 Diffusion of Connectivity across Product Lines 3.2 New Product Introductions, Retrofit Options or Both 3.3 Product Mix and Services 3.4 Analytics 										

	<ul style="list-style-type: none"> 3.5 Automation 4.0 Distribution Strategy <ul style="list-style-type: none"> 4.1 Expanding Channels 4.2 Sales of Connected Products and Their Corollary Services 4.3 Up- and Cross Sales 4.4 Channel and Customer Support 4.5 Pricing Models 5.0 Technology & Infrastructure 6.0 Big Data 7.0 Innovative Activity & Business Models <ul style="list-style-type: none"> 7.1 Business Models for IoT 8.0 Select Profiles of European Companies' IoT Activity <ul style="list-style-type: none"> 8.1 Profiles <ul style="list-style-type: none"> INWIDO Nespresso – A Nestle Company Somfy: Connected Home Solutions Business Miele Securitas AB Assa Abloy – Digital Door Lock (DDL) Verisure - Assa Abloy – Yale DDL - A European Use Case Philips Hue Gardena – A Husqvarna Group Company Bundles Hive – A Centrica Company 8.2 Status of Profiled Companies by Topic 9.0 Recommendations: Guidelines for IoT 10.0 Appendix <ul style="list-style-type: none"> 10.1 Glossary 10.2 Index
Figures	<ul style="list-style-type: none"> Motivations for Adding Connectivity A Sample Set of Use Cases Key Current Categories & Benefits Connected Products: Drivers & Inhibitors Elements of IoT Trust in Channel by Type Eurotech Approach to IoT, Courtesy of Eurotech INWIDO Nespresso Somfy Miele Securitas AB Assa Abloy Digital Door Lock Verisure/Yale DDL Philips Hue

TABLE OF CONTENTS

	<p>Gardena Bundles Hive Approach to the Cloud The Cloud: A Company Differentiator Maximizing Connectivity Gains Data Access: The Opportunity to Improve Processes Direct Invoicing: Seizing E-Commerce Opportunity</p>
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List of Companies	
<p>Alarm.com Amazon AMX Apple Assa Abloy Bundles Carrier Crestron Deutsche Telekom Gardena Google Hive Honeywell</p>	<p>Inwido Iris Leviton Microsoft Miele Nespresso Nest Philips Securitas AB Somfy Verisure Yale</p>

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<p>Parks Associates 5080 Spectrum Drive Suite 1000W Addison, TX 75001</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Erik Overbeeke and Tricia Parks Executive Editor: Elizabeth Parks Published by Parks Associates</p> <p>© August 2017 Parks Associates Dallas, Texas 75001</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>