By Patrice Samuels, Senior Analyst, and Tom Kerber, Director, IoT Strategy

### Synopsis

As consumer interest and adoption of smart devices with energy management features increase, utilities are tasked with identifying strategies that can leverage this new connectivity. This report examines how smart products and smart home systems can be leveraged to enhance home energy management. This report assesses consumer demand for energy management and how it impacts the energy industry and smart device companies. It evaluates how the various industries involved can cooperate to better meet consumer demand.

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“Utilities and energy providers derive four key benefits from integration with smart home solutions: increased consumer engagement with energy management programs, facilitation of smart product integration in demand response programs, increased adoption of smart products for use in energy management, and increased program awareness through cross-marketing efforts,” said Patrice Samuels, Senior Analyst at Parks Associates.

### Contents

1. **Report Summary**
   1.1 Purpose of Report
   1.2 Scope of Report
   1.3 Research Approach/Sources

2. **Consumers and Energy Management**
   2.1 Consumer Energy Management Behavior
   2.2 Consumer Motivations for Energy Management
      2.2.1 Management of Energy Generation
      2.2.2 Cost Avoidance
   2.3 Adoption of Energy Management Smart Home Devices

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### Ownership of Energy-related Products

**Energy-Efficient Equipment or Vehicle Ownership**

U.S. Broadband Households

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Ownership Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generator for backup power during outages</td>
<td>20%</td>
</tr>
<tr>
<td>Solar power generator panels</td>
<td>15%</td>
</tr>
<tr>
<td>Solar heating panels</td>
<td>10%</td>
</tr>
<tr>
<td>Wind turbine power generator</td>
<td>5%</td>
</tr>
<tr>
<td>Plug-in electric vehicle</td>
<td>3%</td>
</tr>
</tbody>
</table>

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# TABLE OF CONTENTS

3.0 Utility Energy Management Programs
- 3.1 Energy Efficiency
  - 3.1.1 Impact of Smart Products on Energy Efficiency
  - 3.1.2 Impact of Smart Meters on Energy Efficiency
- 3.2 Demand Response
  - 3.2.1 Impact of Smart Products on Demand Response
  - 3.2.2 Impact of Smart Meters on Demand Response

4.0 Utility and Smart Home Partnerships: Strategies and Use-Cases
- 4.1 Increase Customer Engagement
- 4.2 Integrate Smart Products into Demand Response
- 4.3 Drive Smart Product Adoption
- 4.4 Execute Cross-Marketing Campaigns

5.0 Emerging Initiatives and Partnership Opportunities
- 5.1 Communication Standards
- 5.2 Load Balancing
- 5.3 Whole Home Energy Management Solutions
- 5.4 Utilization of Smart Devices as a Grid Resource
- 5.5 Access to High Frequency Energy Data
- 5.6 Integrating Occupancy Data into Demand Response Execution

6.0 Recommendations and Key Considerations
- 6.1 Best Practices for Energy Management Programs

7.0 Appendix
- 7.1 Glossary
- 7.2 Image Sources
- 7.3 Index

## Figures
- Energy Behavior Segments (2014 - 2016)
- Energy Saving Actions Taken in the Past 12 Months (Q4/16)
- Energy Bill Segments (2015-2016)
- Smart Home Device Adoption Rate: Energy Management Devices (2014 - 2016)
- Purchase Intention: Smart Home Energy Management Devices (2014 - 2016)
- Solutions for Consumer Engagement
- Smart Thermostat Market Data (Q4/16)
- Impact of Mail-in Rebates and Financing on
- High Familiarity with Energy Programs Offered (2015 - 2016)
- Utility Energy Management Programs
- Appeal of Solar Energy Monitoring and Management Services (Q4/16)
- Impact of Rebates on the Purchase of Smart Thermostats (Q4/16)
- Appeal of Energy Management Abilities
- Appeal of Energy Monitoring Abilities

## List of Companies
| Alarm.com | Energate |
| Austin Energy | Energy modeling |
# Smart Home-Utility Partnership Opportunities

## TABLE OF CONTENTS

| AutoGrid | Filtrete |
| Bidgely | Lux Products |
| Big Data | Nest |
| CPS Energy | Radio Thermostat |
| DTE | Salt River Project (SRP) |
| ecobee | Southern California Edison |
| eMee | Vivint |
| Emerson |  |

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