Race to Control the Smart Home Ecosystem: Attracting Partners

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By Chris O'Dell, Research Associate, Parks Associates

Synopsis

Partnerships are vital to creating an intelligent and coordinated ecosystem. Works with Nest, Apple HomeKit, and SmartThings are all building an ecosystem of products and services that seamlessly work together and provide an exceptional user experience. This report reviews the strategies of the major smart home platforms in the consumer electronics and security industries and their approach to attracting manufacturers to their ecosystem.

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"Tech giants, security providers, ISPs, and manufacturers are in a race to control the smart home ecosystem. They see the opportunity to accelerate adoption of smart home products, and to drive revenue for hardware and complementary services by integrating and improving the user experience. Companies that lead in ecosystem development can insert their brand into every interaction in the smart home and become indispensable as a control interface for the consumer," said Chris O'Dell, Research Associate, Parks Associates.

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