IoT and Smart Home: Changing Business Models
MODERATOR

Tom Kerber
Director, IoT Strategy

@TomAKerber @ParksAssociates
Smart Home Business Models

Direct Models
- New Premium Product Sales
- Differentiation in Product Portfolio (Higher Margin Mix)
- Expanded Product Portfolio
- Expand Sales Channels (Incremental Product Sales)

Direct Models with Partners
- Co-marketing – Cross Sell
- Bundling with Home Services
  - Insurance
  - Home Warranty
  - HVAC Contracts
- Security
- Broadband, Video, Voice

Indirect Models
- Complementary Product Sales
- App Sales, Upgrade Revenue
- Mobile Advertising Revenue
- Selling Data
- EE / DR Payments, Energy Market Participation
- Insurance Discounts, Subsidies
- Platform Connection or Transaction Charge
- Grow Loyalty, Reduce Churn, Customer Acquisition Cost
- Operational Efficiencies

Marketplace Models
- Friction reduction in connecting buyers and sellers
- Lower acquisition costs for sellers
Speakers

Alex Dunn
President
Vivint Smart Home
@VivintHome

Gene Han
Vice President- Consumer IoT, Head of SF Innovation Office
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Bill Lee
Vice President of Smart Home Product Marketing
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Founder
TROVE
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SPEAKER

Alex Dunn
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Vivint Smart Home

@VivintHome
Innovative Product Solutions

- Comprehensive Smart Security
- HD Video (Doorbell, Indoor, Outdoor)
- 72° Learning Thermostats
- Smart Locks
- Smart Lighting
- Fire/Flood/CO Protection
- Integrated Rooftop Solar

World Class Services

- 24/7 Monitoring
- Professional Installation
- Sky Intelligent Energy & Security Management
- 30 Day Continuous DVR
- 4.5/5 Star Mobile App
- In-home Support
- Built to Work Seamlessly Together

vivint.SmartHome™
Gene Han
Vice President- Consumer IoT, Head of SF Innovation Office
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Bill Lee
Vice President of Smart Home Product Marketing
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SPEAKER

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IoT and Smart Home
Kevin Meagher

Changing Business Models

The Insurance Industry

www.roc-connect.com
SPEAKER

Dan Reed
Managing Director
American Family Ventures

@DanielKReed
SPEAKER

Isaias Sudit
Founder
TROVE

@trovedata
A TROVE of Data in the Smart Home

A Lesson for the Smart Home: The Smart Meter

> Cool technology is not enough!
> More devices producing more data doesn’t mean better understanding… without better analytics

Predictive Data Science is Key to:

> Targeting customers
> Driving adoption of new services
> Increasing customer loyalty, reducing churn

TROVE Makes Data Useful:

> For utilities, ISPs and smart home providers
> On premise or in the cloud
> As an affordable subscription service

Predictive Data Science = Anticipating Customer Behavior.

TROVE is a predictive data science platform designed to make data useful for businesses.
# Speakers

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**MODERATOR**
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