

SYNOPSIS

The security market has evolved to meet consumer demand for choice in systems, devices, installation methods, purchase methods, and monitoring services. Professional monitoring, video storage, and other recurring sources of revenue are critical to the sustainability of a security system or device business. Security providers must attract and retain subscribers, while maximizing ARPU through the delivery of new features and services that provide real value.

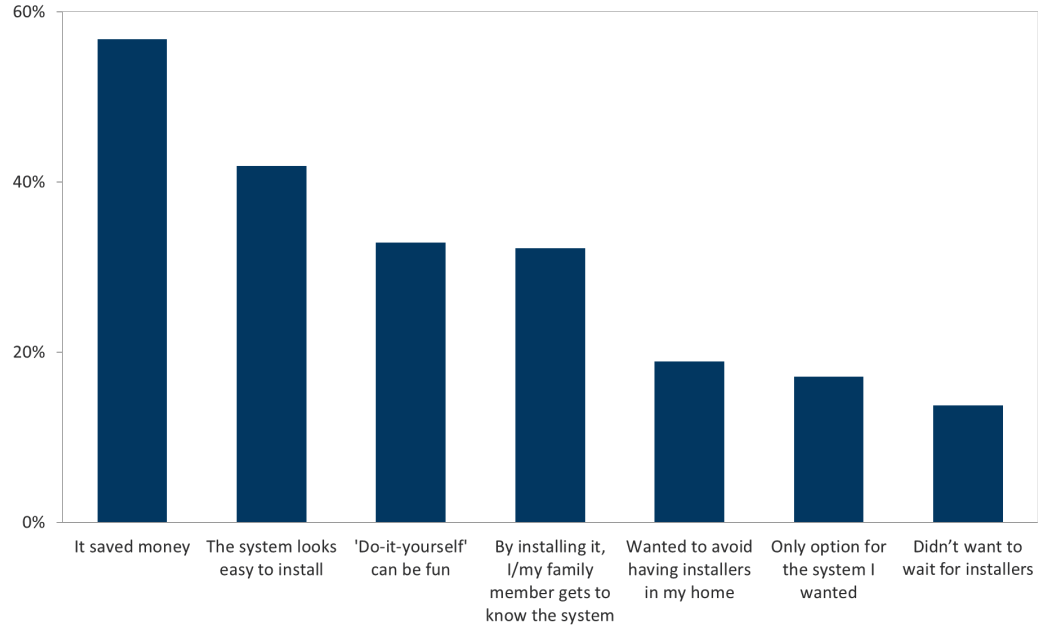
This study assesses security subscription models, features, and pricing as well as strategies that can aid in subscriber retention.

Number of Slides: 98

AUTHORS

Home Security & Monitoring: Subscriber Churn and Retention

Reason for Choosing Self-Installed Security System



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Key questions addressed:

1. How are security segments shifting, between systems and devices and between installation and monitoring methods?
2. How are the competitive dynamics shifting between leading brands and service providers?
3. What are the most impactful triggers for purchasing security solutions?
4. What is the take rate of professional monitoring and other recurring revenue security services?
5. What are average attrition rates, and what incentives pose the greatest opportunity to retain subscribers?
6. What new security solutions show promise to attract new subscribers and increase ARPU?

“Security providers have held down churn and increased customer spending in these recent lean years. Prepare for a rebound in demand with an expanded portfolio of solutions and a choice in installation and monitoring options that meet the needs of diverse customer segments.”

—Jennifer Kent, VP, Research, Parks Associates

Industry Analyst

Jennifer Kent, VP, Research, Parks Associates

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Appendix

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