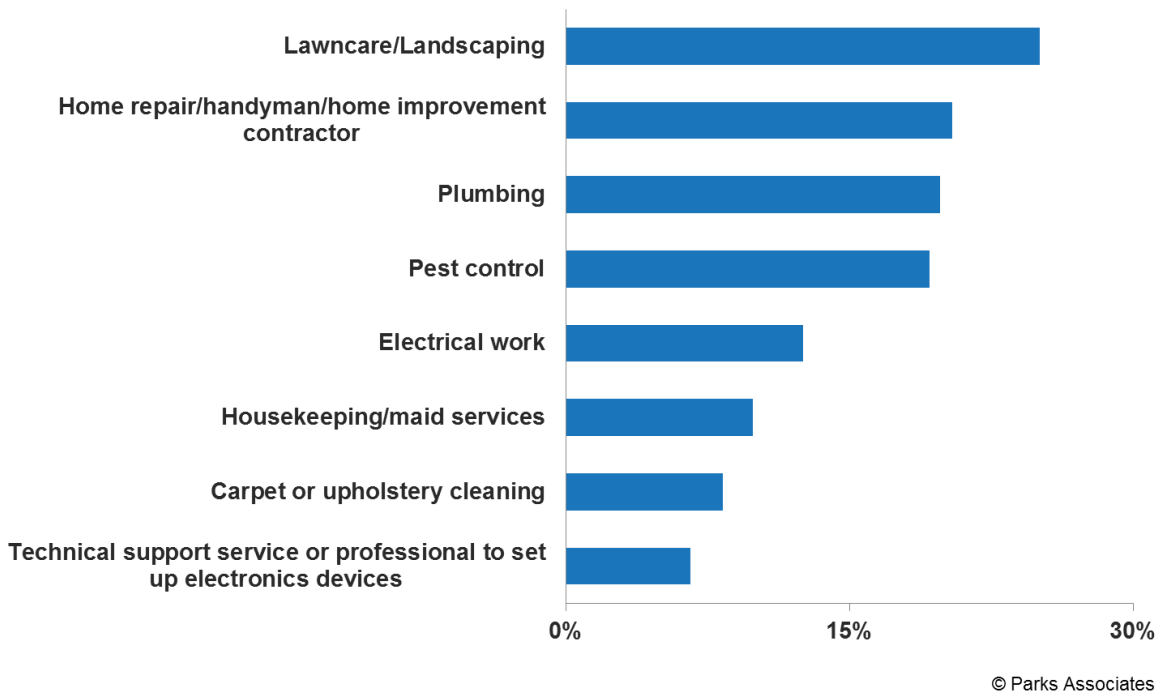
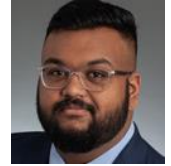


Use of Professional Home Services US Broadband Households



Consumer Analytics Team



Keshav Jaiswal, Researcher



Pooja Kamble, Researcher

Industry Analysts



Lindsay Gafford, Research Analyst



Brad Russell, Research Director, Connected Home

SYNOPSIS

Smart home products create additional service opportunities for device manufacturers to fulfill. This research examines which services create the most value for consumers and the winning business models for these services. It highlights consumer preferences for monitoring services, diagnostic services, digital storage, installation, home delivery, and consumables re-ordering, along with the most attractive business models for service delivery.

ANALYST INSIGHT

“In this expanded ecosystem, IoT manufacturers are challenged to become service providers as they create new business models that can provide sustainable revenue throughout the lifecycle of connected products.”

— Lindsay Gafford, *Research Analyst*, Parks Associates



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ATTRIBUTES

Parks Associates

5080 Spectrum Drive
Suite 1000W
Addison TX 75001

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Toll free 800.727.5711

FAX 972.490.1133

Authored by Lindsay Gafford, Keshav Jaiswal, Pooja Kamble, and Brad Russell
Executive Editor: Jennifer Kent

Published by Parks Associates

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