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Connected Home Systems: Smart Home Central Controllers and Platforms

By Barbara Kraus, Director, Research, and Tricia Parks, Founder and CEO

4Q 2013

Synopsis

This report addresses smart home central controllers and, where applicable, their cloud software platforms. It evaluates the leading controllers from security companies, broadband providers, retail channels, and custom electronics dealers. The report assesses relative strengths of key industry players as the connected home transitions from early adopters to a mass market. Areas covered include the level of consumer interest in smart home controls, barriers to adoption, channels to market, and a five-year forecast by channel.

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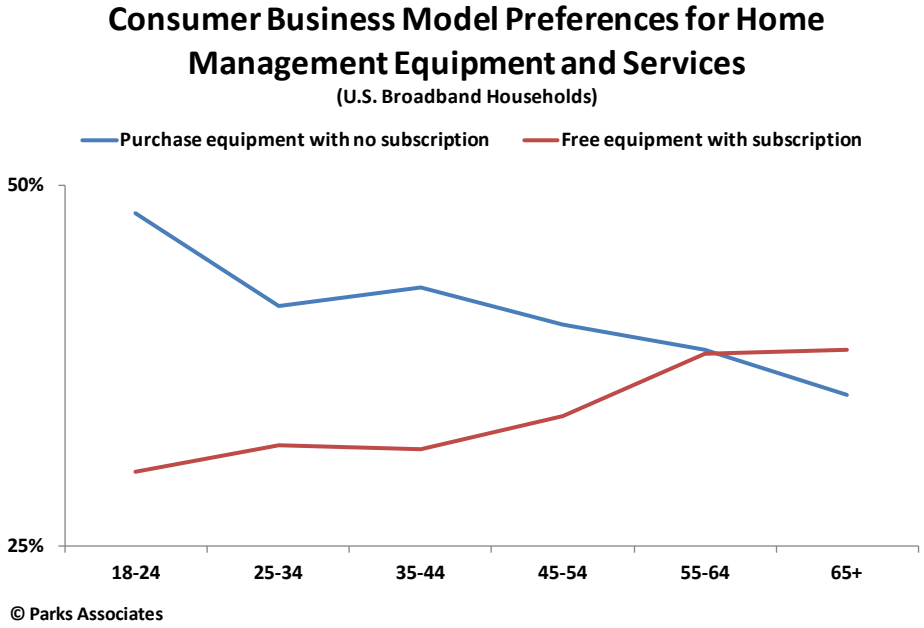
Consumer Preferences for the Business Models, by Age



"Smart home represents a new frontier," said Tricia Parks, CEO. "The market for smart home systems and devices that are affordable to middle and upper-middle socio-economic households is new, joining an established but small market for luxury control systems. 'Connectedness' using computers and smartphones as interfaces will diffuse to all home management and appliance products, which will provide benefits to consumers, manufacturers, and service providers."

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