

# Industry Report

## Smart Home – Utility Partnerships

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2017



By Patrice Samuels, Senior Analyst, and Tom Kerber, Director, IoT Strategy

Synopsis	Ownership of Energy-related Products												
<p>As consumer interest and adoption of smart devices with energy management features increase, utilities are tasked with identifying strategies that can leverage this new connectivity. This report examines how smart products and smart home systems can be leveraged to enhance home energy management. This report assesses consumer demand for energy management and how it impacts the energy industry and smart device companies. It evaluates how the various industries involved can cooperate to better meet consumer demand.</p>	<div data-bbox="527 422 1404 493" style="text-align: center;"> <h3>Energy-Efficient Equipment or Vehicle Ownership</h3> <p>U.S. Broadband Households</p> </div> <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>Energy-Efficient Equipment or Vehicle Ownership Data</caption> <thead> <tr> <th>Equipment/Vehicle</th> <th>Ownership Percentage (Approximate)</th> </tr> </thead> <tbody> <tr> <td>Generator for backup power during outages</td> <td>18%</td> </tr> <tr> <td>Solar power generator panels</td> <td>10%</td> </tr> <tr> <td>Solar heating panels</td> <td>10%</td> </tr> <tr> <td>Wind turbine power generator</td> <td>5%</td> </tr> <tr> <td>Plug-in electric vehicle</td> <td>8%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Equipment/Vehicle	Ownership Percentage (Approximate)	Generator for backup power during outages	18%	Solar power generator panels	10%	Solar heating panels	10%	Wind turbine power generator	5%	Plug-in electric vehicle	8%
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<p><b>Publish Date:</b> 2Q 17</p>	<p>“Utilities and energy providers derive four key benefits from integration with smart home solutions: increased consumer engagement with energy management programs, facilitation of smart product integration in demand response programs, increased adoption of smart products for use in energy management, and increased program awareness through cross-marketing efforts,” said Patrice Samuels, Senior Analyst at Parks Associates.</p>												
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<p><b>List of Companies</b></p>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Alarm.com</td> <td style="width: 50%;">Energate</td> </tr> <tr> <td>Austin Energy</td> <td>Energy modeling</td> </tr> </table>	Alarm.com	Energate	Austin Energy	Energy modeling
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	<p>AutoGrid          Bidgely          Big Data          CPS Energy          DTE          ecobee          eMee          Emerson</p>	<p>Filtrete          Lux Products          Nest          Radio Thermostat          Salt River Project (SRP)          Southern California Edison          Vivint</p>
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<p>Parks Associates            15950 N. Dallas Pkwy            Suite 575            Dallas TX 75248</p> <p>800.727.5711 toll free            972.490.1113 phone            972.490.1133 fax</p> <p>parksassociates.com            sales@            parksassociates.com</p>	<p>Authored by Patrice Samuels and Tom Kerber            Executive Editor: Jennifer Kent            Published by Parks Associates</p> <p>© June 2017 Parks Associates            Dallas, Texas 75248</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer            Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>