

By Patrice Samuels, Senior Analyst, Parks Associates

Synopsis	Service Interest Among Smart Home Households
<p>As smart product adoption continues to expand, device manufacturers assess unique ways in which they can help customers to maximize the value of these devices while driving recurring revenues. This report highlights new services including support, delivery, replenishment, and asset sharing services enabled by connected devices in the home; it includes profiles of leading companies and identifies the ecosystem partnerships that facilitate them.</p>	<div style="background-color: #003366; color: white; padding: 20px; text-align: center;"> <p>38% of smart home device owners find a service that installs smart home devices on their behalf <i>highly</i> appealing.</p> <p>36% of smart home device owners find a service that helps them set up and configure new devices <i>highly</i> appealing.</p> <p>© Parks Associates</p> </div>
<p>Publish Date: 3Q 20</p>	<p>“In an effort to align the cost structure of connected devices more closely with revenue, device manufacturers seek to layer services that generate recurring revenues on top of device hardware. As they develop these services, the resulting integration with other connected devices and ecosystem players present a strong opportunity to sell additional benefits,” said Patrice Samuels, Senior Analyst, Parks Associates.</p>
Key Questions	<ul style="list-style-type: none"> What smart home device services are currently available to consumers? What smart home services do consumers perceive as important? Which key smart home companies are offering services? What are the business models for smart home services, and how does this affect adoption of different smart home technology? How has COVID-19 affected demand for these services?
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