

Home Automation White Paper:

How to push your product?

Distribution trends on the home automation market.

In theory there are three distribution channels – retail, professional and enterprise. These used to be linked to three different product types: DIY product, installed product and subscription based product. However, the lines are increasingly being blurred and new types of products, services and channels around home automation evolve. This paper is an attempt at capturing home automation product/service/ channel trends and paint an impressionist type picture of the 2017 home automation distribution landscape.

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