White Paper Proposal – Tim Mosley, BC Hydro

The future delivery/business models for Smart Home services and infrastructure

The user benefits of the smart home are well documented, the technical, privacy & security challenges are also well documented. However, one dimension that is far from certain is what will prove to be the winning business model for smart home delivery. The security firms and energy companies are moving into the smart home space, challenging the incumbent technology firms, cable and internet providers, retailers and online stores. Each of these protagonists has a slightly different revenue expectations, revenue model and business driver needs.

What will win out?
Will a subscriptions based service prevail in the short term. Taking the risk and complexity out of the customer decision.
Will the retail BYOD and self-install delivery mechanism win out in the end, as prices drop and consumers move towards free services.
How will industry cope with consumer demands for lower and lower unit costs?
How will Smart Home as a service providers (internet/cable/security firms) compete with free (apple home kit/wink/Samsung) offerings?
What partnerships, or bundles of services will providers need to offer to justify monthly charges?

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