



Continental Automated  
Buildings Association

**Your Information  
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**North America's  
Home & Building  
Automation Association**

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## **CABA Launches Energy as a Managed Service Research Project**

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The Continental Automated Buildings Association has launched a study to better understand consumers' opinions and attitudes about energy as a managed service in the home.

The study will assess and quantify the key demand drivers and enablers that determine consumer appeal, interest, applicability and potential adoption of home energy management products and services.

"Providing energy as a managed service broadens the scope of the product and service offerings in the energy space and allows for the redefinition of the customer relationship," said David Dollihite, Vice President of Product Development of Direct Energy, the lead project participant. "This study will help CABA members determine how consumers will want to manage energy services in the future, while concurrently assessing where new market and product opportunities will exist."

The study will undertake an exploration of consumer expectations and technology interoperability and interaction based upon qualitative and quantitative research. Qualitative research will consist of in-depth, one-on-one interviews at the CBS Vision facilities in Las Vegas. Quantitative research will consist of online surveys across both the United States and Canada.

An additional goal of the study will be to determine how organizations can construct a more intelligent energy management solution at the consumer level that provides value and control, which potentially impacts every part of the electrical delivery system, from generation, transmission and distribution to consumption.

The true benefits of more intelligent solutions will not be fully realized until all involved across the value chain can fully arm consumers with relevant data and tools to help them make trade-offs and economic decisions based on their needs and use of power. The study will explore various new revenue model outcomes that will be synthesized and determined by various markers such as socio-economic, psychographic and demographic factors.

Companies participating in CABA's energy management as a managed resource research project include: 3M Company, Best Buy, Direct Energy, Freescale Semiconductor, Honeywell, Intel Corporation, Landis+Gyr, Microsoft Corporation, Trane/Ingersoll Rand/Schlage, Tyco Electronics and Whirlpool Corporation.

"CABA is extremely pleased to be engaged in this research area," stated Ronald J. Zimmer, CABA President & CEO. "It is our intention to execute a cutting-edge consumer study that will identify more unique opportunities in the connected home marketplace through managed energy products and services."

The research project will be undertaken by POCO Labs and supervised on behalf of CABA by Direct Energy.

**About CABA**

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at <http://www.caba.org/>.

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