



Continental Automated  
Buildings Association

**Your Information  
Source  
for  
Home & Building  
Automation**

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

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## **CABA Completes “Energy as a Managed Service” Research Project**

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The Continental Automated Buildings Association has completed a research study that measured consumers’ opinions and attitudes about energy as a managed service in the home.

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 through service bundling and enhanced metrics and consumer control.

CABA’s study assessed and quantified the key demand drivers and enablers that determine consumer appeal, interest, applicability and potential adoption of home energy management products and services.

The report found that the concept of energy as a managed service is appealing to the great majority of North American homeowners. The majority of consumers surveyed said that they would consider purchasing energy as a managed service if it was available at a reasonable price.

The report also found that consumer interest in using managed services is equally high, regardless of the size of potential prices hikes in energy. The report further determined that residential energy consumers in all regions of North America like the concept of managed energy services equally, regardless of average electricity costs and how they are billed for such services.

CABA’s research also determined that consumers have the greatest interest in managed energy services that control the heating, ventilation, and air conditioning functionality in their homes. Respondents to CABA’s survey assume that controlling aspects of HVAC will result in the greatest impact on their energy costs.

“CABA’s “Energy as a Managed Service” research project is the first of its kind to collaboratively examine the possibilities of enhanced control over energy usage by consumers,” stated David Ainslie, Director, Business Development at Direct Energy Marketing Limited, who acted as project manager for this research study. “Through identifying consumer interests, companies that participated in this research project will be able to develop more compelling and competitive products and services for their customers.”

Companies that participated in CABA’s “Energy as a Managed Service” research project included: 3M Company, Best Buy, Direct Energy, Freescale Semiconductor, Honeywell International, Intel Corporation, Landis+Gyr, Microsoft Corporation, Ingersoll Rand/Trane/Schlage, Tyco Electronics, Whirlpool Corporation and two major telecommunication companies.

“CABA was pleased that a number of world-class companies and organizations came together to support this project,” stated Ronald J. Zimmer, CABA President & CEO. “The result was actionable research which determined the clear potentials of managed energy solutions and identified various strategies that companies can adopt to capitalize on a new wave of services in the age of the emerging smart grid in North America.”

The report has been released to its funding partners and will be made available for purchase to the rest of the industry after an embargo period. Companies enquiring for details and pricing can contact George Grimes, CABA’s Business Development Manager at [grimes@caba.org](mailto:grimes@caba.org) or 613.686.1814 x226.

The research was conducted for CABA by POCO Labs, a management consultancy which specializes in strategic consulting.

### **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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