The smart home arrives
So what is a Smart Home anyway?
The truly automated home
A smart home is a long-held dream
The rise of the assistants

Google Home  Amazon Echo  Jibo
Global technology giants are investing heavily in Smart Home

Amazon Echo

HomeKit

Samsung SmartThings
Set it, Press it, Get it?
Recent start-up activity cover all aspects of a well-run household.
Ecosystem development has become a key focus for most major players

Application

Connectivity
Who wins this may depend on which human interface gives the best experience
Samsung smart TVs send unencrypted voice recognition data across internet
Researcher discovers that voice commands and their interpreted words are clearly visible to anyone attempting to look

**BEWARE OF SAMSUNG SMART TVS—VOICE RECOGNITION COULD BE RECORDING AND SHARING YOUR PRIVATE CONVERSATIONS**

Disable this feature to stop your Samsung Smart TV from listening to you
Worried about Samsung eavesdropping on your conversations? Here's how you can turn off the Voice Recognition feature on your Smart TV.

Samsung's warning: Our Smart TVs record your living room chatter
Technically Incorrect: Samsung's small print says that its Smart TV's voice recognition system will not only capture your private conversations, but also pass them onto third parties.
The data value exchange
Insight informs experience is everything.
APIs – Application Programming Interfaces
Artificial intelligence on multiple inputs will enable a Smart Home to provide service rather than devices
A tailored service directly satisfies a personal need rather than providing generic tools.

**Remote Control**
- Turning the boiler on
- Remote CCTV and unlock
- Connected shopping list

**Tailored Services**
- Comfort
- Trusted Access
- Stocked Fridge
How do companies develop a Smart Home proposition?

**Service Concept**
what consumer need can you satisfy through a service offering?

**System Architecture**
what combination of devices and AI will enable the service?

**Make/Buy or Partner**
how should each system element be realised?
### Developing the service concept and getting to launch

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#### 1. Shaping and testing the proposition
- matching ambition and need to the art of the possible

#### 2. Architecting and developing the product and service
- validating the need and making the possible real

#### 3. Getting both product and organisation to successful operations
- transforming the business and making the ambition real
System Architecture
Capabilities are often needed from outside a business’s core strengths leading to make vs buy considerations

- Appliances/Devices
  - In-home system design
  - AI expertise
  - Standards & ecosystems

- Consumable/Content
  - FMCG product
  - Digital media

- Service Delivery
  - IT operations
  - Customer services
  - Shipping or on-line content delivery
The smart home arrives – in summary…

- The Smart Home is finally on the brink of main-stream adoption
- Major technology players and venture capital are investing heavily in the sector
- Ecosystems offer interoperability but also cede power to the ecosystem controllers
- Data, APIs, Machine Learning will lead to new insights and innovative new services
- Emerging products are moving from “remote control” to “tailored service”
- Launching these services frequently means growing, buying or partnering to access new capabilities