

**Cornwall Insight's Connected Homes Insight Service is designed for energy suppliers, technology companies and investors. This service will help you monitor competitors and understand the market landscape, its challenges, and where it could go next.**

Our service sets out the emerging strategies of those operating in the connected homes space and their routes to market. It identifies the opportunities and challenges in comfort and convenience, security and wellness technologies presented by policy, regulation and the commercial market.



## Connected Homes Insight Service

### KEY COMPONENTS

#### Baseline coverage

The service outlines key information around the connected homes market and provides insight on market penetration and customer metrics, market-entry levels, funding and profitability, regulatory sensitivities, and key opportunities and challenges.

#### Market dynamics

The Connected Homes Insight Service focuses on the competitive dynamics, regulatory landscape, and business models of companies operating in the sector.

#### Future trends

We track the market as it develops each quarter, providing updates on moves by key market players, distilling regulatory programmes, and assessing progress across key measures.

### BENEFITS

#### Creating clarity

The service will help you to understand the evolving trends and potential developments of a rapidly changing sector, by cutting through the complexity surrounding the interconnection between service providers and smart technology developers.

#### Identify opportunities

Our insight and intelligence will help identify opportunities for a range of market players as the connected homes market continues to develop to meet consumer demand.

#### Maintain updated insight

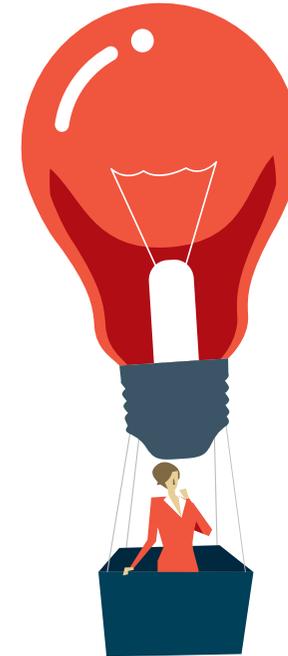
By outlining the impacts of current and future policy and regulatory programmes on business models, longer-term strategic goals can be explored, created and evaluated.

---

# Benefits of the Connected Homes Insight Service

This service tracks the opportunities and challenges presented by technological, competitive, and regulatory developments in the connected homes market.

Activity it supports	Benefits	Who uses it
Inform strategy	<ul style="list-style-type: none"><li>– Understand the key themes driving the connected homes market and the implications for market participants to create a future-proof business strategy</li><li>– Keep track of emerging strategies of those operating in the connected homes space and their routes to market</li></ul>	<ul style="list-style-type: none"><li>– Energy suppliers</li><li>– Technology developers and providers</li></ul>
Identify opportunity	<ul style="list-style-type: none"><li>– Understand the key opportunities and challenges to overcome as markets evolve</li><li>– Access well-informed, independent commentary on policy and regulatory changes impacting the connected homes market</li></ul>	<ul style="list-style-type: none"><li>– Broadband providers</li><li>– Investors</li><li>– Advisors</li></ul>
Pre-empt risk	<ul style="list-style-type: none"><li>– Stay ahead of the curve with foresight on market changes and minimise the risk of surprise, from unexpected market developments</li><li>– Flag potential risks and opportunities from changes in regulation, policy and markets</li></ul>	<ul style="list-style-type: none"><li>– Insurance providers</li><li>– Local authorities</li><li>– Property developers</li></ul>



---

## Contact

Oliver Archer  
01603 542138  
o.archer@cornwall-insight.com  
cornwall-insight.com