

Case Study

**Opportunity Assessment for Mobile Operators
in the Connected Homes Market**



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About the Client



- The client is among the top 10 mobile network operators globally, with significant presence across Europe and South America. They focus on delivering advanced networks and digital services

Client Objectives / Goals



- The client was exploring growth opportunities in alternate businesses
- They mandated us to help them understand the Connected Homes market. The client wanted to gain insights on strategies adopted by various mobile operators on a global scale and ways to replicate the same in the domestic market

Approach and Methodology



- We leveraged our exclusive access to various databases to collect the literature on the topic
- We analysed the key competitor strategies adopted in the Connected Homes space, and also identified the white space
- We conducted primary research, interviewing the industry experts to validate certain findings and to obtain additional insights
- The team ensured the client had developed an in-depth understanding of the market
- Later, we further explored the Connected Homes market on a special follow-up request from the client

Sample Output



Most operators are offering remote security and energy management solutions; relatively much lesser are also offering environment control services

Country	Operator	Smart Home offering	Smart Home Areas			Sources of revenue generation			Existing or expected practice
			Remote security	Environment control	Energy management	Over platform	Monthly subscription	Selling devices	
Belgium	Proximus	Belgium Home Control	✓	✗	✓	✗	✓	✓	✗
France	Orange	Smart Grid Ready	✓	✗	✓	✓	✗	✗	✗
Germany	1&1	QIVICON	✓	✓	✓	✓	✗	✓	✓
South Korea	KT	kt telecop	✓	✗	✗	✗	✓	✓	✓
Canada	ROGERS	My Home Control	✓	✗	✓	✗	✗	✓	✗
France	SFR	HOME	✓	✓	✓	✗	✓	✓	✓
Switzerland	SwiCom	Quint Home	✓	✗	✓	✗	✓	✓	✗
Italy	TELECOM	EnergyHome	✗	✗	✓	✓	✗	✗	✓
Norway	STERN	Energy	✓	✓	✓	✓	✗	✗	✗
USA	verizon	Verizon SmartThings	✓	✓	✓	✗	✓	✓	✗

Results / Value-add



The study provided an analysis of the success measures adopted by the competitors as well as cases of failure or low consumer uptake of Connected Homes, and provided deployable suggestions to the client