

# November 2014: Home Automation Snapshot

*Focus on the Home Automation Market*

# Executive Summary

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While popular brands like D-Link and Philips continue to attract attention, SimpliSafe and Schlage are winning the hearts of consumers in the increasingly crowded and diverse Home Automation market. Users are delighted by their durable products, and enjoy being able to customize their smart lock settings. Remote connectivity is essential to their success, and lack of connectivity drives down delight for Kwikset smart lock users. Customers are the happiest when they buy their devices from Best Buy, but there is only small variation in delight among retailers. Consumers are excited about the development of more simple connected home solutions, like DIY home automation kits and ‘smart’ yet traditional light switches.

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## Key Questions to be Answered

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- Which brands are leading the market in terms of consumer engagement? Which are lagging behind? Why?
- Which retailers are winning the hearts and minds of Home Automation consumers? What brands and products are driving this?
- What is causing consumers to dislike Kwikset smart locks? What attributes do users value in automated door locks?
- Why are consumers so delighted with Schlage? Which products create the best user experience? How?
- What topics are driving Home Automation conversation in social media? What brands and products have the largest mindshare?

## Want More?

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We will continue to track consumer relationships with various retailers, brands, and products of the Home Automation market next month. With re-evaluated brand overviews, plus new topic and product deep dives, you will not want to miss out on the Argus Insights November Home Automation Report.

Our Home Automation report provides a quick glance at the surface of the multifaceted market. If you are interested in obtaining a monthly report about Smartphones or Wearables, or for detailed information about specific brands, products, retailers, or international insights, please contact Argus Insights! We will answer the questions you do not know to ask, to deliver results you never imagined.

Argus Insights is a new type of market intelligence company, founded by tech industry veterans looking for better ways to connect the dots between technology innovation and consumer adoption. Argus Insights sits between traditional firms like NPD and Gartner, and Social Analytics companies like Radian 6, to provide focused and actionable analysis on where consumers are taking the market, who is winning and why. More than just a buzz meter, our metrics have beaten Wall Street estimates on iPhone unit sales 10 of the last 12 quarters. Our global coverage of Smartphones, Wearables, Tablets, Home Automation, Internet of Things, and more lets Argus Insights bridge intelligence gap between the quarterly forecasts. Our real-time analytics cut through the branding buzz to expose how technology and innovation are driving consumer adoption.

Argus Insights offers the timely consumer intelligence through off the shelf reports across markets, access and support for organic teams to wield the full strength of our SaaS platform, and support for custom engagements where clients lack time or team to drill to the core of the opportunity. We help clients uncover answers to their toughest consumer behavior questions and discover previously unknown needs and opportunities. Argus Insights provides better evidence that supports better decisions that lead you to better revenues.



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