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Wireless Carriers Can Be Competitive With Connected Home Technology

Wireless Carriers have an opportunity to provide “Connected Home” service to enable their subscribers to monitor, protect and manage their homes from mobile devices such as smartphones and tablets anywhere there is wireless coverage, versus the need for a wireline connection, which may not be readily available.

The recent flood of mobile apps enabling homeowners to remotely control home security systems has provided a boost to an industry that has for years been perceived as dull and boring.

Just recently, three separate research firms released reports touting the demand for home monitoring systems that can be remotely controlled using a mobile device. And two Telcos have just made home security and control related announcements.

The Research

- A [report](#) from *Strategy Analytics* found that 55 percent of broadband households in the U.S. and major western European countries were willing to pay for self-monitored security.
- An 11-country online *Accenture survey* found that 12 percent of smartphone and tablet owners already use a phone or tablet to monitor and control home locking systems and that another 22 percent plan to do so.
- A new *Parks Associates report* estimated that there were approximately 450,000 subscribers of bundled IP home management services in 2012, generating \$500 million in revenues for those services, with growth driven in part by the extension of home management capabilities to multipurpose devices such as smartphones and tablets.

What is Connected Home service?

What if your home knew your idea of cozy on a winter night? Could recognize your family coming home or alert you to a stranger? Could tell you how to save on your energy bill? Connected Home service can do this. Connected home, Home automation, Smart home, Residential home technology...whatever you choose to call it, it all means the same thing...convenience and control from anywhere.

Connected Home service is achieved by utilizing wireless-enabled accessories with Z-Wave capability, synced to a CDMA or GSM controller. Z-Wave accessories can perform a huge array of tasks such as lock/unlock doors, adjust thermostats, turn lights on/off, sense humidity levels, open/close window shades, turn small appliances on/off, detect when a door or window is opened, detect a smoke alarm or carbon monoxide alarm has been triggered, provide glass-break detection, even monitor for flood and freeze conditions to shut off the water, just to name a few.

Basic monitoring systems, that do not use Z-Wave accessories, are also readily available and highly desirable by home owners and renters alike. A wireless alert notification system with a built-in cellular module can send an SMS (text) message to pre-assigned numbers when the sensor detects motion. Arming and disarming can be achieved through the system's keypad and or by sending a remote SMS via a free user-friendly app. Multiple motion detectors can be configured with a single system. These systems can be used for any lifestyle whether it is for a primary residence, a second home, storage buildings, garages, RV's, elder care, working parents, pet lovers or many other reasons.

The Wireless Carriers

Wireless Carrier's subscribers can achieve 24/7 self-monitoring of their home and property without the expense of a major security system company. This is a valuable service for a Carrier's subscribers and can be a differentiator from the competition to increase and retain their subscriber base. The equipment investment is minimal when compared to the increased ARPU and decreased churn in a subscriber base.

Wireless Carriers can bundle a cellular controller with accessories to create a variety of packages, or offer the subscriber a base package and an a la carte selection of accessories to add on. Accessories can be added to a monitoring system at any time. A basic monitoring system only requires an SMS plan, which can be customized by the Wireless Carrier to offer a "Basic Connected Home" service for as little as \$10 per month. A Wireless Carrier with 200,000 subscribers and 2% penetration rate will yield \$40,000 in recurring revenue per month or \$480,000 per year.

GetWireless proudly distributes the **Axesstel Home Alert** brand of home monitoring systems from Axesstel, with both basic monitoring and Z-Wave capability. Contact us for more information at 800-990-9025 and visit www.getwirelessllc.com to see the other innovative solutions we offer.