Smart Home Relevance
Why invest in a Digital Future?
IN 160 SECONDS YOU WILL DECIDE HOW THIS STORY ENDS

#IndoorGeneration
https://youtu.be/ygHU0mQGuJU
WHY INVEST IN A DIGITAL FUTURE?

ARE HOMEBUYERS READY FOR A SMART HOME?

WHAT DOES IT MEAN FOR VELUX TO BE RELEVANT IN A DIGITAL FUTURE?
GROWTH RATE FOR SMART HOME MARKET

**VERY FRAGMENTED LANDSCAPE**

Note: Focus pockets of players considered for allocation within framework - most players covering more than one domain  
Source: BCG/DV analysis
GLOBAL INTEGRATORS

HomeKit

amazon alexa

Google Home
AMAZON ALEXA INVESTS IN PLANET PREFAB
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WHAT DOES IT MEAN FOR VELUX TO BE RELEVANT IN A DIGITAL FUTURE?
A fully connected smart home is neither feasible nor desirable, but smart solutions are a part of homemaking
BEING IN CONTROL IS AN ESSENTIAL PART OF FEELING AT HOME

IN MY HOME I WANT TO BE THE MASTER AND IN CONTROL

IN A SMART HOME CONTROL IS AUTOMATIZED AND CENTRALISED
MY HOME IS A PATCHWORK WHERE I ACT TACTICAL RATHER THAN STRATEGICAL

SMART HOMES DEMANDS A WELL THOUGHT OUT GRID

DIFFICULT TO FIT IN “OLD” HOMES, AS HOMEOWNERS DON’T HAVE THE REQUIRED MASTERPLAN....
A need for being in control as an essential part of feeling at home, was identified.
Single purpose smart solutions are desirable and some experiment with connecting them
MATURENESS LADDER FOR INTEGRATING SMART HOME SOLUTIONS

1. Basic/manual operation of stand alone products
2. Electrical/digital features to support operation in stand alone products
3. Data guidance for operation and connecting products
4. Fully automated operation through smart solutions

Tech interested (New houses)

New houses
Existing houses
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To lead the development of **better living environments** with daylight and fresh air through the roof, and to be rated as the best in the eyes of our customers.
THE CHALLENGE
INDSÆT FILM
INSIGHTS FROM MODEL HOME 2020

- Moderate bedroom temperatures ensure a good night’s sleep
- Good ventilation lowers the temperature during night
- Solar screening protects your home from overheating
- To get the full effect, you need intelligent automation
VELUX ACTIVE WITH NETATMO
DRIVING A HEALTHY INDOOR CLIMATE
WATCH DOGS AND FEEDBACK

Too windy
Too cold outside
Raining
Higher humidity outside than inside
Sleepy time
Too hot outside

#Operations
Satisfaction
84%

Improvement
62%

Recommend
61%
LEANINGS

- Partnerships
- ECO System and partner set-up
- Service and support
- Release-based organisation
- Data management => Customer insight
STRATEGY FOR VELUX DIGITAL PRODUCTS

Expand the Playing Field
2020+

Learn to Play
2019+

License to Play
2018+
To lead the development of **better living environments** with daylight and fresh air through the roof, and to be rated as the best in the eyes of our customers.
LEADING US TO THE NEXT SPEAKER

How can we use all this sensor data to generate valuable insights?
VINAY’S SLIDES
RUDY’S SLIDES