



# Smart Home Services

People matter, results count.

# Smart Home Services

## THE DIGITAL TRANSFORMATION OF UTILITIES IS UNDERWAY. WITH IT COMES THE SECOND GENERATION OF SMART HOME SOLUTIONS AND SERVICES.

Smart Home used to be the next thing after Smart Metering. Not any more. Utilities have recognised the importance of going digital – communicating with customers and providing new services through web-based channels. Smart Home is a key element in the mix, even in markets where smart meters have yet to be deployed.

Initial customer propositions are based around heating control and electricity monitoring. But the plan is to widen the range of services to full energy management, micro-generation and even home security. It is no surprise that the expectation is for cloud-based platforms, with customer access via web and mobile apps.

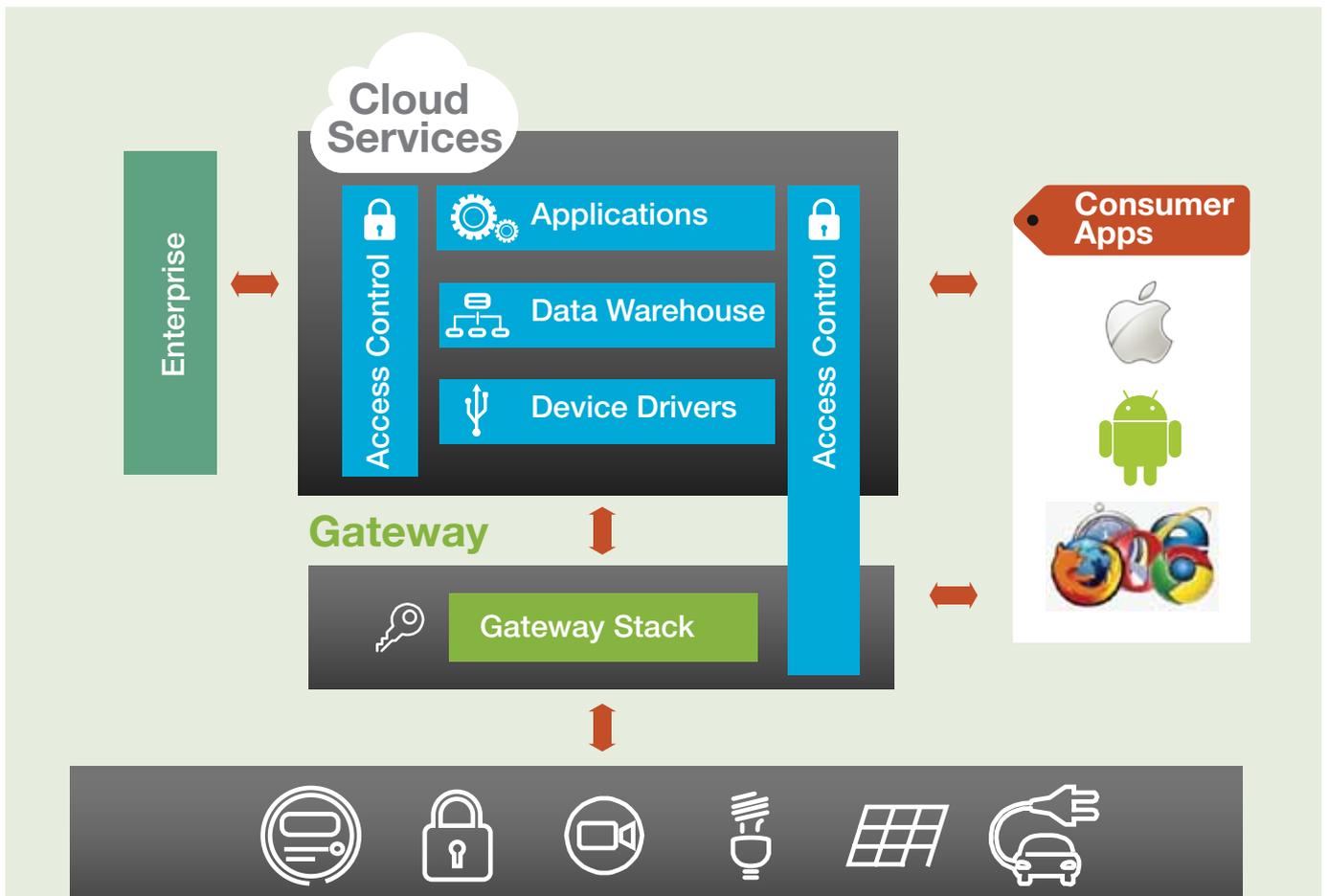
Capgemini believes service providers should also opt for as open a solution as possible. This means being able to incorporate any device from any manufacturer, with no artificial restrictions. It calls for the ability to support different value propositions across markets and customer segments, and adapt them rapidly in response to changes in demand. It requires the capability to cope with a range of technical environments, as standards develop.

Capgemini has such a solution. We will help you to develop your Smart Home go-to-market strategy – to sit alongside your digital strategy – establish operations, and implement and run the solution. Our cloud-based platform means functionality can be deployed rapidly and at an affordable cost. Pre-configured drivers for hundreds of available smart devices, together with easy re-skinning of apps, means it is ready to go. A pilot or initial market launch will provide the basis for a long term service offering, one which can develop at whatever pace the Smart Home market matures.

Service providers should opt for as open a solution as possible. This means being able to incorporate any device from any manufacturer, with **no artificial restrictions**. It calls for the ability to support different value propositions across markets and customer segments, and adapt them rapidly in response to changes in demand.

PACKAGE SOLUTIONS PUT THE VENDOR IN CONTROL OF PRODUCT CHOICE AND FUNCTIONALITY. CAPGEMINI'S SOLUTION PUTS THE SERVICE PROVIDER IN CONTROL

Our solution consists of three components: consumer apps, gateway stack and cloud services. They are each designed to allow service providers to respond to market needs, adapt their strategy and offer the most suitable value propositions to their customer segments.



## Consumer Apps

Capgemini has developed a set of apps that support energy monitoring, demand side management, home comfort and security. We include web apps for browsers and native apps for selected mobile devices. Service providers can therefore offer their customers apps on smartphones, tablets and PCs for home and remote access. These can be rapidly customised and re-skinned to meet utilities' requirements. It is also quick to build further apps to support new services.

## Gateway Stack

The gateway stack manages communications within the home and out to the Internet. We already support a number of commercially available gateways and can extend the list to incorporate additional products our clients require. Gateway manufacturers are usually happy to white-label their products to meet service provider branding requirements.

There is no lock-in to a specific communications protocol. We support **Wi-fi, ZigBee, Z-wave, INSTEON, X10** and others. It is simply a question of which protocols the service provider wishes to support via the gateway.

There is no lock-in to a specific communications protocol. We support Wi-fi, ZigBee, Z-wave, INSTEON, X10 and others. It is simply a question of which protocols the service provider wishes to support via the gateway. Note that for Wi-fi, cloud addressable products, we can equally configure a virtual gateway in the cloud.

## Cloud Services

A set of cloud services acts as an extension to the service provider's enterprise systems. They are the hub for the service provider and for the customer. They include enterprise applications for customer enrolment, direct marketing, network operations, customer issue diagnosis,

access controls (for enterprise users and customers) and reporting. We provide a data warehouse of customer activity, suitable as the basis for analytics and marketing. This is key to enhancing the service to meet real customer usage and expectations. There are also customer applications for home preferences, product activation and device scheduling automation. All applications can be re-skinned to meet branding requirements.

Our manufacturer agnostic approach means that the service provider is **in control** of which products to offer its customers. We are continually adding to the list of devices – requests from clients are quick to fulfil and free of charge.

The cloud services are where we store the drivers that have already been written for hundreds of products from over fifty manufacturers. Our manufacturer agnostic approach means that the service provider is in control of which products to offer its customers. We are continually adding to the list of devices – requests from clients are quick to fulfil and free of charge.

Over time, it makes sense to integrate the cloud services with other enterprise systems, such as Marketing Automation, CRM and Billing. They can also be linked to partners' systems, allowing other organisations to be part of the service provider's overall value proposition. However, the solution can function entirely standalone, so a pilot or initial market launch can be deployed rapidly at limited cost.

THIS LEVEL OF FLEXIBILITY DOES NOT IMPLY EXTRA COST AND LONGER TIMEFRAMES. IN FACT, IT CAN REDUCE OPERATIONAL COSTS AND ACCELERATE SPEED TO VALUE.

Capgemini's solution can reduce costs because it allows service providers to:

- Select the most cost-effective set of products for each customer segment, without being tied to a single vendor
- Partner with manufacturers and retailers on specific value propositions, thereby sharing marketing and distribution costs
- Make changes to their portfolio of services, products and technologies with the minimum investment in changes to the overall solution

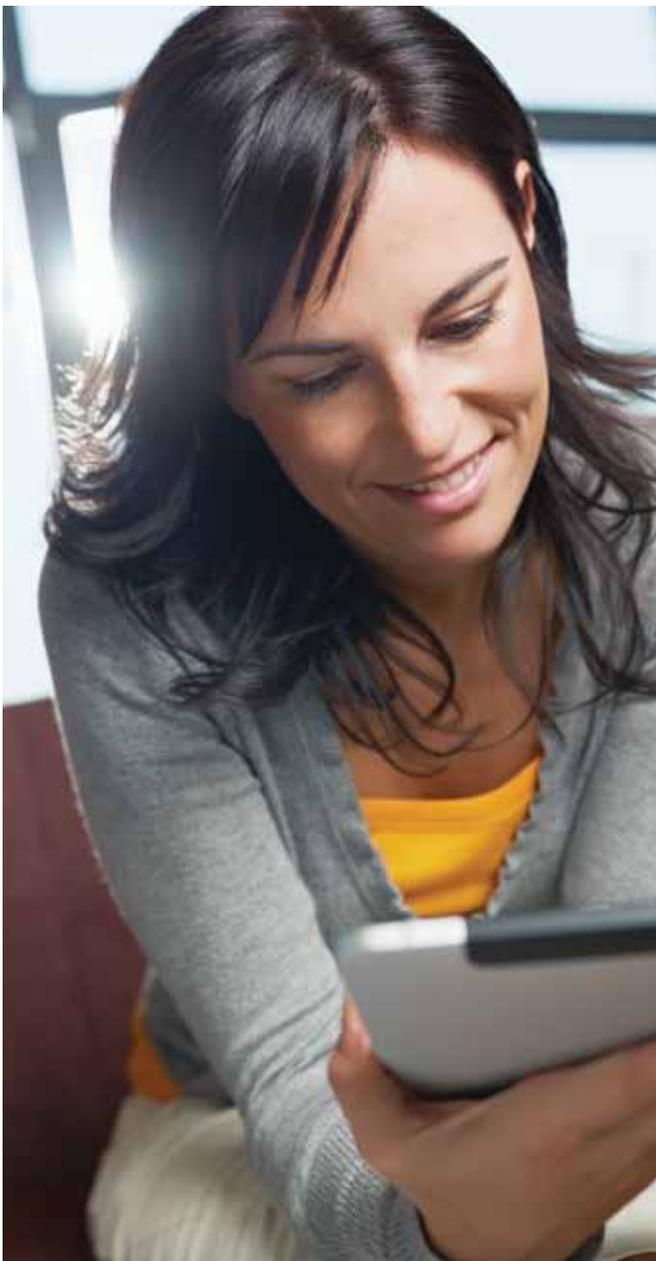
Capgemini's solution accelerates speed to value because it allows service providers to:

- Bring out services linked to new, innovative products from any manufacturer, before competitors provide something similar from their tied vendors
- Respond rapidly to counteract competitor service launches with a similar service – this requires an app and a product driver, both of which are typically quick to create and deploy
- Market new products and services, and send other targeted information, directly to customers – this provides valuable feedback on what customers want and makes it easier to hone messaging, offers and services

When selecting a solution, it can be tempting to take what appears to be the easier route to offering a Smart Home service – to partner with a vendor that has its own set of devices and the software to make them work. This is great in a steady-state world, where customers are happy just to use what is available and manufacturers slowly and predictably launch new products. In other words, this works in a world where differentiation, adaptation to change and speed to market are not paramount. Unfortunately, this is not the world in which we live.

As pressure is placed on everyone to reduce energy consumption, utilities need to find ways to set themselves apart through new, value added services. As communications margins come down, telecoms operators find themselves in a similar position. Both types of business – plus retailers and others – are venturing into Smart Home services as one way to address the issue. They are starting small, but at some point soon, the need for differentiation will become real. Success will depend on being able to support the latest smart device or appliance as the manufacturer brings it out. It will mean dealing with new or changed protocols without having to rewrite the apps. It will rely on offering upgrades with no more disruption than customers face with their mobile phone apps.

## CAPGEMINI HAS THE EXPERIENCE TO HELP YOU NAVIGATE A WINNING PATH, AS THE SMART HOME MARKET MATURES.



Capgemini is a leader in Digital Utilities Transformation. We have many years experience helping organisations to develop their digital strategies and to bring new services to consumer markets. We are leaders in Customer Experience Management, as well as in managing partner ecosystems to deliver a range of services to customers. We have many manufacturing partners in this space, allowing us to identify the best value propositions and products for different markets and customer segments. We will help you to build the strategies and make the operational changes needed to deploy your Smart Home service.

We are leaders in Digital Utilities Transformation and Customer Experience Management, as well as in managing **partner ecosystems** to deliver a range of services to customers. We have many manufacturing partners in this space, allowing us to identify the best value propositions and products for different markets and customer segments.

Capgemini has an innovative Smart Home solution that gives service providers the flexibility and adaptability they will need, as the Smart Home market develops and competitive pressures take hold. We will help to implement your Smart Home solution and then run it on your behalf, leaving you to focus on your customers.

For more details contact:

**Steven Harris**

Head of Customer Experience, Digital Utilities Transformation  
steven.harris@capgemini.com



## About Capgemini

With more than 125,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Capgemini's **Global Utilities Sector** serves the top Utilities worldwide and draws on a network of more than 8,900 dedicated sector consultants. As a leader in smart grid and advanced metering infrastructure solutions, Capgemini's **Smart Energy Services** is helping Utility customers throughout the world. Our integrated **Digital Utilities Transformation** framework empowers utilities to drastically improve their customer experience, operating and business models through disruptive technologies.

More on industry specific solutions is available at [www.capgemini.com/utilities](http://www.capgemini.com/utilities).

More information is available at [www.capgemini.com/energy](http://www.capgemini.com/energy)

The information contained in this document is proprietary. ©2013 Capgemini. All rights reserved.  
Rightshore® is a trademark belonging to Capgemini.