

NEWS/INSIGHTS

INTRODUCING ICONTROL ONE™, A COMPREHENSIVE HOME AUTOMATION SOLUTION FOR INDEPENDENT SECURITY DEALERS

INSIGHTS

Sixty-five percent of security systems installed in the last year included interactive services, according to Parks Associates, and according to our [2014 State of the Smart Home Report](#), security is going to be a big driver in this push toward home automation. In fact, 90 percent of respondents said that personal and family security is one of the most important reasons for using a smart home system.

At the same time, over the next two years, security dealers will need to upgrade four million customers to 3G, as 2G service will be completely phased out by 2017. With the rapidly increasing consumer demand for home automation, we saw a business opportunity for dealers to upgrade their customers to 3G and home automation at the same time.

Icontrol One™ is the only solution that offers the highest quality home automation platform and features of a large service provider solution, but with a business model tailored specifically for independent dealers. It enables them to deliver a branded, easy-to-use home automation experience that offers the features already in demand by homeowners, from HD video to an award-winning user interface. Dealers get the same level of performance and reliability as the largest service providers in North America, for significantly lower service and equipment fees than competitive offerings. In addition, the solution's radio upgrade module (which includes both Z-wave and 3G capabilities) allows dealers to upgrade customers from 2G to 3G – all for less cost than a traditional standalone radio.

Offering people choice will be the key to mass smart home adoption among homeowners, which is why Icontrol One is the only dealer solution with an open, extensive ecosystem, allowing customers to pick and choose the devices that work best for their individual needs. Further, certified Icontrol One dealers can help homeowners select from one of three configuration options for their needs and budget, from basic cellular alarm reporting to more robust HD video options. It is designed to be compatible with the majority of security panels on the market today to make installation easy and painless.

As part of the solution, Icontrol is also offering tools and resources for dealers to help encourage dealer success, including:

- Training (face-to-face and video)
- Tech escalation desk and onboarding service
- Marketing and business development tools
- End user guides and platform customization guides
- Fast installation and provisioning via tablet or phone
- Platform hosting service
- Partnerships with top distributors and Central Monitoring Stations

Interested in learning more? Visit Icontrol.com/one for more details on the solution, as well as information on how to get involved.