

## NEWS/INSIGHTS

## SMART ENERGY SUMMIT 2015: MAKING HOME ENERGY MANAGEMENT SMARTER

### INSIGHTS

With the bitter cold of winter currently upon us, now is the perfect time to take a long, hard look at our energy bills and ask: how can we make our homes more energy efficient?

That's what was top of mind at Parks Associates' [2015 Smart Energy Summit](#), which featured industry leaders from across the country. Among them was Icontrol's Tom Chmielewski, who shared strategies and insights on how to use viable and sustainable energy management solutions for smart homes.

The summit was filled with tons of interesting insights on how we can live smarter and more efficiently. Some key points that stood out to us:

- **Among current smart product owners, 27 percent bought their first device as part of a kit.** As many homeowners aren't terribly tech savvy, it can be daunting to determine what connected devices are best for their homes. Offering an easy-to-use option like an all-in-one kit is a great entry point for those looking to take more control of their home energy management.
- **More than one half of smart energy device owners report interoperability is very important.** Interoperability among smart devices – as in, those that can “talk” to each other on a single platform – is essential to creating a fully customizable smart home environment. Icontrol's [OpenHome Certification program](#), which counts devices like the Nest Learning Thermostat and the Logitech Harmony Remote as part of its ever-expanding ecosystem, is one way to help provide interoperability to fit homeowners' unique lifestyles. [OpenHome.io](#) has a full list of connected devices that can interoperate with each other on Icontrol's platform.
- **Nearly 85 percent of U.S. broadband households have taken some action to reduce their energy usage or costs in the past 12 months, but awareness of smart energy devices remains low – only 14 percent of U.S. broadband households are familiar with energy management products.** We all want to be more energy efficient, and it's obvious many are doing something about it, but smart devices are key to really take it to the next level. Companies need to work together to show consumers why smart devices are needed to maximize home energy management, educate them on the different offerings available, help decipher jargon, and incorporate a connected experience into their homes.

This backs up data collected in the [2014 State of the Smart Home Report](#), which indicates that energy usage will play a big part in smart home adoption: 78 percent of consumers ranked energy management as one of the top features that matter most in the smart home. Additionally, 42.5 percent of respondents indicated being very interested in replacing their thermostat with one that automatically adjusts when the home is unoccupied, which is an easy way to cut energy use.

As people look for more ways to save on skyrocketing energy bills this winter, smart devices and services will play a large role in protecting the environment and becoming more energy efficient – all the while making their lives easier as well.

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