

CABA Finalizes "Monetization of Intelligent Buildings" Research Study

October 16, 2018

The Continental Automated Buildings Association is pleased to announce that it has completed its "Monetization of Intelligent Buildings" research project.

This landmark research study was a major initiative of the CABA Research Program, which offers a range of opt-in technical and advisory research services designed to provide industry stakeholders with collaborative research and R&D opportunities.

CABA's Intelligent Buildings Council, a core working council of CABA, commissioned the landmark research project to provide a comprehensive examination of how to monetize intelligent buildings from the perspective of building owners, developers, solution providers (OEM manufacturers and service providers) and other stakeholders. The research includes: stakeholder analysis, business opportunities, and information on technical barriers, opportunities and future market directions, along with use cases and industry recommendations.

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"We believe CABA's Monetization of Intelligent Buildings study will help us better understand what customers value and the business and pricing models that will allow our company to succeed in this evolving space," said Tucker D. Boren, Business Intelligence Leader, Acuity Brands, Inc.

The report is designed to provide actionable data relevant to the industry, along with analysis of potential monetization models that present both opportunities and challenges for intelligent building stakeholders. The report found that the intelligent building market presents a significant opportunity for smart systems and IoT-based revenues, with a total opportunity of US\$16.8 billion in 2018, growing at a compound annual growth rate of 14 percent to US\$32.4 billion by 2023.

"CABA believes this research will aid the industry by increasing awareness about feasible monetization models," stated Ronald J. Zimmer, CABA President & CEO. "CABA has a history of conducting price model research and is committed to expanding the intelligent building industry through assisting organizations in taking advantage of new business models."

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The following CABA members sponsored the study: Acuity Brands, Inc., Axis Lighting Inc., The Cadillac Fairview Corporation Limited, The Chicago Faucet Company/Gerberit Group, Current powered by GE, Cyber Power Systems, Inc., Electro-Federation Canada (EFC), Honeywell International Inc., Hydro-Quebec, Intel Corporation, Johnson Controls, Inc., Kimberly-Clark Professional, KMC Controls, Inc., LG Air Conditioning Technologies, NYSERDA (New York State Energy Research and Development Authority), Panduit Corp., Public Services and Procurement Canada/Government of Canada, Siemens Industry, Inc., Southwire Company, LLC, Steelcase Inc., TELUS and UL LLC.

The report was produced on behalf of CABA by Harbor Research, Inc., a strategy and technology research firm that works with leading technology innovators, product OEMs and service providers.

The report will be released for sale at the end of a four-month embargo period. Greg Walker, CABA Research Director, was the project manager and can be contacted at: walker@caba.org for more information.

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About CABA

The Continental Automated Buildings Association (CABA) is an international not-for-profit industry association dedicated to the advancement of intelligent home and intelligent building technologies. The organization is supported by an international membership of over 330 organizations involved in the design, manufacture, installation and retailing of products relating to home automation and building automation. Public organizations, including utilities and government are also members. CABA's mandate includes providing its members with networking and market research opportunities. CABA also encourages the development of industry standards and protocols, and leads cross-industry initiatives. More information is available at www.caba.org.

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