

GL / Workshop No - 6

Topic of the GL: Home 2.0 - CSP value proposition for smart homes of the future

Details of the Resource Person:

- **Name:** Anil Jain
- **Organization:** Accenture Strategy
- **Conducted By:** PCIT
- **Date:** 21st December 2021
- **Purpose of GL:** Knowledge sharing session
- **Request came from:** PCIT
- **Linkedin ID:** <https://www.linkedin.com/in/aniljain>

Bio of the Resource Person:

- Anil Jain is a telecom Industry leader with three decades of experience in business strategy and execution.
- Specialized in revenue growth strategies and scaling platform-based replication of operations at large scale in greenfield ventures.
- He has hands-on knowledge with process design, improvement and deployment.
- Cross-functional, cross-industry/country experience across: Telecom, Consumer Products and Retail with roles spanning wealth creation within start-ups or leading Change-Mgt within existing ones.

Photos during the session:

29:16
Request control

Home must do better and CSPs can make that happen

The previous decade (and even farther back) was marked by CSPs losing the smart home race to hyper-scalers who created the smart, call-and-respond speaker - the digital voice assistant.

Now, the device market's limitations and capabilities are glaringly apparent, and COVID-19 is accelerating the need for comprehensive solutions.

Things are different now - and CSPs can win this time around.

Customer Expectations and their willingness to pay (with dollars or data)

- Interoperability
- Ease of Set up & Management
- Proactive service delivery
- Hyper-personalization
- Orchestrating an ecosystem of services for the users' context

Technology Evolution

- New connectivity capabilities and solutions under 5G
- Shifting Computing Power closer to the data source

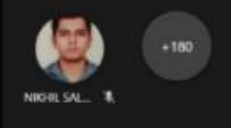
The Multi-Sided Platform
A winning CSP business model





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Kumar Verma, Ashish D.

39:09
Request control

COVID-19 has led to the rise of homebody lifestyle giving rise to smart home opportunities

COVID-19 Impact on Connected Homes

- More awareness of Health and Safety
- Accelerated Shift to Working from Home
- Amplification of Homebody Lifestyle
- Need for More Remote Services
- Accelerated Infrastructure Development and Regulatory Reforms

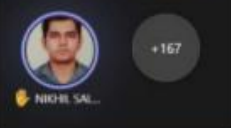
This presents several use cases

- 01 Accelerated need to create and present **affordable home care solutions** such as contactless deliveries with smart lock and cameras
- 02 Rising momentum for **remote chronic health monitoring** for the elderly as concerns on safety and independent lifestyle increases
- 03 Independent lifestyle has increased safety concerns giving rise to **outdoor and indoor security measures** like cameras, smart sirens and sensors
- 04 The need for **work from home solutions** like smart speakers/hub to keep track of meetings and tasks are rising to **maximize productivity**
- 05 More **remote services** such as guided home workout plans via smart speakers are on the rise given that people are spending more time at home
- 06 More entertainment needs around health, spirituality and personal needs on the living room screen presents the opportunity for **smart entertainment** options



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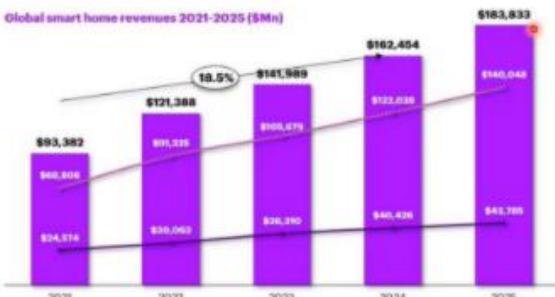



Kumar Verma, Ashish D.

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Request control

"Smart Home" will be a \$184B revenue opportunity by 2025

Global smart home revenues 2021-2025 (\$Mn)



Year	Total	Device & related services Rev.	Standalone Service Rev.
2021	\$93,382	\$40,808	\$34,574
2022	\$121,388	\$61,536	\$59,852
2023	\$141,969	\$80,679	\$61,290
2024	\$162,454	\$102,426	\$60,028
2025	\$183,833	\$140,046	\$43,789

Global trends driving growth
By 2025, one in two broadband households globally will also be smart households.

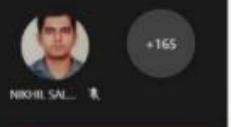
Legacy & new revenue opportunities
The opportunity for Telcos is made of opportunities around legacy offerings (connectivity), the new (smart capabilities) and the convergence between inside (in smart-home) & outside (the wider coalescing network of smart things).

Device & services implications
Most revenue in connected home comes from devices (76%) & related services. CSPs can realize recurring subscription service fees. Combined smart home revenues will reach \$184bn by 2025.



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Minutes of Meeting:

Key Points Discussed:

- Evolution of Smart Technology with reference to mobile phones
 - Introduction to CSPs in Home 2.0
 - Evolution of CSP's in the Indian context – Traditional and Predatory Marketing Strategy
 - Various demographics of customer categories and the barriers the age groups face to adapt for new technology.
 - Importance of inter-operable Ecosystems with respect to CSPs
 - Graphical representation of global trends in smart home revenues.
 - Data privacy in smart home devices
 - Importance of user experience - plug and play ecosystem
 - Simplified personal experience through technologies like AI/ML analytics, 5G network advancements.
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- Growth of home-based services to create to new sustainable business value and deliver the best experience for customers

Conclusion:

Understanding of how CSPs are shaping the future of Home 2.0 and the ecosystem required in CSPs for better adaptability.

Attendance

SR No.	PRN	Name	Guest Lecture Topic: CSP value proposition for smart homes of the future POC : Anil Jain Organization: Accenture Strategy
1	21020542001	AADESH GAIKWAD	Yes
2	21020542002	ABDULLA SIDDIQUI	Yes
3	21020542003	ABHIJEET PANDEY	Yes
4	21020542004	ABHILASHA RASTOGI	Yes
5	21020542005	ABHISHEK ANAND	Yes
6	21020542006	ABHISHEK MAITRA	No
7	21020542007	ADARSH KESHARI	Yes
8	21020542008	ADITHYA RAJEEVAN	No
9	21020542009	ADITI MARWAHA	Yes

10	21020542010	AKASH RANA	Yes
11	21020542011	AKSHATA DESAI	Yes
12	21020542012	AKSHAY PAWAR	Yes
13	21020542013	ALISHA FARZANA	Yes
14	21020542014	AMARJIT SAHA	Yes
15	21020542015	ANANYA SINGH	No
16	21020542016	ANJALI SRIVASTAVA	No
17	21020542017	ANKIT ANAND	Yes
18	21020542018	ANKITA DUTTAGUPTA	Yes
19	21020542021	ARNAB CHATTERJEE	No
20	21020542022	ARNAV GUPTA	Yes
21	21020542023	ARULMOZHI	Yes
22	21020542024	ASHLEY FELIX TUSCANO	Yes
23	21020542025	ASHUTOSH MEHRA	Yes
24	21020542026	ASTHA JAIN	No
25	21020542027	AZBANA VELATI	No
26	21020542028	BAKHLE APOORVA NILESH	Yes
27	21020542029	BANSOD AJAY VISHNU	Yes
28	21020542030	BHANU BHATIA	Yes
29	21020542031	BISWAJIT DAS	No
30	21020542032	CHARISHA SHYAM SUKHA	No
31	21020542033	CHAUDHARI VIPUL VIJAY	Yes
32	21020542034	CHELLVAMATHI R S	Yes
33	21020542035	CHINMAY SHEOREY	No
34	21020542036	CHIRANJEET BARKAKOTI	Yes
35	21020542037	DAKHARE MAHESH DIWAKAR	Yes
36	21020542038	DAMLE MOHINI JITENDRA	Yes
37	21020542039	DEBAPRIYA CHOWDHURY	No
38	21020542040	DEBAYAN MAJUMDAR	Yes
39	21020542041	DEDE ANIKET RAGHUNATH	Yes
40	21020542042	DEEPSIKHA HOTA	Yes
41	21020542043	DEV DARSHAN	Yes
42	21020542044	DEVARASETTI HARISH	Yes

43	21020542045	DHARINI PAL	No
44	21020542046	DHAS KASHMIRA KIRAN	Yes
45	21020542047	PARTH TYAGI	Yes
46	21020542048	GANUGAPATI SAI ALEKHYA	Yes
47	21020542049	GAYATHRI BALARAM	Yes
48	21020542050	GUPTA DIVYANSH NAGENDRA	Yes
49	21020542051	HARSH TRIVEDI	Yes
50	21020542052	HARSHIT VERMA	Yes
51	21020542053	HEMANT BHATT	Yes
52	21020542054	HUDLI VIRAJ MOHAN	No
53	21020542055	INDER RAJ SINGH	Yes
54	21020542056	INDUJA V	No
55	21020542057	INDURKAR KETAN MILIND	Yes
56	21020542058	JAGGESH S R	Yes
57	21020542059	JAGRATI VIJAY	Yes
58	21020542060	JASMEET SINGH	Yes
59	21020542061	JEJURKAR AJAY ASHOK	Yes
60	21020542062	JOSHI PRASANNA PRAKASH	Yes
61	21020542063	JOY CHATTERJEE	Yes
62	21020542064	KAJAL MISHRA	Yes
63	21020542065	KARTHIKA HEMA MANASA M	Yes
64	21020542066	KARTIKE BHUSHAN	Yes
65	21020542067	KEERTHANA P	Yes
66	21020542068	KESHAV BAJAJ	Yes
67	21020542069	KISHOR BASAVARAJ ALEGAON	Yes
68	21020542070	KSHITIJ RAWAT	Yes
69	21020542071	M POOJA	Yes
70	21020542072	MAGAR ABHISHEK TREMBAK	Yes
71	21020542073	MAHALE ASMITA MILIND	Yes
72	21020542074	MANIKA DARUKA	Yes
73	21020542075	MAYURI DIWAKAR PURI	Yes
74	21020542076	MEGHNA PILLALA	Yes
75	21020542077	MEMANAMURUPEL DHEERAJ PURUSHOTHAMAN	Yes

76	21020542078	MIDATHADA LEELU GOWRI SHANKAR SAI RAM	Yes
77	21020542079	MODI TRISA SHAILESHKUMAR	Yes
78	21020542080	MUSKAN SHRIVASTAVA	Yes
79	21020542081	GAIKWAD AJINKYA ANIL	Yes
80	21020542091	NAKUL NAYAN MEHTA	Yes
81	21020542092	NALIN VERMA	Yes
82	21020542093	NIKHIL TUKARAM SALUNKE	Yes
83	21020542094	NIMISHA PANDITA	Yes
84	21020542095	NIRUPAM BISWAS	Yes
85	21020542096	SHAN SHANE VARIKKATTU	Yes
86	21020542097	PADEWAR ANIKET PRADEEP	Yes
87	21020542098	PARAB YOGESH NARAYAN	Yes
88	21020542099	PARIDHI ARORA	Yes
89	21020542100	PARIKSHIT ANAND	Yes
90	21020542101	PARV ARORA	Yes
91	21020542102	PATIL HARISH KISHOR	Yes
92	21020542103	PIYUSH BODWAL	Yes
93	21020542104	POOJA KALRA	Yes
94	21020542105	POULAMI NANDI	Yes
95	21020542106	PRADUMN SAXENA	Yes
96	21020542107	PRAGYA SRIVASTAVA	Yes
97	21020542108	PRATYUSHAW PRATA	Yes
98	21020542109	PRINSON PHILIP	Yes
99	21020542110	PRIYANKA BHANDARI	Yes
100	21020542111	PULKITA CHAWLA	Yes
101	21020542112	RAHUL BARDHAN	Yes
102	21020542113	RAJAT CHANDA	Yes
103	21020542114	RATHOD FORUM RAJESH	Yes
104	21020542115	RATNAKAR RAJASI AJIT	Yes
105	21020542116	RIA HIMANSHU BHATTACHARJEE	Yes
106	21020542117	RITU PARNA GHOSH	Yes
107	21020542118	RODRICKS AARON VIVIAN	Yes
108	21020542119	ROHAN NAIK	Yes

109	21020542120	RONAK ASODIYA	Yes
110	21020542121	S ASMITHA	Yes
111	21020542122	S.PL.SUBRAMANIYAN	Yes
112	21020542123	SAAHIL REHANI	Yes
113	21020542124	SACHIN KUMAR YADAV	Yes
114	21020542125	SAHIL SAINI	Yes
115	21020542127	SANCHIT SAXENA	Yes
116	21020542128	SANTOSH KUMAR SINGH	Yes
117	21020542129	SATYAM JHA	Yes
118	21020542131	SAYAN ROY CHOUDHURY	Yes
119	21020542132	SHARMA VIVEK VINAY	Yes
120	21020542133	SHASHWAT KRISHNA	Yes
121	21020542134	SHASHWAT PARASHAR	Yes
122	21020542135	SHINY BHATTACHARJEE	Yes
123	21020542136	SHIVAM SINGHAL	Yes
124	21020542137	SHIVANGI SHARMA	Yes
125	21020542138	SHREYA ASHOK KAMBLE	Yes
126	21020542139	SHUBHAM PATHAK	Yes
127	21020542140	SHWETA MISHRA	Yes
128	21020542141	SIDDHANT PADAVE	Yes
129	21020542142	SINGH VARTIKA KRISHNAMURARI	Yes
130	21020542143	SOUMYADIP DAS	Yes
131	21020542145	SOURABH PURKAIT	Yes
132	21020542146	SOURAV SONOWAL	Yes
133	21020542148	SRIJIT JAGADEESAN NAIR	Yes
134	21020542149	SRISHTI SWAIN	Yes
135	21020542150	SRIYA MITRA	Yes
136	21020542151	SUDEEP KHAWAS	Yes
137	21020542152	SUGANDHA AGGARWAL	Yes
138	21020542153	SUKRITI PRIYA	Yes
139	21020542154	SURYASISH MAJUMDAR	Yes
140	21020542155	SWETA DASGUPTA	Yes
141	21020542156	TANMAY SIDDHARTH	Yes

142	21020542157	TARUSH SOOD	Yes
143	21020542158	TAYADE RUSHIKESH BHANUDAS	Yes
144	21020542159	TUHIN KANTI DEB	Yes
145	21020542160	VAGMITA CHAUDHARY	Yes
146	21020542161	VIKRANT NANDKISHOR PUSDEKAR	Yes
147	21020542162	VINAYAK GHANSHYAM CHAUDHARI	Yes
148	21020542163	YADAV SANCHIT ASHOK	Yes
149	21020542164	JASH MINESH SHAH	Yes
150	21020542165	ZAINAB KHAN	Yes
151	21020542166	SAWANT AKSHAY SUDHAKAR	Yes
152	21020542167	AKASH DEEP	Yes
153	21020542168	ROUNAK SAHA	Yes
154	21020542169	SANDEEP SAINI	Yes
155	21020542170	TANIKA SHARMA	Yes
156	21020542171	TAK SACHIN RAMDAS	Yes
157	21020542172	RISHABH MISHRA	Yes
158	21020542173	JHAVERI MIIT YASHESH	Yes
159	21020542174	VAISHNAVI BAJPAI	Yes
160	21020542175	VIBHUTI SHANKER	Yes