



# The Consumer Internet of Things

## SEMINAR

How Leading Firms Give Customers  
What they Really Want

December 7, 2017  
The Conference Board  
Conference Center  
New York, NY

[www.conferenceboard.org/IoT](http://www.conferenceboard.org/IoT)

# Agenda

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## Thursday, December 7, 2017

Registration & Continental Breakfast: 8:00 – 8:30 am

8:30 – 9:00 am

### The IoT: the future of consumer products and services

The Internet of Things presents one of the greatest opportunities for new growth in the tech sector. In fact the projected year-over-year IoT growth of 36% rivals the early days of the PC and smartphone.

Three issues will dominate consumer IoT over the next few years:

1. Exploding growth in terms of investment and device offerings
2. The impact on our everyday lives, including more powerful and enjoyable retail, transit, health care and financial and entertainment services
3. The havoc that could result from attacks on infrastructure and personal devices if there are insufficient protective checks and balances in place

Seminar discussion topics will focus on how you and your organization can:

- Overcome challenges in the IoT space, including weak consumer adoption due to unclear value proposition and lack of security
- Stay relevant by differentiating your IoT products to deliver real value and improve consumers' lives
- Capitalize on the latest research in IoT to see where the most profitable opportunities exist

**Lee Gruenfeld**, Principal Advisor, **TechPar Group**

9:00 – 9:30 am

### What IoT consumers want and what they are willing to pay for it

Organizations waste billions of dollars every year developing and marketing products with vague or misinformed value propositions. Many are engineering-driven as opposed to solving a real customer problem.

Based on his unique research methods that delve deeply into customer feedback and thinking, John will provide you with an in-depth understanding of what is on your customer wish lists and how today's consumer IoT experiences fall short of satisfying those wishes.

Specific topics that will be covered include: the key usage scenarios consumers are embracing in IoT; how Voice Assistants are impacting user experiences; and which ecosystems are finding the most success with consumers.

Some of the key takeaways and key insights you will receive from John include:

- The key trends likely to influence the next ten years of adoption, including voice, VR, AI, aging in place, automated shopping and security
- How current product offerings to consumers impede the overall adoption of consumer IoT
- Walk through an innovation play book on how to develop successful IoT products

**John Feland**, CEO & Founder, **Argus Insights**

9:30 – 10:00 am

### Business climate and technology trends: Actionable predictions from experienced industry insiders

Innovative and forward-looking organizations exploit the cues consumers are sending. With failed products and missteps costing tens or hundreds of millions of dollars, your company's financial future is tied to successful product roll-outs.

To avoid massive financial losses, hear how industry insiders are successfully responding to this challenging landscape, with insights like:

- Credible economic forecasts show families with children spending 90% more on IoT
- With growth growing so quickly, it requires better business intelligence, faster response times, on the spot performance and superior security
- IoT consumers are more likely to pay a premium for personalized ongoing tech support through yearly subscriptions, with 43% willing to pay \$39.99 per month
- With home automation set to grow 26% year over year the user landscape will change forever, including lower home energy costs, higher disposable income, increases in the elderly aging in place, and increasingly automated online shopping

**Ric Johnson**, President and CEO, Chief Technologist, **Right at Home Technologies**  
**Jennifer Willey**, Chief Business Officer, **Independa**

Networking Break: 10:00 – 10:30 am

10:30 – 11:15 am

### Anticipate forthcoming regulatory changes and identify how to respond

Despite the very real and demonstrated risks, there is little general agreement on what should be done to ensure privacy, security and fairness.

Chip Pickering, a 6-term congressman who played a key role in crafting the current Telecommunications Act, will discuss how to set the tone for collaboration between industry and policy makers.

Gain first-hand knowledge of how you can:

- Avoid penalties and remain compliant with established guidelines
- Work with lobbyists, standards groups, and trade associations to implement industry-friendly policies

**Congressman Chip Pickering**, CEO, **Incompas**

**For sponsorship opportunities, please contact [michael.felden@conferenceboard.org](mailto:michael.felden@conferenceboard.org)**

11:15 – 11:50 am

## Voice and Virtual Reality: Building new revenue streams

Voice and VR/AR are experiencing very enthusiastic consumer response, and will be spurred even further as iOS 11 adoption widens. Mobile VR/AR will be a \$108 billion market by 2021, and voice will top \$184 billion.

In this session we will discuss why it will be so critical for players in IoT to embrace these technologies, including:

- What is the unique selling position of voice and VR?
- Why are consumers so enamored with these technologies and how can we expand related product offerings?
- What indications are we seeing from consumers on where they would like the technology to go?
- How can you incorporate Voice and VR/AR to stay ahead of your competition?
- How can you differentiate your product now to stand out in a crowded market?

**John Feland**, CEO & Founder, **Argus Insights**

**Alex Capecelatro**, CEO, **Josh.AI**

Luncheon Break: 11:50 am – 1:00 pm

1:00 – 1:30 pm

## Consumer Pain Point: Interoperability

Interoperability is one of the most vexing issues affecting consumer adoption of the IoT; it must be addressed if we are to see sustained growth because it is affecting sales and adoption rates, adversely impacting providers.

- This session will examine the key challenges and potential solutions surrounding interoperability, including:
- Understanding what you need to do to address consumer frustration over devices that don't communicate seamlessly
- What you need to do to address competing communication protocols, vendor self-interest, and the limitations of cross-devices capabilities
- Case studies on how progress is being made, and how you can follow suit
- Assess the relative performance of companies developing IoT devices that "play well with others"

**Carl Ford**, CEO, **Crossfire Media**

**Dave Pedigo**, VP, Emerging Technologies, **CEDIA**

1:30 – 2:00 pm

## How Leading Firms are Expanding IoT offerings

Consumer IoT spend still in the early stages of development, with only 13% of US broadband households owning a smart home device. But this also means we are seeing great opportunity for the expansion of services and devices.

Join in the discussion on some of the successes, struggles, and lessons learned with respect to consumer IoT sales.

- Understand where these organizations have seen more stable growth for IoT
- Gain new insights into the importance of IoT data capture and the anticipated value this will generate for forward thinking organizations
- Address the challenges, failures and opportunities to deploying subscription services to ensure more predictable income streams
- Learn what these companies would do differently to address the consumer value proposition

**Yann Kulp**, VP SmartSpace USA, **Schneider Electric**

**Ohad Zeira**, Director, Consumer IoT and Telematics, **Verizon**

2:00 – 2:30 pm

## Exemplary consumer support: Your key to enduring success

Customer support is one of the most vital yet overlooked components of a successful IoT operation. Whether it is customer support for a new product or internal "help desk" assistance for a major technology initiative, strong consumer support is essential for any product to be successful.

- Yet doing what we've traditionally done in providing tech support won't work with the IoT. In this session you'll learn about:
- Embedding access to support within IoT apps
- Using operation-based data to enhance the delivery of assistance
- Using tech support to overcome obstacles to consumer adoption
- Proactive support: Get to your users before they return the product
- Advanced remote access and control
- The increasingly critical role of self-service

**Lee Gruenfeld**, Principal Advisor, **TechPar Group**

Break: 2:30 – 3:00 pm

3:00– 3:45 pm

## Addressing Consumers' Security Concerns

Security continues to be a major concern among consumers, and until security is adequately addressed, full-fledged consumer adoption will be compromised.

Securing your IoT-related devices and services is not easy, but ignoring the risks will kill your business.

This session will provide solutions you can adopt now to address your security head-on, including:

- How to address product vulnerabilities, such as the exposure of personal data, loss of control of IoT devices to hackers, and the loss of financial assets

- How to successfully juggle security, convenience, and cost by adopting standard, convenient ways of authenticating identity that consumers can learn to use across devices and services

Moderator:

**Charles Popper, CEO, TechPar Group**

3:45 – 4:45 pm

### **Make or buy: What is the best strategy for your business**

We close with a practical session that will give attendees hard-hitting guidance on the best ways to accomplish ambitious IoT-related objectives in a fast-paced environment. Learn about which technology and services are available, and most appropriate to your needs.

Industry discussions will include:

- Platform providers for consumer applications
- Contract device manufacturers
- Infrastructure providers
- Cloud providers
- Support software
- Systems development and integration
- Data Analytics
- Security

Closing Remarks from the Chair: 4:45 – 5:00 pm

**Lee Gruenfeld, Principal Advisor, TechPar Group**

# REGISTRATION INFORMATION

**Online** [www.conferenceboard.org/loT](http://www.conferenceboard.org/loT)  
**Email** [customer.service@conferenceboard.org](mailto:customer.service@conferenceboard.org)  
**Phone** **212.339.0345**  
*8:30am – 5:30pm ET, Monday – Friday*

<b>Pricing:</b>	
<b>Members</b>	<b>\$495</b>
<b>Non-Members</b>	<b>\$595</b>

Fees do not include hotel accommodations.

## Location

### The Conference Board Conference Center

845 Third Avenue (Between 51<sup>st</sup> and 52<sup>nd</sup> St.), 3<sup>rd</sup> Floor  
New York, NY 10022  
Tel: **212.339.0345**

## Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

## Team Discounts per Person

For a team of three or more registering from the same company at the same time, take \$150 off each person's registration. One discount per registration. Multiple discounts may not be combined.