

# BRAND DIFFERENTIATION & VALUE EXPANSION IN HOME AUTOMATION

## PAST

Growing volume of devices in the home



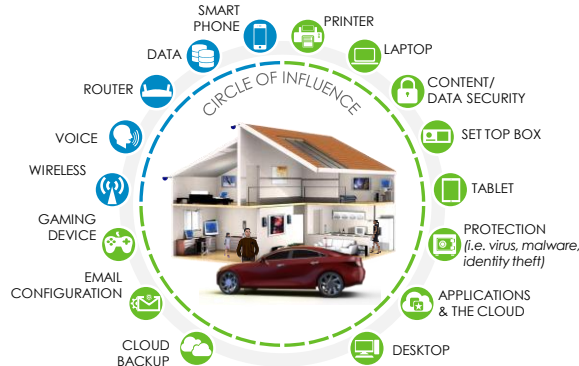
Your brand or brands you sell are what you support

**"You can't connect the dots looking forward; you can only connect them looking backward."**

– Steve Jobs, Apple

## PRESENT

Cloud services, apps, mobility, home automation at the forefront



Interconnectivity characterizes the personal technology envelope. Yet home automation and IT environments are still discrete when it comes to tech support.

**"Vast fortunes will be won and lost, as the Internet of Things becomes part & parcel to our daily lives."**

– Thomas Frey, Innovation Editor of The Futurist magazine

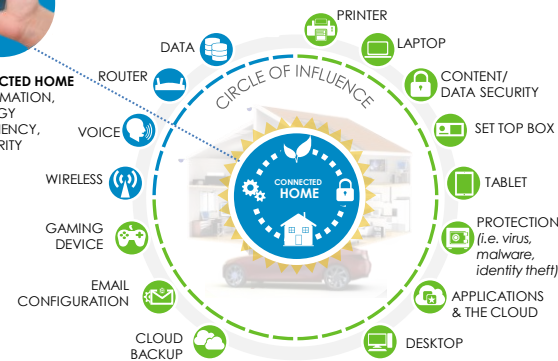
## FUTURE

Internet of Services, mainstreamed



### CONNECTED HOME

- AUTOMATION,
- ENERGY EFFICIENCY,
- SECURITY



The interconnected, integrated "Internet of Everything" requires a continuous service experience, with tech support from pre-purchase through replacement.

**"Whether you're providing home automation today – or just entering the market – you're inviting customers to expect more from you."**

– Paul Weichselbaum, Executive VP, PlumChoice

Talk to us for more details on how to boost brand value & differentiate your home automation offering with premium tech support

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