Connected Lighting - Your Chance to 'Shine': the huge commercial need for connected lighting in the SME sector

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What does IoT mean to me?

IoT combined market is predicted to grow to about £421Billion in 2021 which is more than double the £200Billion spent in 2018

£6.5Billion is the world market for smart lighting and connected lighting controls as per 2018 data. And that value is forecast to grow to £19.4Billion by 2024 according to a new report from IMARC group.

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My background, in brief...
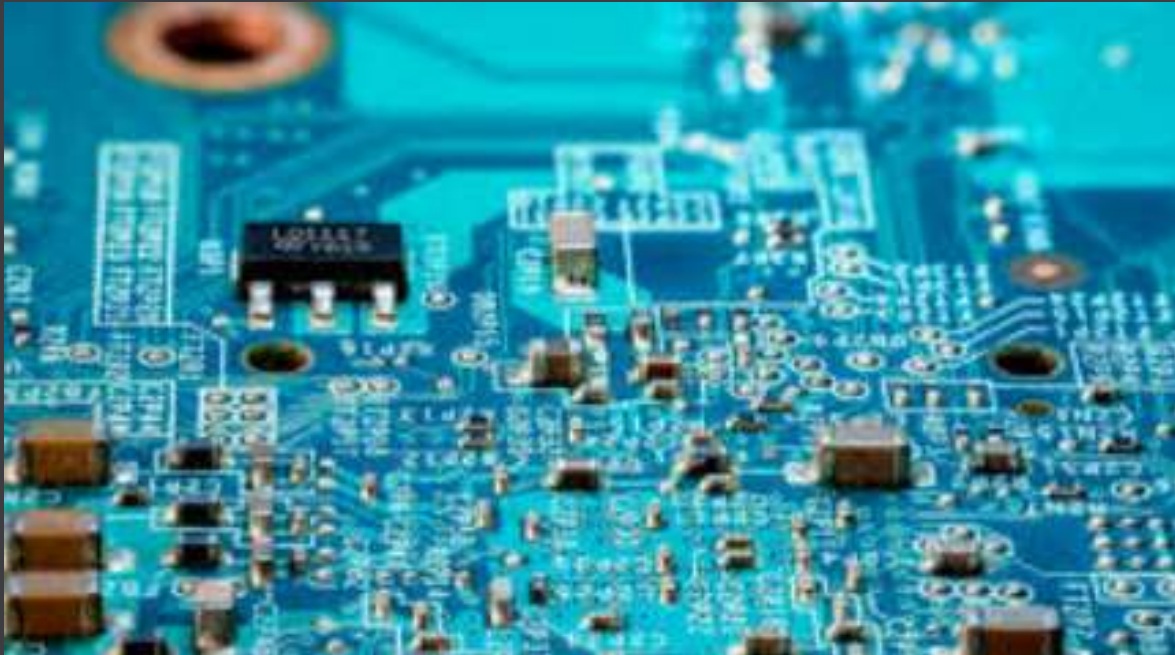
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Initial thoughts on the IoT generation…

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Time to think further:
My Typical 'Unconnected' Weekend...

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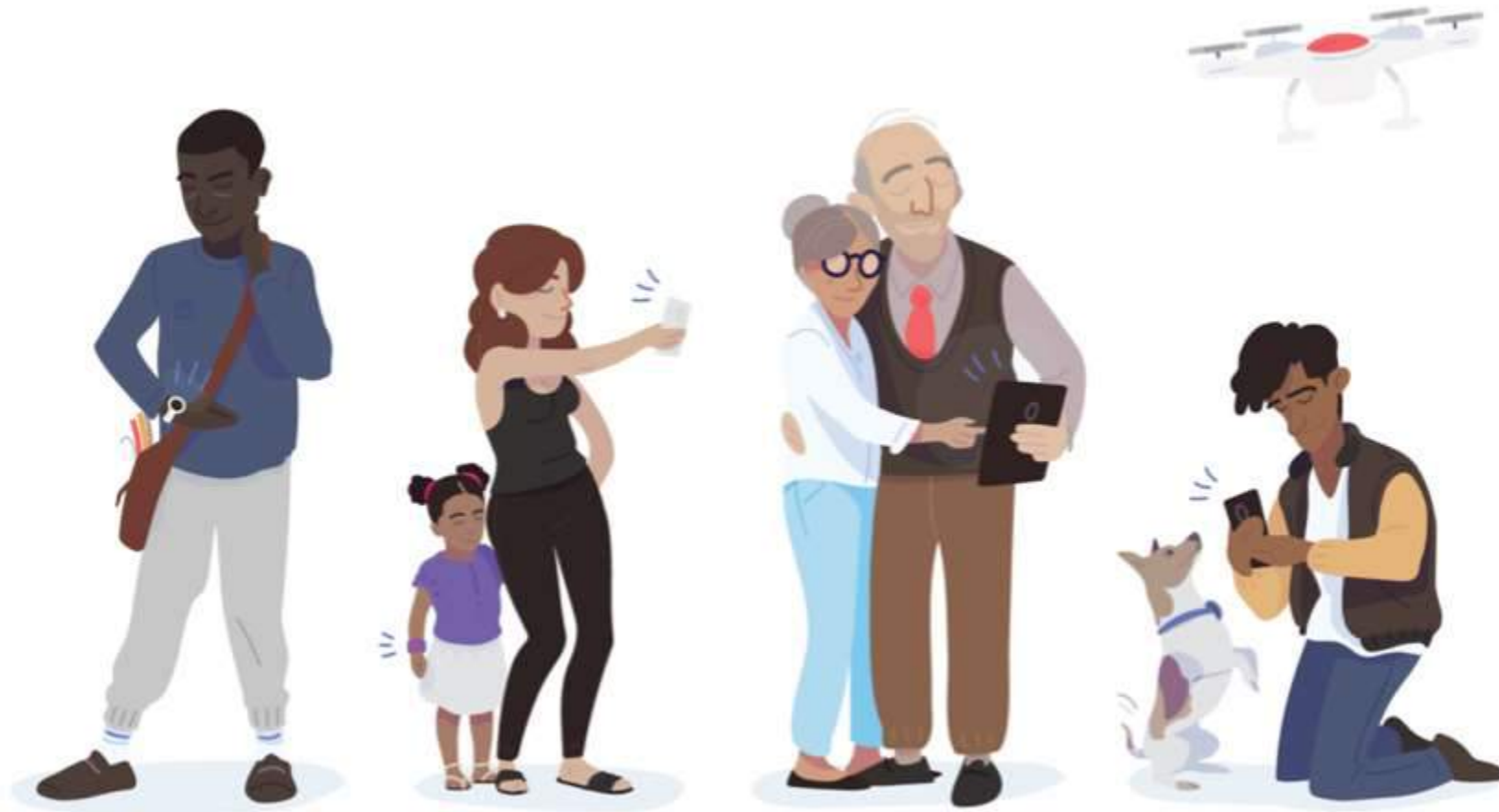interact

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Whoever we are, wherever we are, IoT and the connected world is improving our quality of life

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So where is our chance to 'shine'?

IoT combined ma~~rket is predicted to grow to be at £161Billion~~ in 2021 which is

£6.5Billion is the ~~w~~lighting controls
as per 2018 da~~ta~~ ~~B~~illion by 2024

Gartner: IoT market growth shows no sign of slowing

Gartner forecasts that the enterprise and automotive Internet of Things (IoT) market will grow to 5.8 billion endpoints in 2020, a 21% increase from 2019.

By the end of 2019, 4.8 billion endpoints are expected to be in use, up 21.5% from 2018.

Building automation, driven by connected lighting devices, will be the segment with the largest growth rate in 2020 (42%), followed by automotive and healthcare, which are forecast to grow 31% and 29% in 2020, respectively (see Table 1).

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Research findings

The backbone of the global economy

SMEs account for the majority of private sector businesses around the world and are key employers and drivers of innovation. Yet being a business owner can be a constant balancing act as you seek to keep clients happy, staff engaged, and the business on track for its strategic goals.

The talent you have in your business is key to its success and competition for the best people is tough. So most business owners take a keen interest in how they can attract and retain the best people. The appeal of a company is made up of a large range of factors such as compensation, benefits, the location, the range of clients, the type of work. The list goes on! But did you know that the workplace itself can have a big impact on employee engagement and retention? And we're not just talking about ping pong tables and bean bags.

Warm and fuzzy is not enough

Despite the recent trend of people working from wherever it suits them, whether that's from home or from a café, many still need to regularly head into a specific workplace. While many would agree that a nicer workplace just makes spending time at work more pleasant, for most business owners that's not enough to justify investing when there are many other areas of the business that need prioritizing. However, there is a solid business case for creating and maintaining a workplace that people enjoy spending time in.

A review by Spector (1997), cited by Harter, Schmidt and Corey, suggested that more satisfied employees are more cooperative, more helpful to colleagues, and more likely to stay with a business longer than dissatisfied employees. And with estimates of the costs of replacing employees ranging from thousands to tens of thousands of euros, being able to keep the people you want to keep will clearly help the bottom line.

There are many other factors at play as well. Scientific research indicates that improving the working environment results in a lower number of complaints and absenteeism and an increase in productivity. What business owner would turn that down?

Finding and keeping talented staff is an ongoing issue

In Signify's own research of over 1,000 SMEs,[2] over half of them said they struggle to recruit talent and two in five said they have issues retaining employees. And they're not expecting these problems to go away anytime soon, with many expecting these issues to continue for the next five years.

When it comes to connected technology, such as heating, light or sound systems, nearly one in five SMEs (17%) already use it in some form and 29% are interested in doing so in the future. However, some SMEs are potentially missing a trick. Signify conducted research with over 5,000 consumers[3] across five countries and over half (55%) of staff surveyed said they'd be in favor of their employer investing in connected tech, specifically smart lighting, ahead of other improvements. Enhancing work spaces through connected, adaptable lighting, should therefore be an important consideration for businesses in the war for talent.

Our research revealed that employees believe smart lighting can bring a range of benefits to the workplace, from reduced eye strain and a decrease in fatigue, to improved ambiance and increased productivity. Also, those that worked in places which had clients and customers visiting said they think smart lighting would have a positive impact on how customers would perceive the business. So smart lighting can help deliver a huge range of benefits.

55%

of staff surveyed said they'd be in favor of their employer investing in connected tech, specifically smart lighting

54%

of employees would expect smart lighting to improve their working environment

Over half of employees (54%) would expect smart lighting to improve their working environment and 55% would be in favor of their employer installing it. When it comes to the benefits they'd expect smart lighting to bring to their workplace, the majority (52%) would expect it to reduce eye strain. More than two in five (41%) would expect it to improve ambiance in the workplace and the third most popular benefit was a decrease in tiredness, on 37%. And more than three in five (61%) think that smart lighting would improve overall customer favorability of a company or organization.

We want our home comforts at work

Only 1% of workers we surveyed exclusively work from home. The majority still have to head into the workplace, whether it be a fixed desk in a private office, or hot desk.

Technology in the home is usually ahead of what we use at work; for example, compare your home IT with what you use at work. This often drives change in the workplace as people want the convenience and experience they have at home when in the workplace.

We surveyed workers about their expectations of the workplace and the most commonly expected item (43%) was plants. In second place was smart lighting, with two in five saying it's expected. Breakout areas came third, with over a third (36%) of people expecting them. The least expected item in the workplace was a games area, such as board games, a pool table or a games console, with only 14% of people expecting these.

What came through loud and clear is that people want to be treated as individuals and to be able to influence their work environment. Personalization is also a huge trend, running through everything from marketing to product creation, for example you can even get personalized trainers these days. Also, business owners can leverage this to improve their employee engagement. Smart lighting, which can be personalized to suit the user's needs and preferences, is an important tool for SME owners wanting to improve the employee experience and business productivity.

"Smart lighting, which can be personalized to suit the users' needs and preferences, is an important tool for SME owners wanting to improve the employee experience and business productivity"
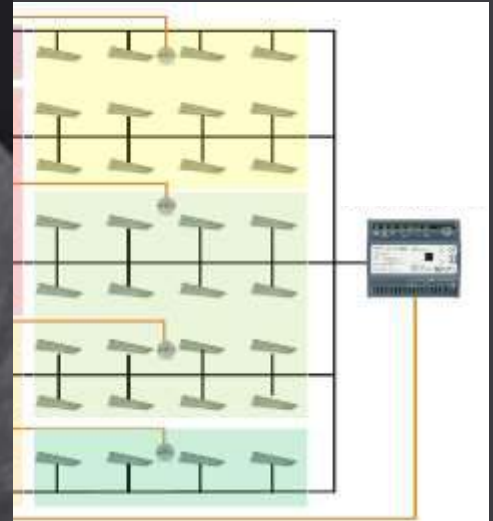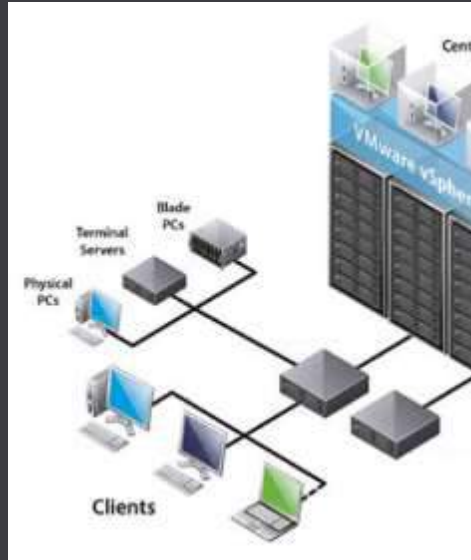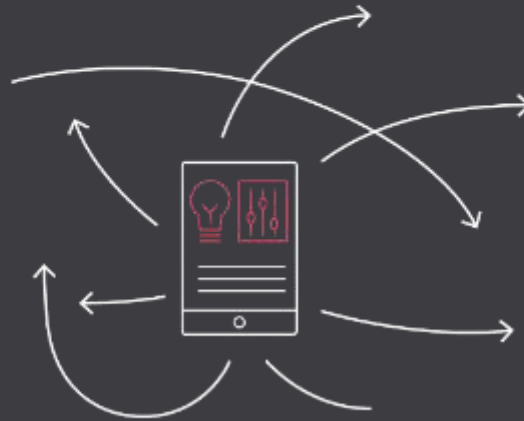
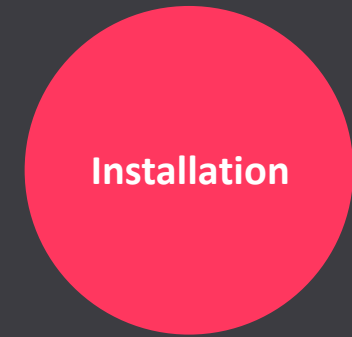# Previous project involvement...
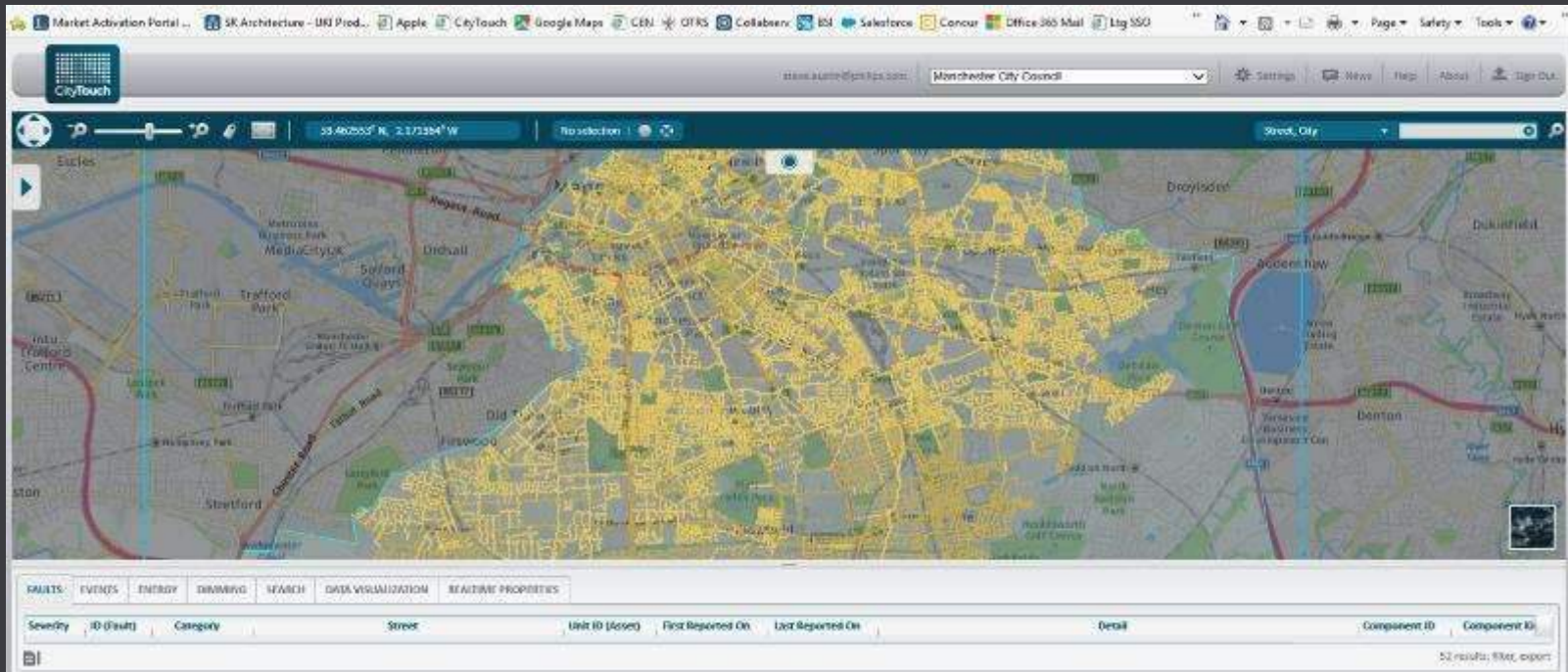
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But these complex systems come at a cost...
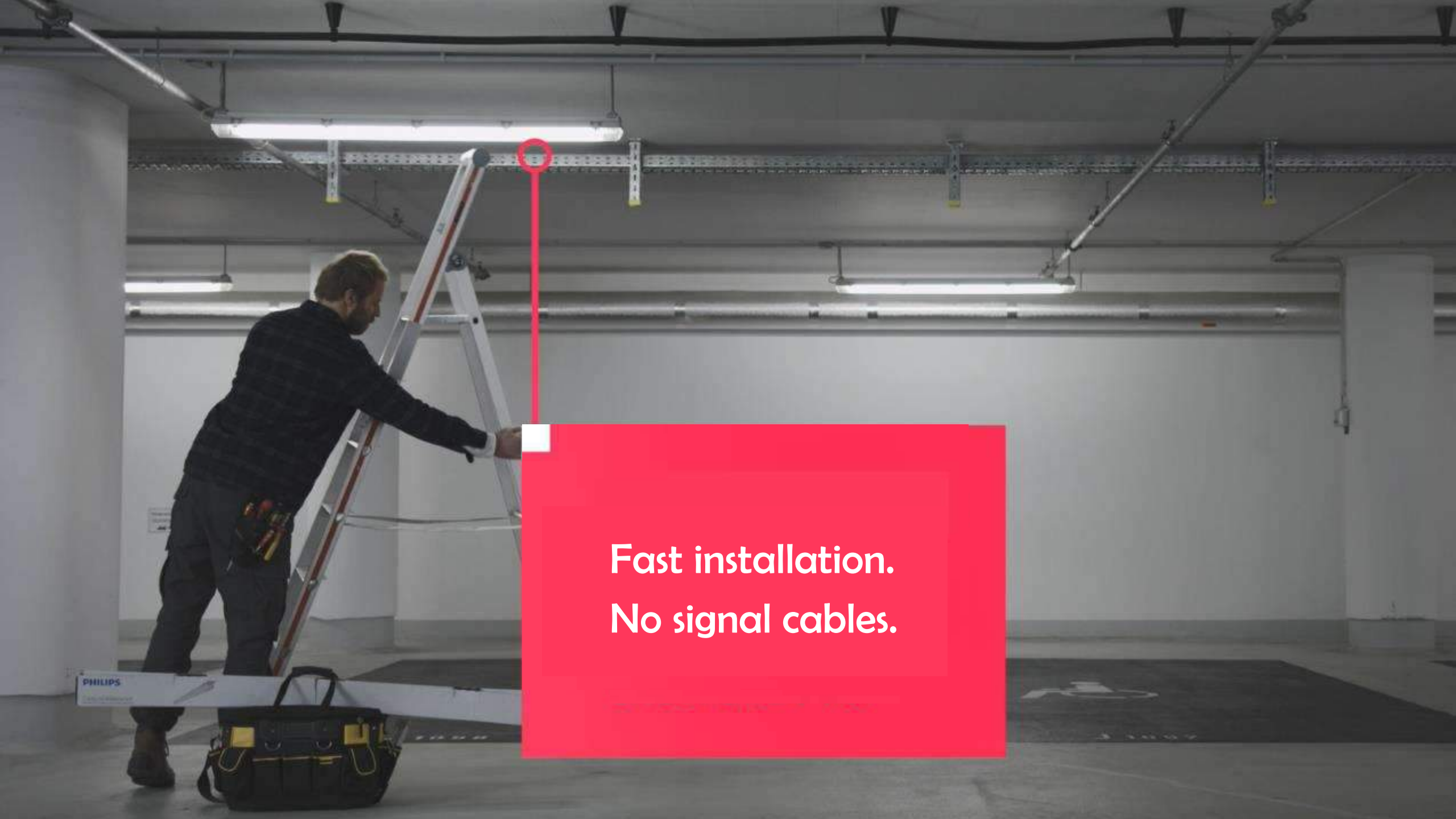
In terms of infrastructure and commissioning…

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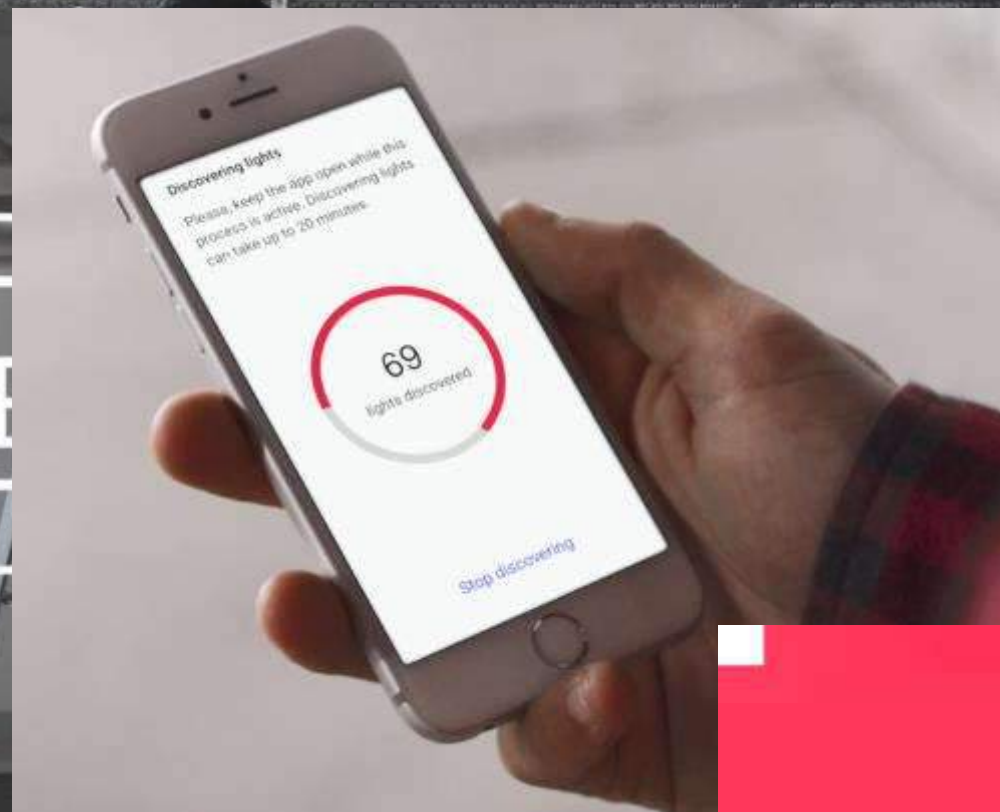# We need a simpler, more scalable model to serve the wholesale/ trade channel
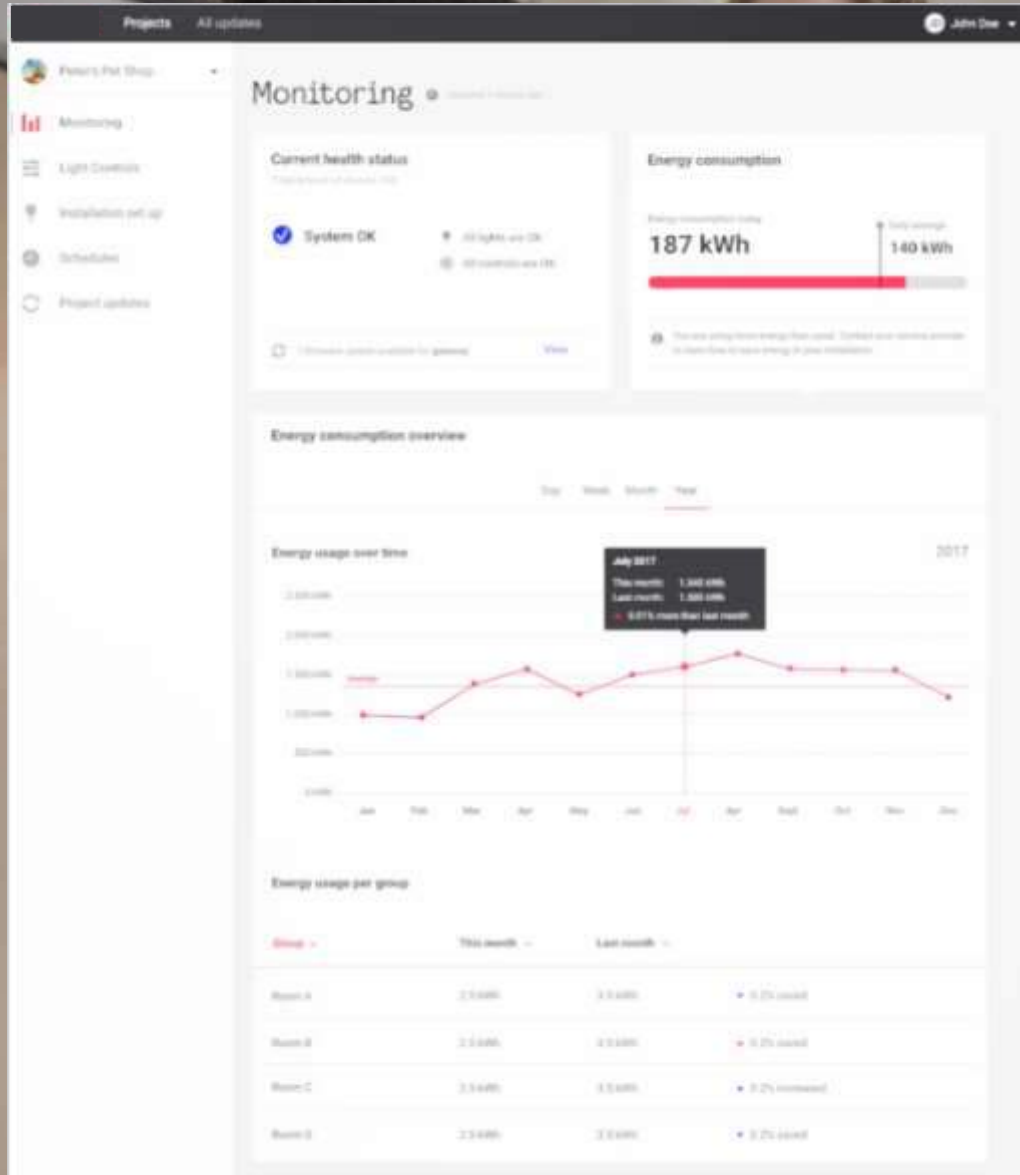

Cost

Complexity

Installation

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Fast installation.
No signal cables.

Intuitive app.

Data driven insights for owner.

Personal control
for users.

Who should we target...

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Target customers

Small and medium sized projects

- Small offices, classrooms, health centers, industry and car parks.

- Installations still with conventional forms of lighting.

- Basic lighting control and automation could save them money and improve their green credentials.

- 200 light points per gateway – you can have multiple gateways!

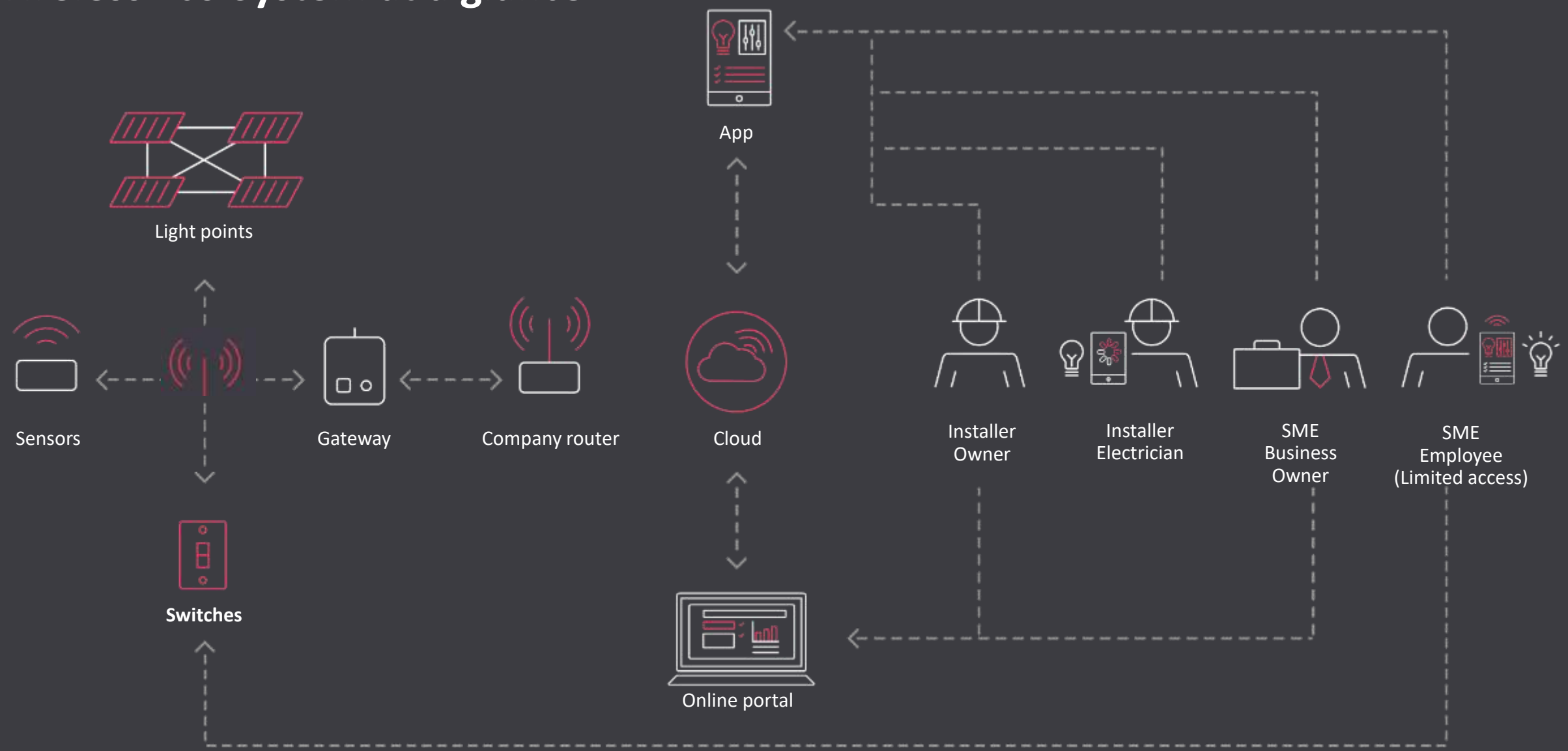- A system for you – commission lighting controls quicker and cheaper than ever before.

Industry

Office

Parking

So how are we going to do it...

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Wireless Eco System at a glance

Light points

App

Sensors

Gateway

Company router

Cloud

Switches

Online portal

Installer Owner

Installer Electrician

SME Business Owner
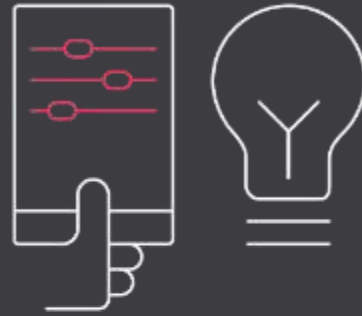
SME Employee (Limited access)

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Benefits for Customer & Professional Installers

Benefits for your customers

Maximum comfort:

- Perfect light for daily business in all areas, while supporting your employees' well-being

- Optimized and personalized light levels for: employees, tasks, safety and security via app

- Employees feel better and are more productive

Control and efficiency:

- Fast light adaptation at owner's and employees' fingertips via dedicated app

- Automated light behavior during day, no forgotten rooms, less manual switching

- Monitor lighting, energy and facility via dashboard or app

Energy savings:

- Maximum energy savings via schedules, motion and daylight sensing

- Meeting regulatory targets, tap into incentives and subsidies

- Demonstrate social responsibility

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Benefits for professional installers
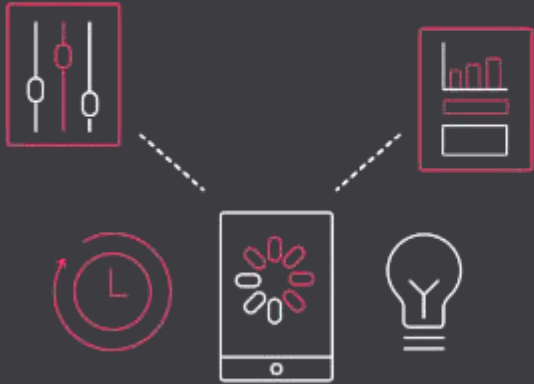
Do more, be faster:

- Breakthrough in commissioning speed via app

- Faster installation without costly signal cables (Dali)

- Advanced features with low training effort
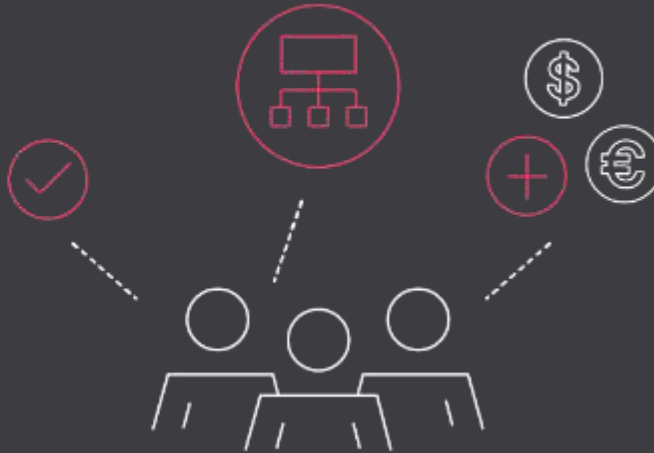
Add value:

- Deliver connected benefits at a lower total project cost than other systems on the market

- Strengthen image as professional and expert beyond LED conversion

- Stay preferred over online buying
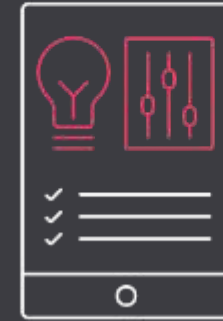
Improve efficiency:

- Become a trusted advisor by using new insights generated by data via the dashboard

- Get positive callbacks for additional business and recurring revenue

- Reduce cost to serve by monitoring system health and product info on the system portal

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Join us now, ride the IoT wave and shine!
Don't get left behind...

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Simple Innovation Adoption S-Curve

"What's suddenly going wrong?"

"OMG, we're doomed!"

"We're all going to be rich!"

"New 32 inch screens and free massages for everybody!"

LED Light Sources;

"Wow, what is happening??"

extremely long life-time compared with conventional…

"OK it's still early, but where is the traction?"

"This thing is not going anywhere"

"OK, maybe it's not hopeless"

Inflection point

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