

# WHY Z-WAVE: INSTALLER

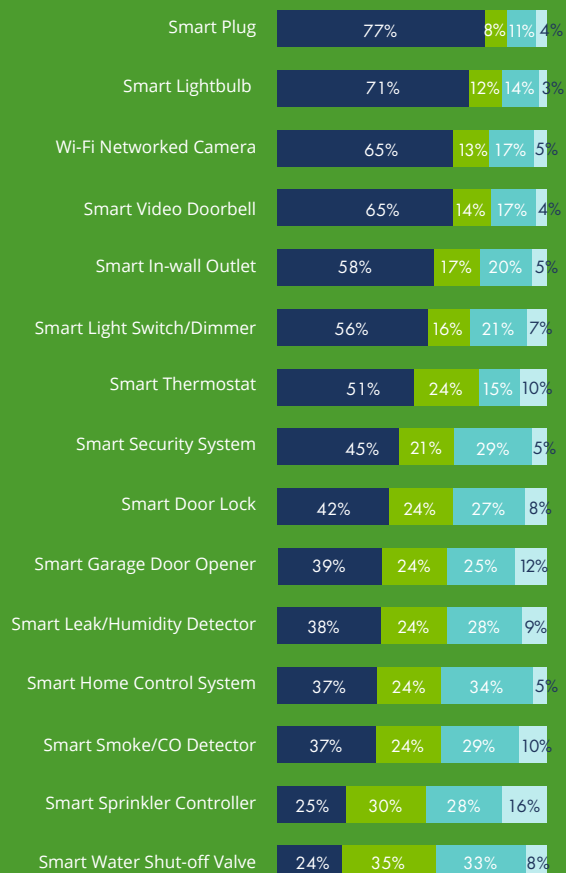
VOLUME 5



## DIY versus Professional Installation

### INSTALLATION METHODS

- It came installed with the home
- The company that sold the product and any accompanying service
- A contractor or installation service hired separate from device purchase
- DIY, a family member, or friend



## How professional installation and integration can fulfill the promise of the smart home.

For many, home has become the center for both work and leisure, and this has increased the demand for smart home amenities. The rise of DIY (do-it-yourself) is at an all-time high – and that bodes well for the pro integration channel. Findings from the Z-Wave 2022 State of the Ecosystem Report have revealed that DIY, or self-install, has become one of the dominant means of smart home technology installation.

This spike in DIY installation coincides with an increase in overall smart home awareness. Put simply, the smart home continues to gain traction and that means opportunities abound for installers. According to [CNET](#), 2022 is the banner year for realizing the dream of smart homes. Reasons include:

- Pandemic-fueled surge in appetite for new homes
- Increasing average internet speeds that make connected technologies easier to use
- The upcoming Matter communications protocol which may finally unite “a historically siloed industry”
- Growing consumer comfort with technology

# 110m



Research has shown the number of U.S. adults that own a smart home device is equal to **110 million people in 2022.**

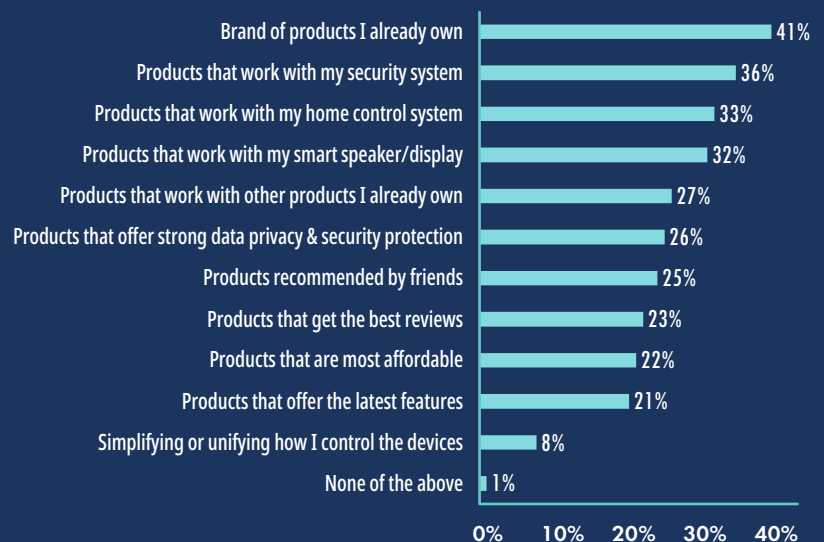
Source: [Interpret](#)

As the DIY installation pace increases, dealers and professional technology installers (PTI) are presented with an increasing opportunity to enhance those experiences. Where whole-home control systems offer pro installers attachment rate opportunities, the inverse is also true. Effective starter smart home systems can be built around a few key product categories. In fact, research shows that over one-third of multiple device owners are influenced by brand loyalty in subsequent purchases.

The challenge lies in a PTI's ability to create a system that unifies these categories for the end-user. By making it easy for their customers to control and operate their starter systems, installers lay the groundwork for future upgrades, and thus, additional business and revenue.

For decades, interoperability and backwards compatibility have served as pillars of the Z-Wave protocol. This has allowed the Z-Wave product ecosystem to flourish to over 4,000 devices that have been certified to work together. Through this ecosystem, the professional channel has access to products from a wide variety of manufacturers that can be leveraged to create a cohesive, powerful, and functional starter smart home system.

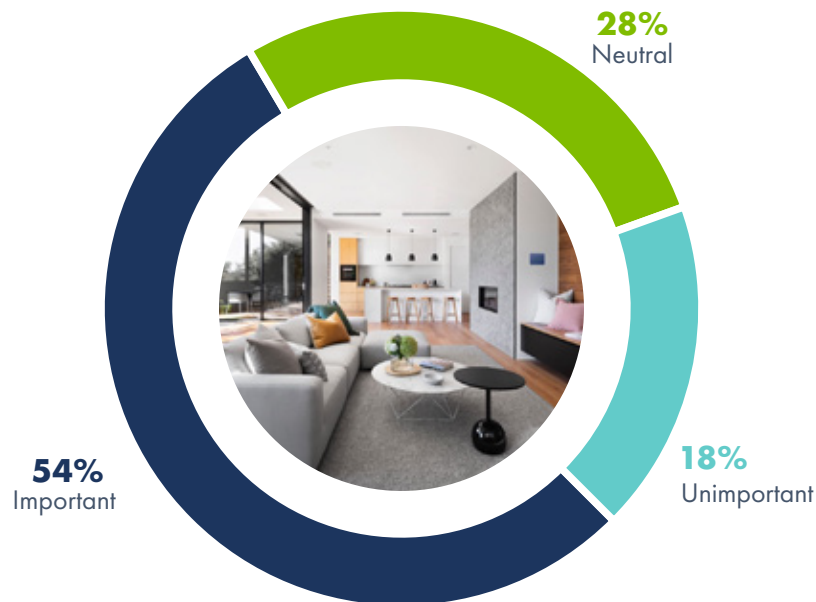
## Influence on Subsequent Smart Home Purchases



Source: [Interpret](#)

# Building Brand Loyalty with Z-Wave

## The Hub of the Z-Wave Smart Home Ecosystem



54% of device owners believe interoperability is important for their next purchase.

To expand a system beyond the confines of a single standalone solution, PTIs understand that a hub or gateway must be installed to serve as the center of the system. To build a starter system powered by Z-Wave, all that is required is a hub that supports the Z-Wave protocol. Homeowners have consistently shown to be ambivalent to needing a hub in their smart home system; in fact, the best solution for device interoperability and functionality is often with a hub. Hubs host more components, including dormant technology that can be activated through OTA (over-the-air) updates.

As the smart home industry continues to add multi-protocol-chips to hubs, interoperability and the shelf life of devices increase.

With 54% of smart device owners stating interoperability is a key factor in their next purchase, homeowners do not want to abandon legacy devices like sensors which can last up to ten years just because a new protocol such as Matter enters the market. Instead, a multi-protocol hub carries all legacy devices forward, and the homeowner has an even larger ecosystem of brands and devices to choose from.

Manufacturers such as Aeotec, Thinka, and ATHOM Homey are just a few of the smart home hub manufacturers that can help PTIs get started. It would be remiss not to mention that smart security systems with Z-Wave can also become the hub that controls a home's security devices as well as comfort, convenience, and lifestyle devices.



Thinka Z-Wave with Z-Wave Plus S2



Athom Homey Pro with Z-Wave Plus S2

## Light the Way with Smart Lights

No one likes to come home to a dark house, and with the right Z-Wave devices, a PTI can ensure this never happens again for their customer. Lighting is universally understood, making it an ideal system starting point for homeowners. The professional channel has access to a myriad of intelligent solutions ranging from bulbs, switches, dimmers, plug-in modules, relays, and outlets that can be deployed, at scale, to add smart lighting to any environment. Projects ranging from single family homes to multi-unit dwellings have relied on Z-Wave lighting as a cost-efficient and energy-efficient solution. Once a customer has lived with a sample of what automated lighting can do for them, they are eager to enhance that experience with add-ons. Solutions from companies such as Jasco, HomeSeer, and Sengled can help PTIs build out a robust smart lighting system for customers seeking out a starter system.



## Unlock Opportunities with Access Control

Safety and security continue to be one of the prominent drivers of smart home technology adoption. Like smart lighting, smart door locks are intuitive and an easy-to-understand add-on for customers. Smart door locks provide end users with peace of mind. The ability to lock or unlock a door from anywhere gives homeowners the ability to grant access to their home to authorized guests, service technicians, or delivery personnel, while also receiving notifications when kids are home from school or when the status of a lock changes. We've seen access control continue to evolve over the past few years. Smart locks continue to be one of the most popular categories for introducing homeowners to the smart home, and advances and innovations from Alliance members such as Masonite, who introduced the smart door earlier this year, and DEN, who introduced the first wireless, communicating door strike that installs discreetly into the door frame. Aesthetically pleasing and yet completely practical solutions are often the products that first peak interest from a consumer, and it's the professional, whether that is the security dealer of the PTI, who can really deliver on the promise of the smart home.



**DEN SmartStrike™** is the first wireless, communicating door strike that installs easily and discreetly in the door frame.



**Masonite M-Pwr™ Smart Doors** are the first residential exterior doors to integrate power, lights, a video doorbell and a smart lock into the door system.

## Go with the Flow via Water Leak Detectors & Shut-off Valves

Across surveyed owners of smart home devices, the 2022 Z-Wave State of the Ecosystem Report revealed that smart water shut-off valves and flood and/or leak detectors were among the most popular Z-Wave devices owned. For pros, this means that consumers are more aware than ever of technology-based solutions that solve real (and costly) problems within the home. In the same fashion that motion sensors or security cameras provide users with alerts of unwanted intruders, smart water devices alert customers to the presence of water and can even be used to shut off the water to the house entirely and thus mitigate costly repairs due to flooding or water damage. These solutions represent an easy system add-on to professionals building a starter kit and can easily be found from manufacturers such as Zooz, Fibaro, and Dome.

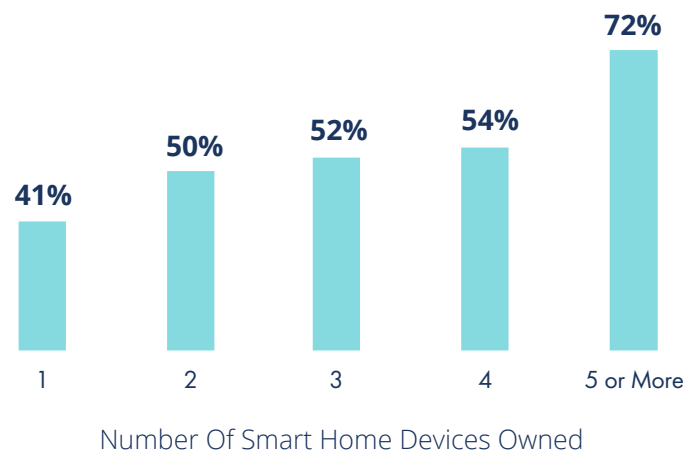
## Smart & Scalable Starter Smart Home Systems

The rise in DIY means the likelihood that a potential customer already has some smart home technology in their lives has exponentially increased. The work-from-home movement continues to drive interest in home technology conveniences as upgrading the home network has been a huge boom for PTIs over the past 24 months. Looking forward, there is incredible opportunity for professional technology installers to serve as the liaison between what their customer currently has, and what their system could become. PTIs can gain add-on business and services from the recent swell in smart home awareness that self-installation has helped inflate.

### Importance of interoperability increases as more devices are owned.

Z-Wave Alliance and member companies continue to offer education, tools, and trainings for professional technology installers. Market growth will continue, and consumers will continue to migrate from self-installed to professional services. With increased quantity comes increased complexity, as the market matures with an increasing average number of devices owned, consumer interest in interoperability will increase as well. A direct relationship exists between the number of smart home devices owned and the importance of interconnectivity. As the market matures with an increasing average number of devices owned, consumer interest in interoperability will inevitably increase as well.

% Of Respondents Stating Connecting Devices Is Important For Next Purchase



Source: [Smart Home Matrix](#)



With the average number of connected devices per home standing close to seven, and not including smart phones, computers or TVs, there has never been more smart devices per household than right now. Five years from now that number is only expected to grow.”



## Join and Develop

Z-Wave Alliance is a member-driven standards development organization (SDO) dedicated to market development, technical Z-Wave specification and device certification, and education on Z-Wave technology. Members work together to develop the open-source standard. To start the process of becoming a member of the Z-Wave Alliance, please download the [Membership Application Agreement](#) and return it to [administration@z-wavealliance.org](mailto:administration@z-wavealliance.org).

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