Radisys
reach

Smart Home Solutions
to Enhance Operator Broadband Portfolios

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Broadband access is a significant revenue source for service providers/operators, estimated to be worth $326 million globally by 2024.[1] Although large, the broadband access market is mature, slow-growing, and becoming increasingly competitive. The five-year CAGR for telco-provided broadband access is a low single-digit figure in most mature markets[1], leaving service providers to look for opportunities to bundle broadband with complementary services in order to retain their market share. Smart home services are an attractive revenue growth area for service providers that is likely to continue to grow over the medium-to-long term.[1]

> **Radisys offers a full suite of smart home hardware and software,** including a cloud-based management application, to enable operators to extend the utility of their broadband data plans and grow revenues.

Our smart home solutions help offer operators safety and security by connecting all smart home appliances, sensors, security cameras and controllers. Convenient packages give operators turnkey product bundles, or they may choose to build their own bundles.

Radisys' proven strategy helps broadband service providers develop new revenue opportunities and grow average revenue per customer (ARPU) while managing costs and streamlining operations. Our team of experts work collaboratively with operators to curate the best end-to-end solution that is scalable and extensible, and we provide ongoing support to ensure success.

Enhance Your Broadband Portfolio and Create Long-Term Value

Adding smart home solutions to the broadband portfolio is an excellent way to extend the utility of fixed and mobile broadband data plans and increase average revenue per user (ARPU). Operators can earn revenues from smart device sales and may also monetize ancillary services to create new revenue streams. Ancillary services, such as analytic reports and home security insurance, are an example of how smart home solutions may be leveraged to create opportunities for additional revenue streams.
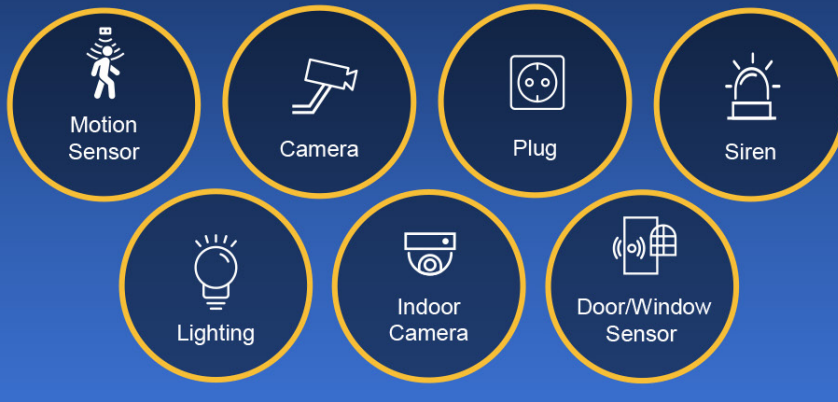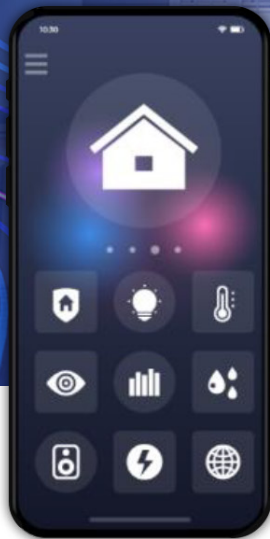
Pairing smart home solutions with all-inclusive data plans adds utility without increasing the cost of users' existing plans, making data plans stickier.

> Broadband access is a significant revenue source for service providers/operators, estimated to be worth **$326 million globally by 2024.**[1]

Smart home solutions complement fixed and mobile broadband data plans in quantitative ways and create long-term value for operators.

- **Build Consumer Trust**
  Extend the value of your brand with fully customizable smart components

- **Integrated Bills**
  Offer a broad array of smart home components to complement data packages on a single, integrated bill for optimal customer convenience

- **Make Data Plans "Sticky"**
  Retain existing customers with new service offerings that extend the utility of their existing data plan at no added cost

- **Sell to Your Existing Customer Base**
  Minimize acquisition costs and create new revenue streams by expanding your portfolio with complementary devices and services

- **Increase Average Revenue Per User (ARPU)**
  Grow revenues by expanding services within your customer base

Motion Sensor · Camera · Plug · Siren · Lighting · Indoor Camera · Door/Window Sensor

Smart Home Solutions Extend the Utility of Telco Broadband Packages with Life-Enriching Capabilities
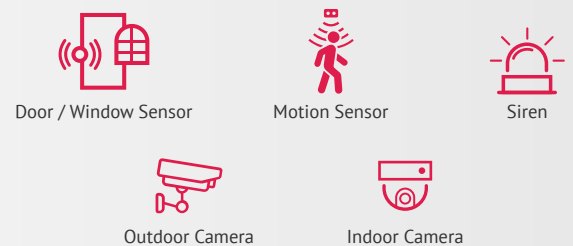
Radisys offers a complete solution set of fully-brandable smart components which are available in convenient turnkey product bundles. These turnkey product bundles allow operators to go to market fast with scalable product packages for home security and smart energy management. Operators may build their own bundles for limitless flexibility and endless use cases or choose among our pre-bundled product packages for faster time to market.

Let's explore some of the capabilities within each proposed product bundle.
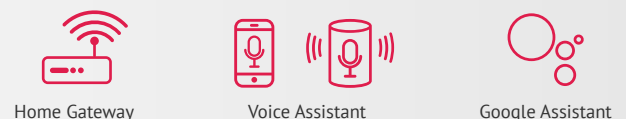
Safety and security package: This package includes smart cameras, motion sensors, smoke and carbon dioxide detectors, window sensors, motion sensors and door sensors—all providing constant home security and surveillance. This solution enables customers to have full control of their home while at home and away through the ease of the smart home app optimized with your brand. Operators can deliver to their subscribers the peace of mind of knowing that their residence is safe and secure.

Smart energy management package: This package includes smart plugs to upgrade ordinary appliances and lighting and electronics to become smart devices. With the smart energy management package, operators can help subscribers to automate household energy usage for added convenience and cost savings.
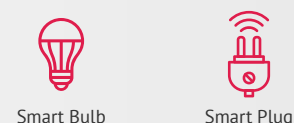
SAFETY AND SECURITY PACKAGE

Door / Window Sensor · Motion Sensor · Siren · Outdoor Camera · Indoor Camera

DEVICES

Home Gateway · Voice Assistant · Google Assistant

SMART ENERGY MANAGEMENT PACKAGE

Smart Bulb · Smart Plug

Radisys Smart Home Gateway

The Radisys Smart Home Gateway is the central node of the Radisys Smart Home solution. The Smart Home Gateway connects with sensors and cameras from multiple vendors, enabling seamless and efficient home automation and surveillance. Connecting to sensors over Zigbee and to security cameras over Wi-Fi, the Smart Home Gateway can use Wi-Fi or Ethernet for backhaul to connect with the Cloud backend.

Once deployed, the software on the Smart Home Gateway and Cloud backend provide the home automation services. The Radisys Smart Home solution is designed to be integrated with broadband ISP OSS and BSS systems. Consumers will get a mobile app to manage their service and operators will get a web UI (user interface), which can be integrated into the network operations center (NOC).

Radisys Smart Home Key Features

FOR OPERATORS

Consolidated Billing
Easily integrate smart home billing with existing services
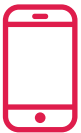
Remote Management
Remotely manage Smart Home infrastructure via a web-based admin portal

Built-in Analytics
Monthly reports and dashboards enable operators to make personalized recommendations based on customer usage

FOR SUBSCRIBERS

Mobile App
One app to control all your smart devices—receive notifications and monitor your spaces while at home or away

Video Capture
Videos may be stored on the mobile phone, an SD card or in the cloud and viewed directly from the mobile app

Voice Control
Conveniently control your home with voice activation. Integration-capable with Google Assistant

Easy On-boarding of Devices
No hassle plug-n-play installations

Area Control
Label and manage designated zones on your property

Geo Fencing
Mobile app uses phone location to automatically trigger intelligent rules

Rule Engine
Set home automation triggers to optimize security, automation, energy use, and other rules

Minimal Service Disruption
Automatic battery backup during power outages for continuous service

Create Scenes
Control multiple devices and settings with a single click

Flexible Hosting Options
Cloud hosting is available on public cloud and private data centers

Radisys Gives Operators More Ways to Monetize Their Smart Home Solutions

Radisys offers a complete smart home solution set, fully customizable and brandable for operators to extend the utility of their data plans, grow ARPU and create new revenue streams. Hardware, software and a mobile app enables operators to quickly go-to-market with a comprehensive one-stop solution for their subscribers' needs. Flexible smart home solution packages from Radisys give operators more ways to monetize their data plans, including:

- Cross-selling and up-selling opportunities for advanced packages, subscriptions and bolt-on services. For example, operators can monetize data analysis by offering premium service packages which include monthly reports. Analytics and data dashboards are standard with Radisys' smart home offering.

- Hardware sales offer new revenue streams for operators, attracting new customers and helping to retain existing customers.

In a recent report Omdia and Broadband Forum declare that smart home services represent a new growth opportunity that is "likely to continue to grow over the medium-to-long term as innovation around as yet unthought of use cases are developed". [1] The Radisys smart home portfolio is an end-to-end scalable and extensible solution set designed to help operators grow ARPU and expand their service offerings to make data plans stickier. Contact our team today to get started.

Security

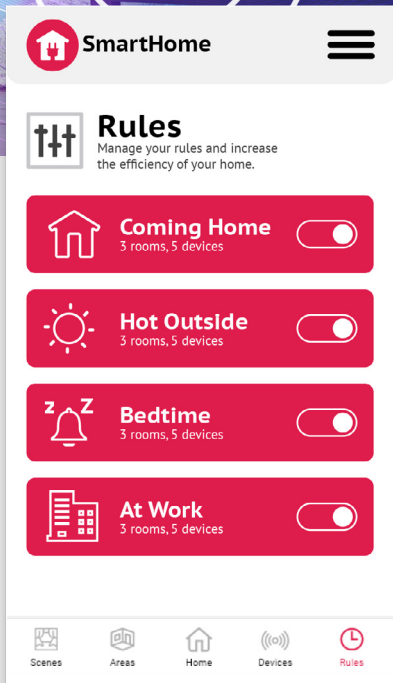## MOTION SENSOR ALARM

1 Homeowner leaves for a weekend trip and has forgotten to lock the windows.

2 The subscriber's motion sensor detects movement near the rear entry.

3 The subscriber receives an instant notification via the Smart Home app.

4 The user remotely turns on the lights and sounds the alarm to ward off the intruder and alert the neighbors.

Energy Management

SmartHome

Rules
Manage your rules and increase the efficiency of your home.

Coming Home
3 rooms, 5 devices

Hot Outside
3 rooms, 5 devices

Bedtime
3 rooms, 5 devices

At Work
3 rooms, 5 devices

Scenes Areas Home Devices Rules

Intelligent rule engine learns your usage habits and makes suggestions to help optimize your usage for efficient energy management.

Scheduled cut-off times

Intelligent rule-based cutoffs (switch on/off) and light dimming

Motion-based switch on/off

Why Radisys

- 30+ years of domain knowledge and telecom solution development and integration expertise to solve most complex and mission critical deployment challenges
- Pioneer and industry leader in Open Broadband Access Transformation
- Leadership role in Software Defined Passive Optical Networking (SDPON) standards with active contributions to Open Networking Foundation.

REFERENCE

[1] Omdia in partnership with Broadband Forum, "The Future Telco-Connected Home", January 2021

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