


Market Trends





Market Trends and What They Mean for All of Us

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A modern glass and metal walkway or staircase with a curved railing, overlooking a city skyline at sunset. The sky is a mix of blue and orange, and several tall skyscrapers are visible, including the Shanghai Tower. The walkway is in the foreground, and the city buildings are in the background.

**Macro Trends and
Where they are
Leading us**

MACRO TRENDS: DISRUPTION IS ON THE HORIZON

**Internet of
Building Things
IoBT**



**+400 new entrants to
Building Energy
Management Systems**



**Utility
Death Spiral**



**Mergers &
Acquisitions**

**Economic and
Government
Regulation**

**Corporate
Sustainability
(green is green)**

**Small Buildings
Getting Big**



Less
Attention



Underserved



Simpler

CUSTOMERS ARE CHANGING BEFORE OUR EYES

Energy Management

72%

“Know about trends in building energy management and have the time or interest in knowing more.”

3-5% Cost/Yr

68%

“I spend lots of time thinking about energy consumption and cost.”

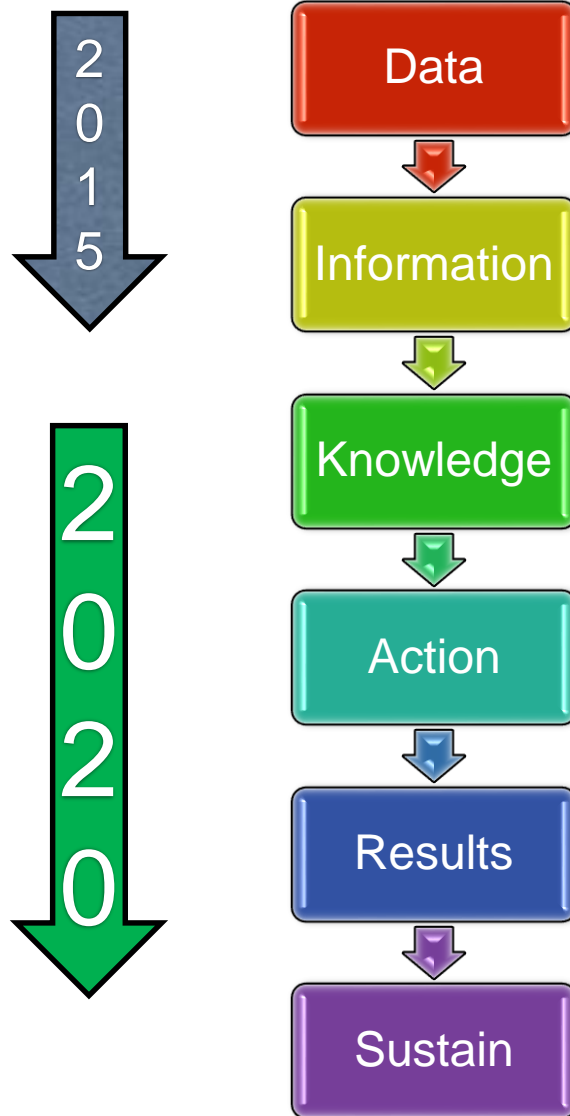
Business Results

68%

“My management does see a connection between capital investments in our building and the mission of our business.”



Getting to RESULTS

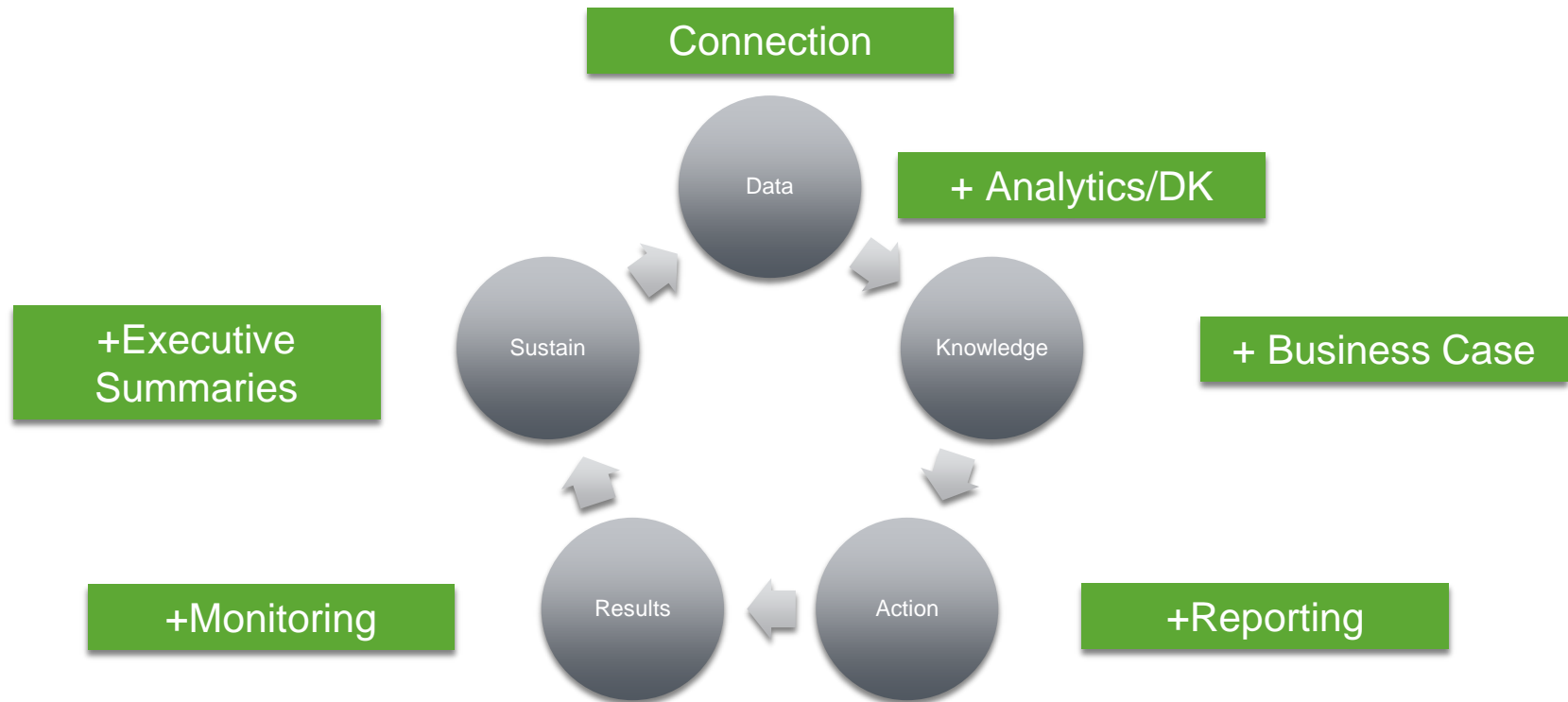


What This Looks Like...

- ▶ How many people own a programmable thermostat?



The Work of Getting to Results



Smart Buildings



“This is Easy!”



Thank You!



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