How WiFi Motion Can Play With Other Security Solutions

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In the dynamic world of home monitoring, service providers are not content with simply keeping up—they strive to lead the pack. Driven by the escalating demand for reliable and comprehensive solutions, security companies strategically invest in research and development to enhance their offerings, ensuring they remain at the forefront of the rapidly evolving home security landscape and leave no room for compromise when safeguarding our most cherished spaces.

Recognizing the need for adaptation, security providers are looking to fit solutions like Cognitive's Wi-Fi Sensing solution, WiFi Motion™, into their existing product portfolio to maximize their potential for success in the security market and beyond. WiFi, as the backbone of most homes, plays a critical role in delivering a **seamless user experience that encompasses comfort, convenience, and, most importantly, security**. By integrating WiFi Motion, providers can complement their professional security offerings without competing with them. Leveraging the existing infrastructure, these security companies can transform routers and devices in the home into a comprehensive motion sensing network with the aid of WiFi Motion. This approach enables seamless over-the-air upgrades, which facilitate the addition of new features and ensure adaptability to evolving security needs.

Finding the Balance Between Old and New

A growing number of service providers recognize the importance of developing comprehensive security solutions that go beyond the limitations of a standardized approach. They understand the need to create **adaptable solutions that cater to diverse requirements**, thus enabling them to capture a larger market share.

Recognizing the paramount importance of cultivating a robust security solution, numerous emerging technologies possess the potential to address this imperative. Nevertheless, companies specializing in professional security solutions may encounter difficulties conceptualizing the pivotal role that a groundbreaking technology, such as WiFi Motion, can assume within a successful solution. There may even be concerns that the new technology could compete with or replace their existing efforts. Instead of competing with existing security offerings, WiFi Motion can serve as a supporting addition, resulting in **increased customer satisfaction, revenue growth, and optimized operational costs.** Providers can leverage WiFi Motion as a customizable platform, seamlessly integrating its features in a multitude of ways.

This case study explores the following four examples of how WiFi Motion can enhance a security offering today:

1. **Upsell Channel to Premium Security**
2. **Monetize DIY Security with Additional Features**
3. **Streamline Existing Services**
4. **Integrate New Context into Professional Security**

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1. Upsell Channel to Premium Security

While most companies would prefer customers to opt for the highest-paying subscription or bundle, in reality, customers typically begin at the lowest, entry-level. For instance, in the security industry, customers often start with do-it-yourself (DIY) solutions such as simple alarm systems, smart doorbells, or front porch cameras. To encourage such customers to upgrade to a professional security subscription, security providers must persuade them to take one step at a time.

Sales teams across industries have learned that people tend to avoid sudden, significant changes. This is where the drip campaign in marketing comes in. For example, purchasing a luxury vehicle as one's first car is not the norm. Usually, individuals start with a borrowed family car, then move onto a "starter" vehicle when they have saved enough money, and eventually make the transition to a more expensive car when it is feasible. Similarly, when the average home security user is considering their options, they are much more likely to consider a DIY approach before jumping to a professional service.

Cognitive's WiFi Motion platform is a comprehensive solution that unlocks the ability of service providers to deliver innovative and effective security solutions to the market. These providers that have an existing relationship with their customers, such as those that already provide WiFi capabilities, can expand their offerings to include home awareness through WiFi Motion. For example, a service provider could offer a WiFi Motion-based solution that includes key security features such as live motion and motion notifications that would allow customers to experience a security service with no risk. It's **non-intrusive, low-commitment, and low-maintenance**, making it an excellent entry point for customers who want to try out security solutions. By leveraging its core capabilities, such as live motion detection and real-time notifications, WiFi Motion can be harnessed to develop an exceptional do-it-yourself (DIY) or entry-level security solution. This empowers service providers to cater to individuals in the market who may not yet be prepared for a comprehensive, professionally monitored security system. By providing a WiFi Motion-driven solution, a service provider can enable their customers to experiment with a security service effortlessly, devoid of any associated risks. By whetting their appetite, **customers become more susceptible to upselling** for premium or higher-tier security solutions that may be available to them.

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This example of how WiFi Motion can be included as part of the internet service package that a customer is already subscribed to takes a unique approach, setting it apart from the service provider's professional security offering. If the user experience is enticing, it can capture customers by presenting interesting opportunities for upsells, encouraging them to upgrade to a higher tier. Imagine a user thoroughly engrossed in their provider's app, attentively monitoring real-time motion within their home, which prompts a profound revelation of the significance of home security in their life. As they interact with the app, they encounter compelling prompts that invite them to enhance their security system even further. These prompts may entice customers to invest in a paid subscription, unlock advanced features by **upgrading to a higher tier of WiFi Motion-based services,** or explore the possibility of acquiring additional hardware bundles, such as cameras, directly from the security vendor.

This "lite" version not only addresses the user's immediate security concerns but also acts as a gateway for them to explore the wider range of security offerings available to them. In a competitive landscape with industry giants like Amazon (with Ring doorbells) and Google (with Nest cameras), the availability of motion sensing capabilities already present in customers' homes, such as WiFi Motion software on WiFi routers, provides a significant competitive advantage unique to the service provider. This advantage establishes a strong association between the provider's brand and the security needs of customers, reinforcing the value proposition and differentiation in the market. By implementing an entry-level version of the WiFi Motion service, users could be seamlessly guided towards an extensive selection of compelling and valuable security solutions, **fostering a stronger sense of trust and engagement with the security provider.**

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2. Monetize DIY Security with Additional Features

Service providers can further harness the potential of WiFi Motion by integrating it into a comprehensive DIY security solution. By incorporating WiFi Motion into the home router and bundling it with a customized package tailored for individuals seeking a DIY security solution, essential components like motion sensing functionality, alarms, and cameras can be seamlessly incorporated. This approach offers a convenient and comprehensive solution for those looking to enhance their home security setup. Through bundling these hardware components together, security providers can present a more comprehensive solution that surpasses the motion-only home monitoring described earlier and **offer the integrated bundle at a more affordable price** compared to their full-fledged professional services. This pricing strategy aims to introduce customers who may have never considered the provider's security offerings or who have only opted for the basic level to the wider capabilities and services available.

Incorporating WiFi Motion functionality into existing or new DIY security solutions offers a compelling go-to-market (GTM) opportunity. The **DIY security user demographic represents a significant portion** of both current and potential customer bases, making it a crucial target for engagement. However, many DIYers are hesitant to adopt more professional security options due to mismatched needs, expectations, or preferred setup methods. To address this, security providers can develop a new DIY security solution or enhance their current offering to cater specifically to this group.

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What sets this offering apart is its utilization of the existing infrastructure in a customer's home, leveraging WiFi routers and clients as the backbone of the service. By adopting this approach, the barrier to entry for customers is significantly reduced. Instead of having to invest in a multitude of costly sensors that require extensive installation throughout their homes, customers can simply purchase a camera or alarm. **This streamlined solution offers a more accessible and cost-effective option for customers to embrace home security.** This type of DIY solution, enhanced by WiFi Motion, can extend the capabilities of a standalone camera, delivering the value of a comprehensive DIY home monitoring system.

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Service providers can effectively monetize this DIY security solution by implementing a paywall, prompting customers to subscribe to a monthly fee or purchase the bundled package. To further enhance the functionality of their integrated DIY home monitoring solution, service providers can achieve seamless integration of WiFi Motion within their existing app. As customers increasingly rely on this comprehensive solution, they have the opportunity to augment their setup by acquiring additional hardware components, such as door or window sensors. This allows for a more robust and customizable DIY security system that meets the evolving needs of customers. This iterative approach allows customers to continue valuing the core functionality provided by the initial DIY offering while expanding their system's capabilities, resulting in a higher average revenue per user (ARPU).

This progressive approach also acts as a catalyst, enabling customers to seamlessly transition from a basic DIY offering, such as WiFi Motion and a camera, towards a more comprehensive DIY solution that incorporates a wider range of hardware products. Furthermore, this approach **lays the foundation for potential future upgrades to a professional-grade security solution.** By embracing this gradual progression, customers can adapt their security setup, expanding it to meet their evolving needs and aspirations for enhanced protection. Moreover, customers who require security measures are likely to seek equipment independently from retailers like Best Buy and Amazon. By offering a fully integrated solution encompassing cameras, alarms, and Wi-Fi Sensing, service providers present a more convenient and comprehensive option, eliminating the need to purchase and synchronize individual components. Opting to purchase from the service provider instead of a retailer like Best Buy, which has traditionally been the default choice for customers, can result in increased revenue for the service provider. Some service providers offer these add-on devices as standalone purchases, while others utilize them as a means to raise subscription prices. By offering these supplementary devices directly, **service providers can capture a larger share of the market and capitalize on the potential for increased revenue streams.**

By integrating WiFi Motion with DIY hardware and implementing a paywall, service providers can effectively penetrate the DIY security market, cater to customer preferences, and generate a sustainable revenue stream.

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3. Streamline Existing Services

The software-based nature of WiFi Motion has significant appeal for professional security offerings. Security providers seek to reduce operating expenses and their bill of materials without compromising the customer experience. **WiFi Motion empowers these providers to offer equal or superior security sensing coverage at comparable prices** while significantly reducing installation costs and hardware requirements typically associated with traditional cameras, PIR (passive infrared) sensors, and contact sensors. Moreover, the integration of WiFi Motion requires no additional hardware, leading to fewer troubleshooting calls and an efficient system setup. Its ability to turn pre-existing connected devices into motion sensors makes it an ideal choice to **streamline service operations.**

The integration of WiFi Motion into security systems not only effectively mitigates costly false alarms but also introduces a heightened level of accuracy and context to the detection process. Within the security industry, concerted efforts are being made to tackle the persistent issue of false alarms reported to law enforcement agencies. Legislative initiatives aimed at establishing standardized requirements and procedures before dispatching alerts to authorities are currently under development worldwide. In the United States, for instance, the Verified Response or Enhanced Call Verification (ECV) standard mandates that security system providers verify alarms through visual confirmation or additional evidence prior to notifying authorities. The primary objective of these standards is to significantly reduce false alarms, ensuring that law enforcement resources are efficiently allocated to genuine emergency situations.

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Unlike traditional PIR sensors, WiFi Motion captures multiple data points, allowing for a more **nuanced understanding of the situation**. Imagine a security system equipped with a PIR sensor that detects movement at the front door, triggering an alert. In this scenario, the information is limited, leaving uncertainty about the nature of the event. Was it a potential home invasion or simply a door affected by the wind or a moving tree branch outside? Now imagine a different scenario where WiFi Motion is integrated into the security system. As soon as motion is detected at the front door, the system **seamlessly captures multiple points of data, providing a more detailed picture.** It tracks the motion's journey, revealing its path as it moves from the front door to the kitchen and beyond. This enhanced level of insight significantly reduces ambiguity. With WiFi Motion, it becomes clear that the detected motion is not the result of a wind-blown door or a tree swaying outside. Instead, the comprehensive data suggests a more plausible scenario—a potential home invasion.

WiFi Motion's ability to analyze and correlate motion across different areas enables an accurate distinction between harmless events and potential threats, reducing false alarms and ensuring appropriate actions are taken. This advanced capability empowers security providers and end-users with a deeper understanding of security breaches, effectively addressing the challenges they face. Moreover, by replacing traditional PIR sensors with WiFi Motion technology, substantial cost savings can be achieved for both end-users and manufacturers. PIR sensors often require intricate installation processes, along with ongoing maintenance and potential replacements. In contrast, WiFi Motion leverages existing Wi-Fi infrastructure, e**liminating the need for complex wiring and reducing installation efforts.** This streamlined approach not only cuts down on equipment and installation costs but also minimizes the maintenance and replacement expenses associated with traditional sensors. As a result, this cost-effective solution allows end-users to enjoy significant savings while boosting profit margins for providers in the security industry.

Integrating WiFi Motion into the security system enhances its effectiveness, value, accuracy, and reliability. It eliminates the need for expensive PIR sensors, verifies intruder alerts, and seamlessly integrates with any device, offering comprehensive insights that provide more value to end users.

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4. Integrate New Context into Professional Security

This go-to-market strategy builds on the foundation of the previous solution by integrating WiFi Motion into an existing professional security solution. However, unlike the previous strategy, which aimed to reduce costs and enhance alert verification, this one focuses on enhancing existing features to increase customer satisfaction and, ultimately, ARPU. **The key to winning customers over is ensuring that they receive true, useful value** in proportion to the price point of the product and making them feel valued as customers of the brand. WiFi Motion effectively delivers this value by facilitating the acquisition of new insights and capabilities that enhance overall functionality and remove the need for additional resources, effort, or time investment.

Integrating WiFi Motion into a professional security package enables the service provider to offer new features that enhance the user experience, increase customer satisfaction, and differentiate their service from the competition. For instance, WiFi Motion increases coverage area without requiring additional hardware, enabling motion sensing capabilities in previously difficult-to-monitor areas such as bedrooms and bathrooms. The inclusion of this improvement **significantly enhances the perceived value of the security package.** Its superior coverage serves as a compelling factor that can effectively attract new customers, distinguishing the service provider's offering from that of competitors. By emphasizing the comprehensive protection provided, the service provider can establish a strong competitive edge and entice potential customers to choose their solution over alternatives in the market. With WiFi Motion integrated into the router or security hub/panel, users who are already paying for professional home security through their provider can enjoy even better security features. For example, WiFi Motion's three-dimensional motion insights provide professional security systems with enhanced capabilities, including insightful home activity trends, revealing motion patterns within the residence, and advanced details during motion detection burglar events, **empowering service providers to deliver comprehensive, detailed information that enhances the effectiveness and efficiency of their security systems.** Security providers can even offer these insights as a value-added service that users can upgrade for a fee to gain access to.

In addition, security providers can leverage WiFi Motion to trigger various smart home applications. When motion is detected in specific areas of a home, the system can automatically activate lights, record camera footage, or sound a siren, enhancing the overall user experience and increasing the perceived value of the security package. By incorporating WiFi Motion into their professional security offerings, service providers can enhance the value and competitiveness of their existing professional services or differentiate their new offerings, which is critical for a service provider aiming to increase customer satisfaction and ARPU.

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WiFi Motion Helps Reach the Fullest Potential

WiFi Motion presents an exceptional opportunity for service providers to power new services, complement existing offerings, and stay ahead in the dynamic world of home monitoring. By seamlessly integrating Cognitive's WiFi Motion solution, providers can **enhance their existing security systems without competing with them.** The possibilities and combinations of WiFi Motion are boundless, and the examples examined in this whitepaper represent merely a fraction of the numerous viable GTM strategies that can be pursued.

In summary, WiFi Motion can offer users a compelling introduction to home security, providing them with a positive experience that can subsequently serve as an effective upsell channel for more comprehensive security offerings. Another avenue would be to seamlessly integrate WiFi Motion with other security products, enabling service providers to offer a comprehensive DIY security solution that delivers optimal value, catering to the DIY market segment while presenting monetization opportunities. This integration can be seamlessly incorporated into an existing DIY service or introduced as a new, standalone service, amplifying the overall appeal and functionality for end-users. As well, integrating WiFi Motion can streamline existing services by reducing operating expenses, simplifying installation, and delivering heightened accuracy and context to the detection process, resulting in more reliable and cost-effective security solutions. Finally, by integrating WiFi Motion into professional security packages, providers can offer new features, increase customer satisfaction, and differentiate their services from the competition, thereby driving revenue growth.

With its ability to leverage existing infrastructure, WiFi Motion offers a cost-effective and efficient solution that revolutionizes the home security landscape. By unlocking advanced motion sensing capabilities and providing valuable insights, WiFi Motion enhances and augments a wide array of security GTM strategies from service providers. Its compatibility with nearly all WiFi-connected devices and integration with IoT applications further expand its versatility and value. In a rapidly evolving market where customer demands are escalating, security providers should seize the opportunity to integrate WiFi Motion into their offerings. WiFi Motion empowers providers to deliver innovative, effective, and comprehensive security solutions that address the evolving needs of customers. **It enables them to offer superior functionality, reduce costs, increase customer satisfaction, and ultimately drive revenue growth.**

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If you are a security provider striving to lead the pack and provide unparalleled security solutions, WiFi Motion should be a cornerstone of your strategy. Embrace WiFi Motion and embark on a path of success, differentiation, and customer-centric innovation in the rapidly evolving landscape of home security.

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