

SMART BUILDING INSIGHT

From Aamidor Consulting, product and market strategy for the smart building, IoT and energy sectors

Announcement!

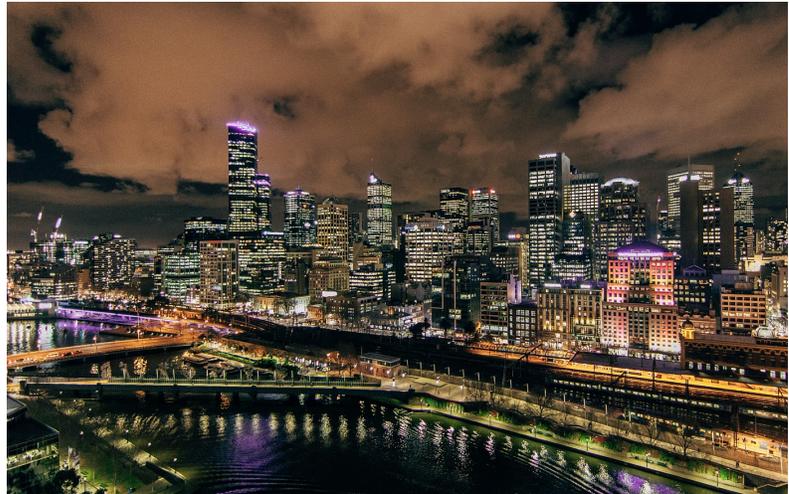
Are you an energy or facilities manager? Sign up to participate in our survey of smart building technology solutions. To receive the survey, [fill out this form](#).

Client Spotlight

When RWE, a large European utility, deployed a small team to the US to build a [new energy management solution for the US market](#), they engaged us to help understand the domestic software and services market, competitive landscape, and current partnership landscape.

Upcoming Conferences

- [Haystack Connect](#), Tampa, May 8-10.
- [Energy Manager Today Summit](#), Denver, June 5-7.
- [IBCon](#), San Diego, June 14-15.
- [CRE Tech Intersect](#), San Francisco, June 8.
- [Grid Edge World Forum](#), San Jose, June 27-29.



Letter from the Editor

The past 3 months have been exciting for smart buildings, with a number of leading companies raising money, including Blue Pillar, Powerhouse Dynamics and Urjanet.

This comes off some less promising news towards the end of 2016 and into 2017 from industry heavyweights, EnerNOC and GE, which both pared back their workforces. EnerNOC now is seeking “strategic alternatives” for individual units or the entire business. While some firms [were able to close rounds in 2016](#), many more were searching for capital. The solar industry, which may attract investment from the firms looking at smart buildings, is facing some headwinds with Sungevity’s bankruptcy early in 2017. Many solar firms are trying to lower customer acquisition costs, which is proving to be difficult. [Crunchbase](#) reports that the slight venture capital (VC) downturn in late 2016 appears to be reversing course in 2017, indicating that some of the troubles in smart building and facility technology may be due to broader VC trends.

Additionally, there has been some M+A activity in the facility management technology space that should not go unnoticed by smart building professionals. Accruent bought Verisae, GE bought

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Aamidor Consulting in the News

In April, we published a piece in GreenBiz entitled ["3 key trends peer into the future of connected buildings"](#). This article provides some insight into the way forward for smart building vendors and the market at large.

Book of Interest

We highly recommend [The Second Machine Age](#) by Erik Brynjolfsson and Andrew McAfee. It covers a variety of automation and technology advancements since the industrial revolution. Many of the insights will be enlightening to building and facility management professionals.

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ServiceMax, and Goldman Sachs invested \$150M in SMS Assist. This points towards smart building technology enabling service-oriented businesses to be deployed more broadly, rather than smart buildings being a disruptive force that will create new industry heavyweights.

In other news, Aamidor Consulting just launched its new web site, available [here](#). We hope you enjoy this **Smart Building Insight** digest – and hope to hear from you!

Noteworthy Articles and Reports

- The market for fire and security solutions in commercial buildings is nearly equal in size to HVAC, but it has not received nearly as much attention from a smart buildings perspective. That appears to be changing with OneEvent, which has launched a [predictive analytics solution for fire detection](#). As sensors continue to drop in price, it is likely that OneEvent will have more data sources to predict potential events. We will continue to monitor this space for other developments.
- An [interesting article on CBRE's acquisition of Floored](#) was recently published, shedding light on the deal. Floored focuses on 3D models to help prospective tenants lease space – it fits well with CBRE's brokerage business and makes a strong first impression on clients. This acquisition does not appear to be the foundation of a full smart building tech stack, but with [ESI](#) and [other technology investments](#), CBRE has some very useful technology assets and is beginning to [market itself as a smart buildings leader](#). In April, CBRE acquired Mainstream Software to beef up its facility management technology capabilities.
- PlanGrid is a construction-focused technology startup [recently profiled](#) for growing quickly within a "big, established industry". Point two in the article, "Break your market down into profiles, then prioritize them", resonates with us. We've seen multiple smart building vendors succeed by taking a strong focus on a particular building type or business type.
- [ACEEE recently published a report on smart buildings](#) that focuses on energy saving opportunities, broken down by building and technology type. It's more detailed than many other reports. (Free access with registration.)

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