

Smart Building Insight

# SMART BUILDING INSIGHT

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

## Announcements

**Are you an energy or facility manager?** [Sign up](#) to participate in our smart building technology survey.

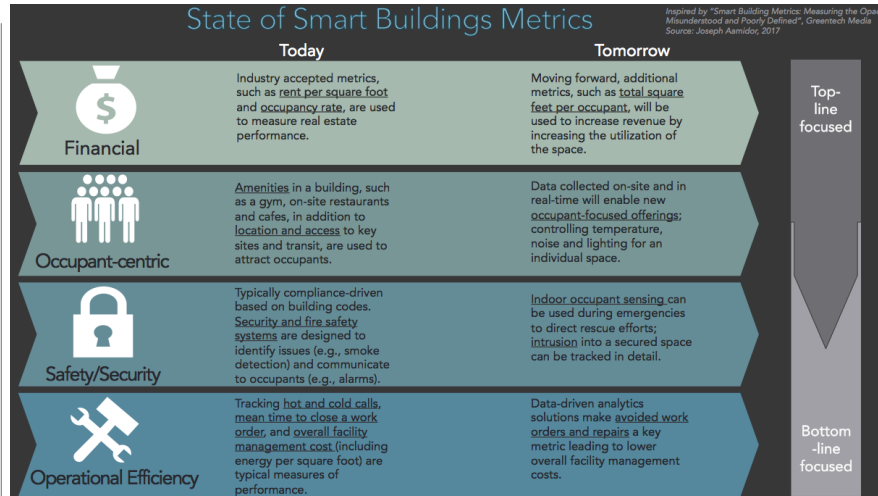
Have you missed the past issues of **Smart Building Insight**? If so, [you can access them in archives.](#)

## Client Spotlight

For the **Workplace Strategies & Design group of CBRE** in the Netherlands, Aamidor Consulting provided a briefing on occupant-centric smart building technologies to a large tech company developing a vision for their new corporate headquarters in Amsterdam.

## Upcoming Conferences

- [Building Simulation 2017](#), San Francisco, August 7-9.
- [Energy Storage North America](#), San Diego, August 8-10.
- [ACEEE Summer Study on Energy Efficiency in Industry](#), Denver, August 15-18.
- [Solar Power International](#), Las Vegas, September 10-13.
- [GreenBiz Verge 2017](#), Santa Clara, CA, September 19-21.



## Letter from the Editor

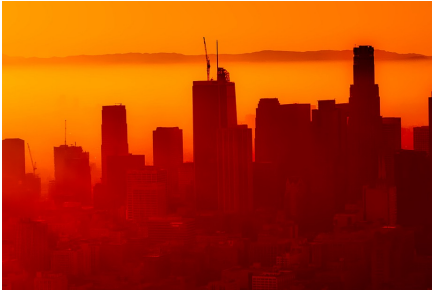
This is the Summer issue of the **Smart Building Insight** quarterly digest. Over the past few months, we've participated in discussions about the metrics that smart building technology can improve and the lack of standardization. The graphic above summarizes our thinking on the topic, in addition to a recent [Greentech Media article](#).

## Venture Capital and Investment News

- [Blackstone invested in Entic](#), an energy analytics vendor. A customer base of 65 properties is small, but making \$30-50K per customer is strong. The focus on a few specific verticals - including hotels and sports facilities - is aligned with [our recommendation on picking specific verticals](#) rather than all commercial buildings. Additionally, [Blackstone participated](#) in a new round of funding by View Dynamic Glass, which will use the investment to fund customer deployments.
- Augury, an industrial IoT firm focused on predictive maintenance, [raised \\$17M](#). This exemplifies the promise of data analytics for the built environment, though as we have written, [not all "things" in the built](#)

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## Aamidor Consulting in the News

In July, [Greentech Media](#) published our roundup of the smart buildings-related news at their Grid Edge forum. The article also was cited in [Energy Manager Today](#).

In early August, we published a piece [summarizing horizontal and vertical software solutions in energy management and smart buildings](#). This piece appeared in Building Operating Management magazine.

## Book of Interest

We highly recommend [The Grid by Gretchen Bakke](#). It's a detailed look at the history of our electric grid and some of the challenges this infrastructure presents today and in the future. Even as professionals with years of experience in energy, we learned a great deal from this book.

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[environment are the same.](#)

- [EnerNOC was bought by Enel](#). EnerNoc noted that it was seeking strategic options for its business, and the acquisition gives Enel a strong platform in the US. European utilities are acutely [aware of their changing role](#) and making acquisitions to offer a more robust set of services.
- Harvard Business Review published [an article looking back at Cleantech venture investing](#) and its decline over the past few years. This is a theme we have been highlighting in past newsletters and HBR presents a nice summary of the current state of affairs.
- At the same time, Invenergy, an energy developer, [launched a venture fund](#). Corporate venturing continues in buildings and energy as interest from traditional VCs wanes. Say that we need this kind of leadership in buildings. By focusing on a “digital application layer” they also are looking for horizontal pieces, not the full vertical technology stack. (Though it is likely that multiple investments could form a combined vertical offering in the future.)
- MCloud, a mobile asset management software firm, [acquired FDSI](#), which makes HVAC system analytics that rely only on thermostat data. The ease of integration by using only smart thermostats likely will make implementation more cost effective and less time consuming. Additionally, we are high on the connection between mobile software-based facility management platforms and operational analytics about the hardware assets in buildings. We expect more news on this front in the future.

## Noteworthy Articles and Reports

- Two national energy labs, LBNL and PNNL, [unveiled an energy retrofit ‘sensor suitcase’ for small commercial buildings](#). The goal is to lower audit cost and still identify big efficiency improvements. There is opportunity in small commercial, which is why some successful startups are focused on that building type. Open questions: Can novices use it without lots of training? How much better is this than an interval data analysis?
- While cleantech funding has been drying up, [real estate technology firms have been doing well](#). There is opportunity here, as [McKinsey notes](#) that construction is one of the least digital industries.
- [Pacific Northwest National Lab](#) recently released a new report: “Cut U.S. commercial building energy use 29% with widespread controls”

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