



Ground-breaking partnership between Communications Giant O2 and Energy Consultants Catalyst to launch its new smart home automation system, 'O2 Home'

O2 smart home roll-out thanks to new partnership

Birmingham, United Kingdom, 10th July 2017

Catalyst, a Birmingham based energy solutions company have been selected to work with communications giant O2 as an introducer to their customers of the smart home automation system, 'O2 Home'.

O2 Home allows customers to control their cameras, heating, lights, locks and more with their mobile phone. It's all controlled through a single app which can be used on a phone, tablet or computer.

Catalyst Sales Manager, Richard Jones said: "We are immensely proud to embark on this partnership with O2, and it is testament to our passion and vision for digital technology that puts us at the forefront of the home automation revolution". Richard continued "This partnership allows for the natural evolution of these solutions into the commercial arena where businesses will also be able to benefit from commercial automation services"

O2's Director of Digital Development, Katy Liddell said "O2 Home uses real, usable digital innovation to empower customers, giving them flexible control over their homes and giving them the peace of mind which comes from knowing everything is fine at home, even when they can't be there in person.

"O2 Home work with best-in-class product manufacturers, bringing the very best connected home technology to their customers, and we also work with specialists who have established expertise in a number of areas. That's why we're delighted to work with Catalyst and for them to be able to introduce O2 Home to their customers."

"We're really excited about the future of this product and how it will enhance the smart home experience. The partnership with O2 Home complements our existing cloud capabilities and allows us to better meet the demands of our clients", said Mr Chris Hurcombe, Managing Director of Catalyst.

"As we move into the digital age consumers want integrated smart solutions that can be managed remotely. The O2 Home solution is the perfect fit for this, but we are also excited about the future commercial applications of this product".

The launch marks the consulting firm's commitment to providing innovative IoT solutions and helps drive their vision forward and unlock significant value for their commercial clients and end consumers.

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TEL: 0870 710 7560
Lines open 8.30am – 5.30pm Mon to Fri and 8.30am - 12noon Sat
www.catalyst-commercial.co.uk



For further information, contact:

Catalyst Commercial Services

Chris Hurcombe,
Managing Director

T: +44 870 710 7560
E: chris.hurcombe@catalyst-commercial.co.uk

Notes for editors

Catalyst is a market leading independent energy consultancy that specializes in energy procurement and energy management services.

Catalyst provides a range of services relating to its clients' energy demands including procurement and risk management, energy efficiency consulting and planning, all of which are designed to mitigate the impact of rising energy costs.

Our utility services proposition supports all the key energy issues facing businesses and public sector organisations across the UK. These include business continuity through security of energy supply, value through cost reduction, reduction of carbon emissions and renewable energy.

As a leading consultant on carbon and energy strategy, Catalyst counts a range of major UK energy users among its clients, from the industrial, commercial and public sectors.

Catalyst has excellent high-level working relationships with numerous blue-chip companies either as their energy partner or the "go too" company for energy advice and support.

Having excellent strategic relationships across the fast-growing energy services market, Catalyst also provide specialist services to suppliers and developers of renewable energy projects.

Established in 2001, Catalyst purchases and manages a considerable proportion of the UK corporate energy market on behalf of its clients. The business has a deserved reputation of excellence and innovation, having introduced many new services and concepts to the market.

Our strategic input can add value at the highest level by helping clients manage and control energy costs more effectively. Having a balance between technical expertise and the commercial reality of our clients' requirements, we provide a blend of management and energy consultancy services that is rare in our industry.

Working in partnership with our clients, we take time to understand their business, the clients ethical and carbon requirements and of course, any future-plans which are paramount in developing the correct multi-strategy approach or solution. We maintain a holistic approach whereby expertise is directed to the objectives of each commission.

Visit us at www.catalyst-commercial.co.uk