

# Prodea Advocates for IoT Services to Create Product Value and Monetization

## *During Parks Associates' CONNECTIONS™ Europe Conference*

REDWOOD CITY, CA—October 25, 2017—It's no secret that manufacturers of connected products have been challenged in delivering solutions that solve real problems and provide valued user experiences. They also have struggled to find viable business models to support them. Strategies that create value added services which foster recurring consumer engagement will be a key area of focus at [Parks Associates](#) 12th-annual conference in Amsterdam: [CONNECTIONS™ Europe: IoT and the Connected Consumer](#) on November 1-2, 2017.

Creating those added value services and their monetization is the central theme for the panel, *"Smart Home Business Models: Transition to the API Economy"* on November 1. "The transition from hardware products to service models is challenging," noted Tom Kerber, Director of IoT Strategy at Parks Associates. "Currently, most product manufacturers are attempting to sell their products and then attempt to add services to them. Most have met limited success because their customers do not recognize that the service is a service, not a product feature, and fail to see clear value in the service."

The panel, led by Kerber, will look at the move to IoT-as-a-service model. "Only a few companies have moved boldly to the IoT-a-a-S model. Prodea is a company that enables this model and we look forward to hearing about their experience."

Prodea's Riffat Amin, VP of European Operations for IoT services platform, will join the panel to add the perspective of proven provider of private-label, value-added IoT services for more than 10 years. "As a ground-breaking IoT services provider, we know firsthand the challenges our customers face in developing new services for added revenue, improved user engagement, and better asset management. We focus on empowering our customers with the ability to quickly deliver services that unlock the value of IoT and drive business."

### PANEL DETAILS:

**What:** *"Smart Home Business Models: Transition to the API Economy"* panel at Parks Associates 12th-annual conference CONNECTIONS™ Europe

**Who:** **Riffat Amin**, Vice President of European Operations, Prodea  
**Rishi Lodhia**, Managing Director EMEA, Eagle Eye Networks  
**Bram van der Wal**, Product Owner - Smart Home, Smart Energy & IoT, Essent  
**Tom Kerber**, Director, IoT Strategy, Parks Associates

**When:** Wednesday, November 1, 4:30 p.m. CET

**Where:** Amsterdam Marriott Hotel in Amsterdam, Netherlands

**ABOUT PRODEA SYSTEMS, INC.**

Prodea Systems, Inc. is a privately held company founded in 2006 to help move humanity forward by bridging the gap between people and technology. Through their carrier-grade IoT services platform, Prodea enables its customers to quickly add and integrate private-label, value-added services to their offerings. Prodea customers include enterprises, service providers, manufacturers & governments and span vertical markets including smart device, smart home, digital health, e-government, and many others. Prodea recently acquired Arrayent, Inc. who since 2005, has been chosen by trusted consumer brands such as Whirlpool, Febreze Home™, Pentair, OSRAM Sylvania, Maytag Commercial Laundry®, Chamberlain/LiftMaster, Salus, and others to launch mass-market products across five continents. For more info, visit [prodea.com](http://prodea.com).

**ABOUT CONNECTIONS™ EUROPE**

Produced by Parks Associates, the 12th-annual **CONNECTIONS™ Europe** is a two-day executive conference focused on the impact of IoT on the consumer. The event explores innovative business strategies, new crossover industry partnerships, and advancements in IoT (Internet of Things) solutions that are creating more consumer engagement and business opportunities for smart home, cloud services, and connected entertainment solutions. Parks Associates industry analysts moderate all sessions, with discussion, insights, and networking with leading executives representing all IoT ecosystems. **CONNECTIONS™ Europe** will take place 1-2 November 2017 in Amsterdam at the **Amsterdam Marriott Hotel in Amsterdam**. <http://www.connectionseurope.com>

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