Pulse in 2030

There's a few big fish, but a lot of small fish!

We are talking about...

How our **family and friends** use ADT in 2030

Our Goals

- Identify **common dreams** people have for ADT

- Uncovers **shared goals**

- **Think Big** to uncover **ADT's potential**

" *Your job is to* ***ignore all limits*** *and imagine what "****could be****."*

What was it like before?

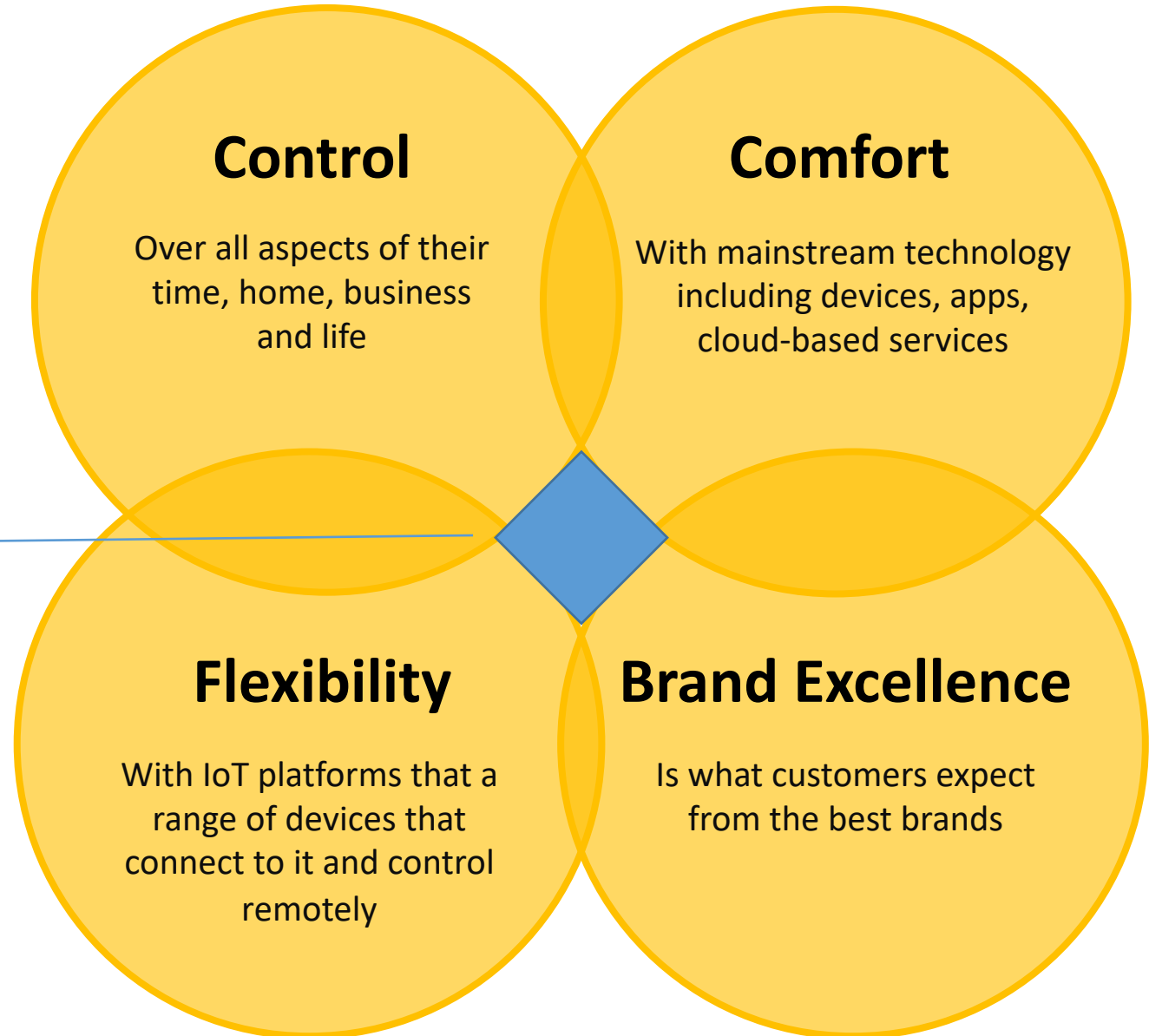*"What would we do if these **things disappeared**?"*

Let's start...
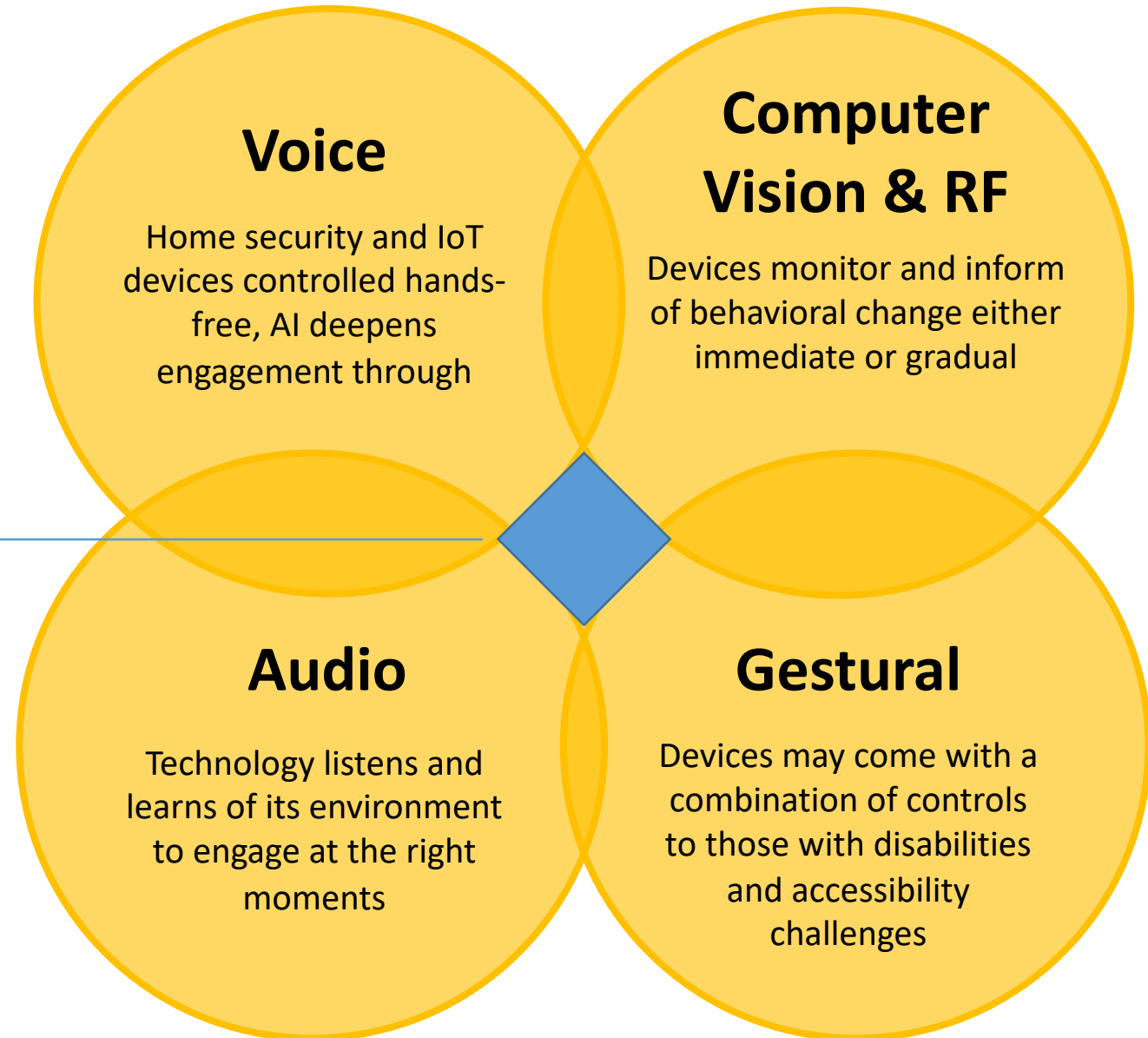
With **customer's IoT** needs

What do customer's want?

AMAZE CUSTOMERS

Customers want **hassle-free experiences** and products that **enrich** and **add value** to their lives

Control

Over all aspects of their time, home, business and life

Comfort

With mainstream technology including devices, apps, cloud-based services

Flexibility

With IoT platforms that a range of devices that connect to it and control remotely

Brand Excellence

Is what customers expect from the best brands

Interaction Options

MORE CONVENIENCE

At home, the combination of interactions **removes the "screen"** acting as the middleman so more **convenience is gained**

Voice

Home security and IoT devices controlled hands-free, AI deepens engagement through

Computer Vision & RF

Devices monitor and inform of behavioral change either immediate or gradual

Audio

Technology listens and learns of its environment to engage at the right moments

Gestural

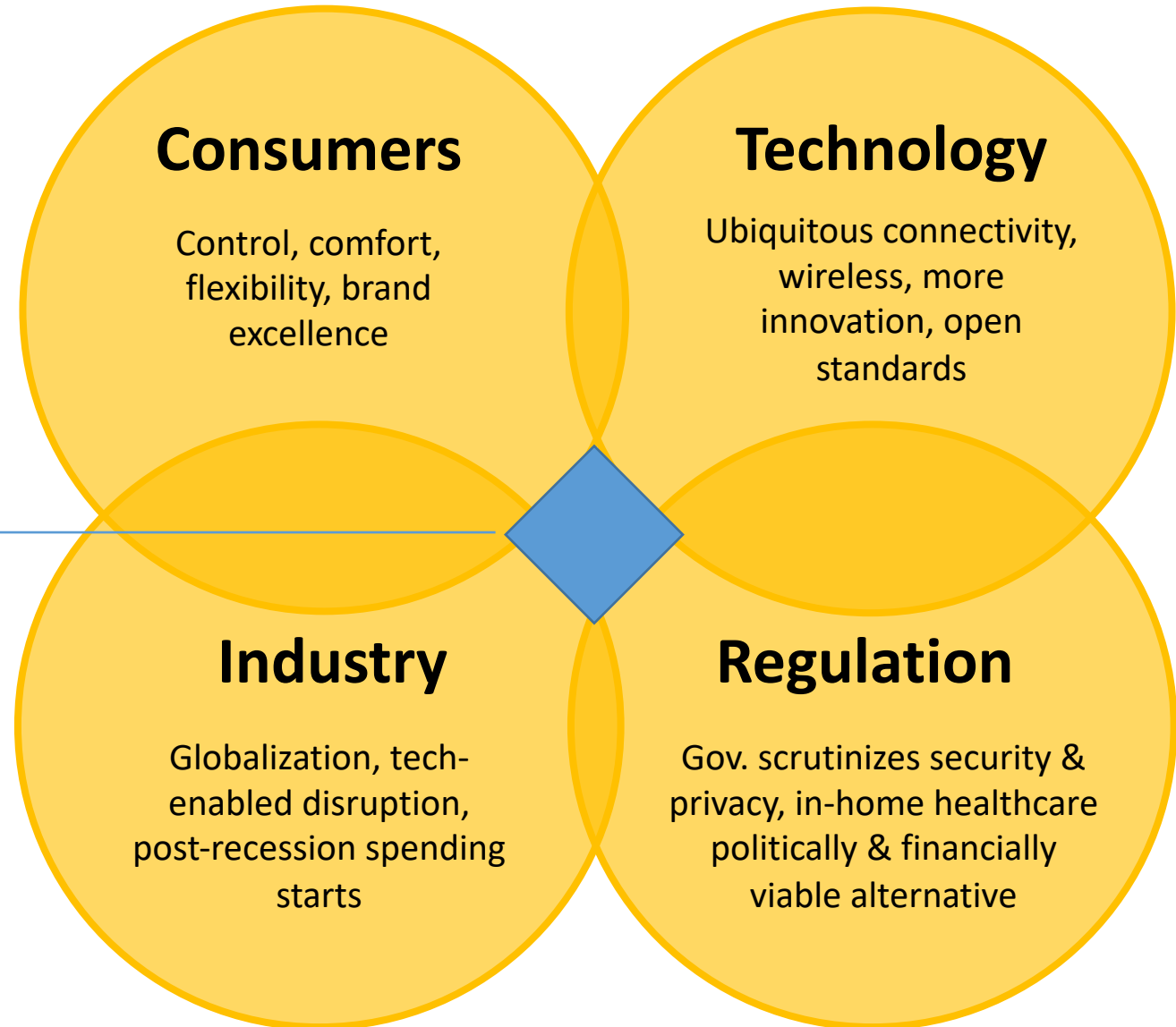Devices may come with a combination of controls to those with disabilities and accessibility challenges

Next…

What is the **Connected Home**?

Connected Home Drivers

RULE THE WORLD

The **winner** will be the one that **connects them all or most**. Where will ADT be in 2030?

Consumers

Control, comfort, flexibility, brand excellence

Technology

Ubiquitous connectivity, wireless, more innovation, open standards

Industry

Globalization, tech-enabled disruption, post-recession spending starts

Regulation

Gov. scrutinizes security & privacy, in-home healthcare politically & financially viable alternative

Privacy & Security

Risks

- Unauthorized access and **misuse of personal information**

- Facilitating **attacks on other systems**

- Privacy risks may flow from the **collection of personal information**, habits, locations, and physical conditions over time

Benefits

- **Connected devices revolutionize** health care and medical research

- Connected devices help consumers **make better decisions**

- **Apps control platforms** an array of connected devices

- Consumers **receive incentives** from sharing data

*"Experts estimate there will **be 25 billion connected devices**, and by **2020, 50 billion"***

Next…

How does the **Security Industry Evolve**?

ADT Security Model Evolution

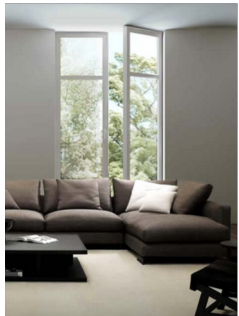|	Model	Monitoring	Tech Support
Today	Operator	Mainly 24/7 home monitoring, hub approach of disconnected teams, data, and functions	High human dependency to troubleshoot system, device and account problems
	Automated	Hybrid of human resources and devices managing home security and functions, AI/IoT hugely disrupt traditional security, dealers transitioned out	SuperTech, skilled in IT and IP networking, replaces traditional techs and customer service agents
2030+	Responder	Devices rule, "security" shifts to first responders for cost savings and real time data improves response times	Where are the techs?

The Responder Model - protected, connected, and fully aware

Police, Fire, & EMT

- Decision making is made from trends & patterns, from volumes of information & multiple sources

- Personal and home security data is linked to first responders

- Home and business security cameras are accessible when needed

- Wearable technologies monitor responder and civilian bio-metrics (opt-in)

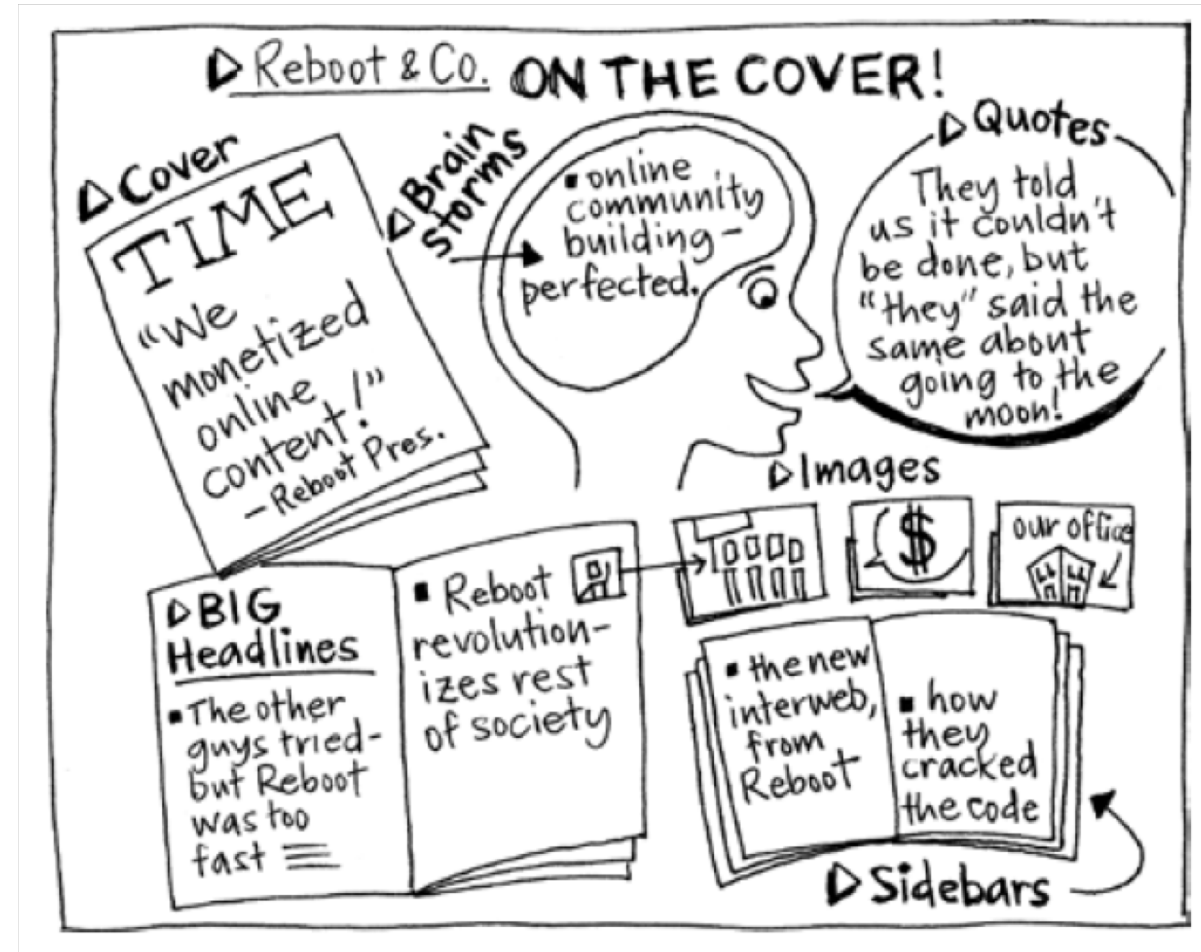- Drone surveillance provides real-time birds-eye view

Now what?

Imagine an ADT future accomplishment so **spectacular** it's published on **Fast Company's cover**

Before
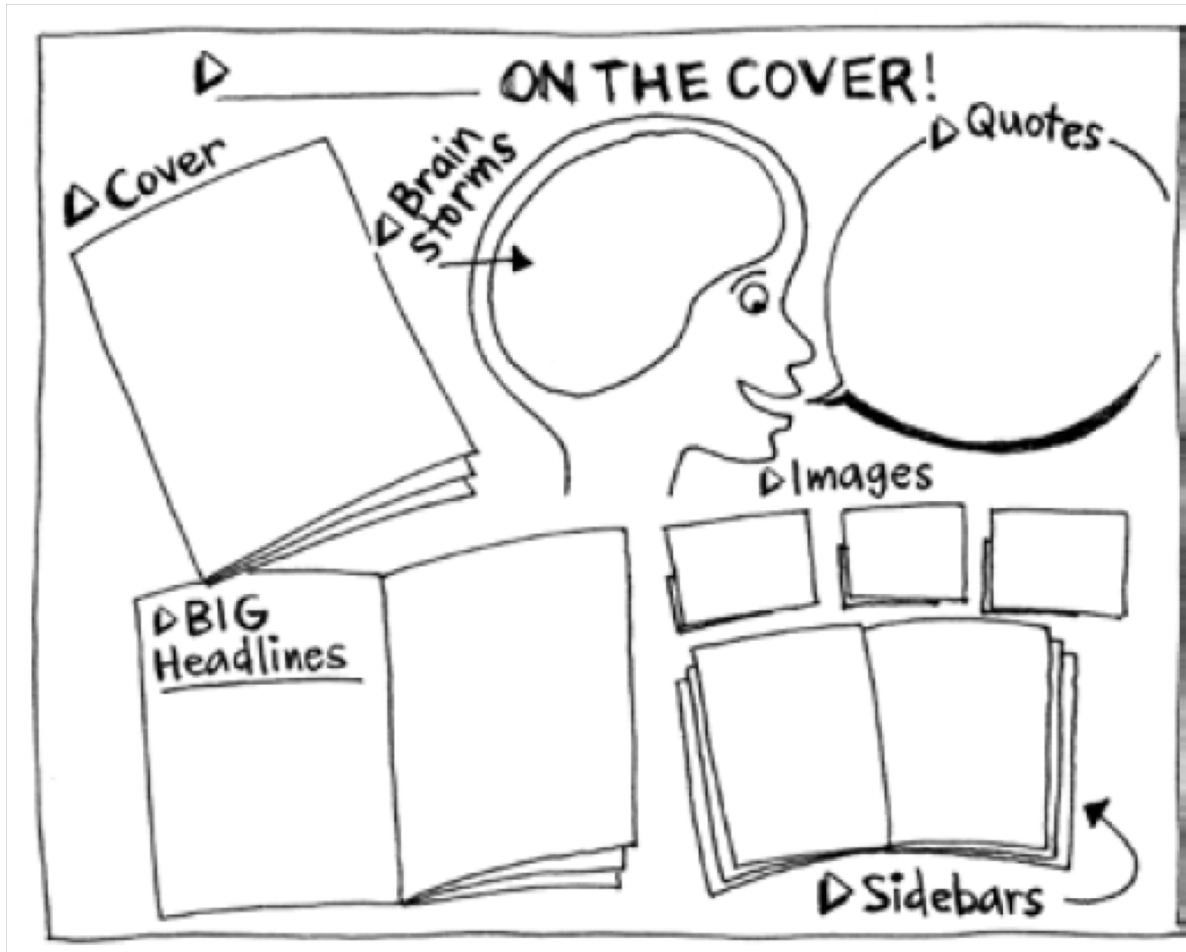
Brainstorm to amaze yourself

After

Present your Spectacular solution

Cover Story Contents

Cover:
States the spectacular success accomplished by the company

Headers:
Reveal what the story is about

Sidebars:
Include parts of the report

Quotes:
Testimonials about the accomplishment from anyone imaginable

Images:
Pictures that support the cover story

Brainstorms:
Used for writing down ideas before starting the activity

And Now…

The Cover Story Results

"ADT Celebrates 5 year anniversary of last residential crime"

Team 1 themes:

- **Data extends life**

- **Residential crime is solved**

- **Crime shifts to cyberspace**

- **Rise of the first responder network**

- **Analytics partnerships**
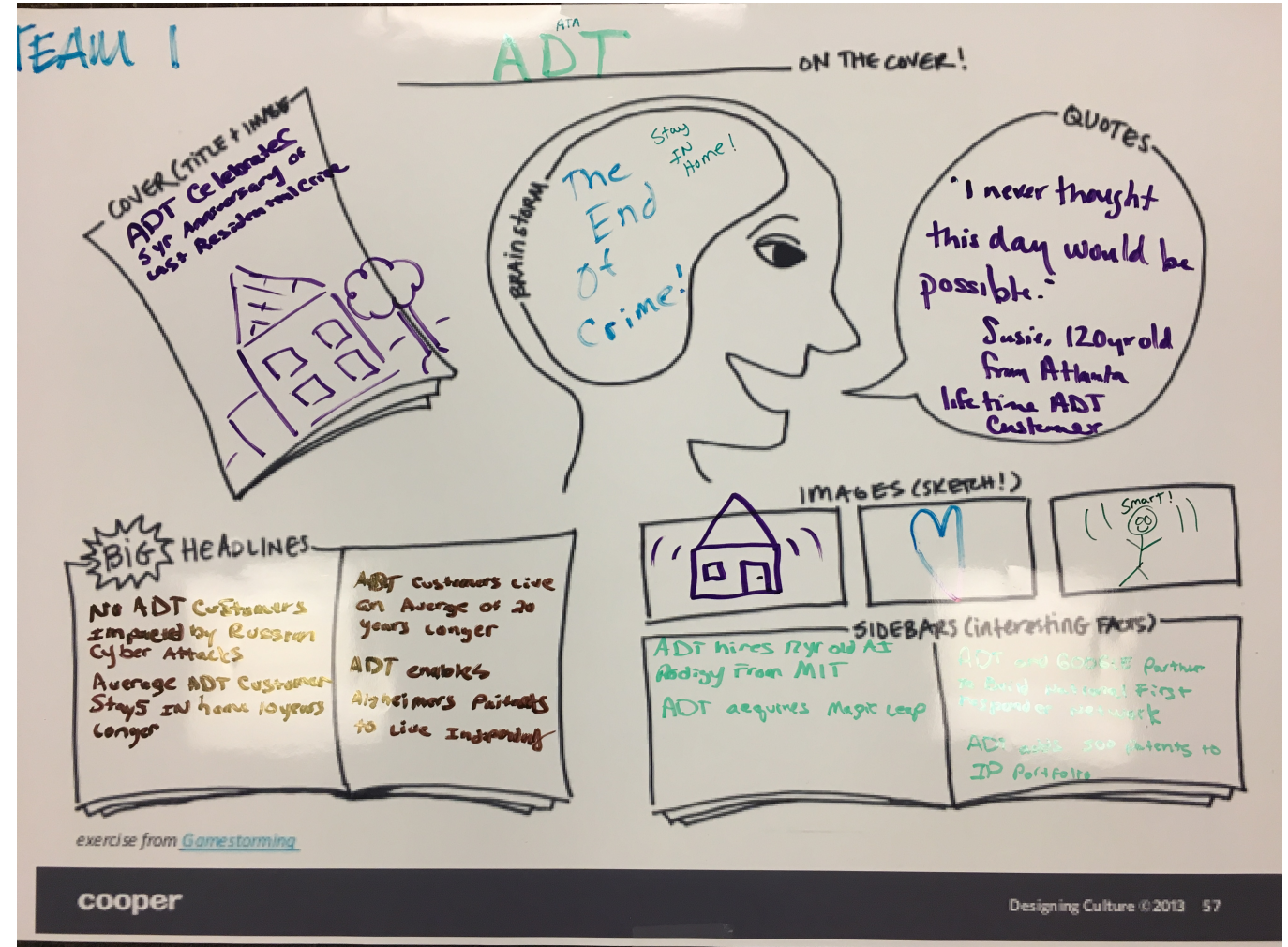
"The Best Security System in the World"

Team 2 themes:

- **Blend between personal and home security**

- **Collaborative eco-system**

- **"Things" know you and protect you**

- **Identify & facial recognition system**

- **Predictive analytics**
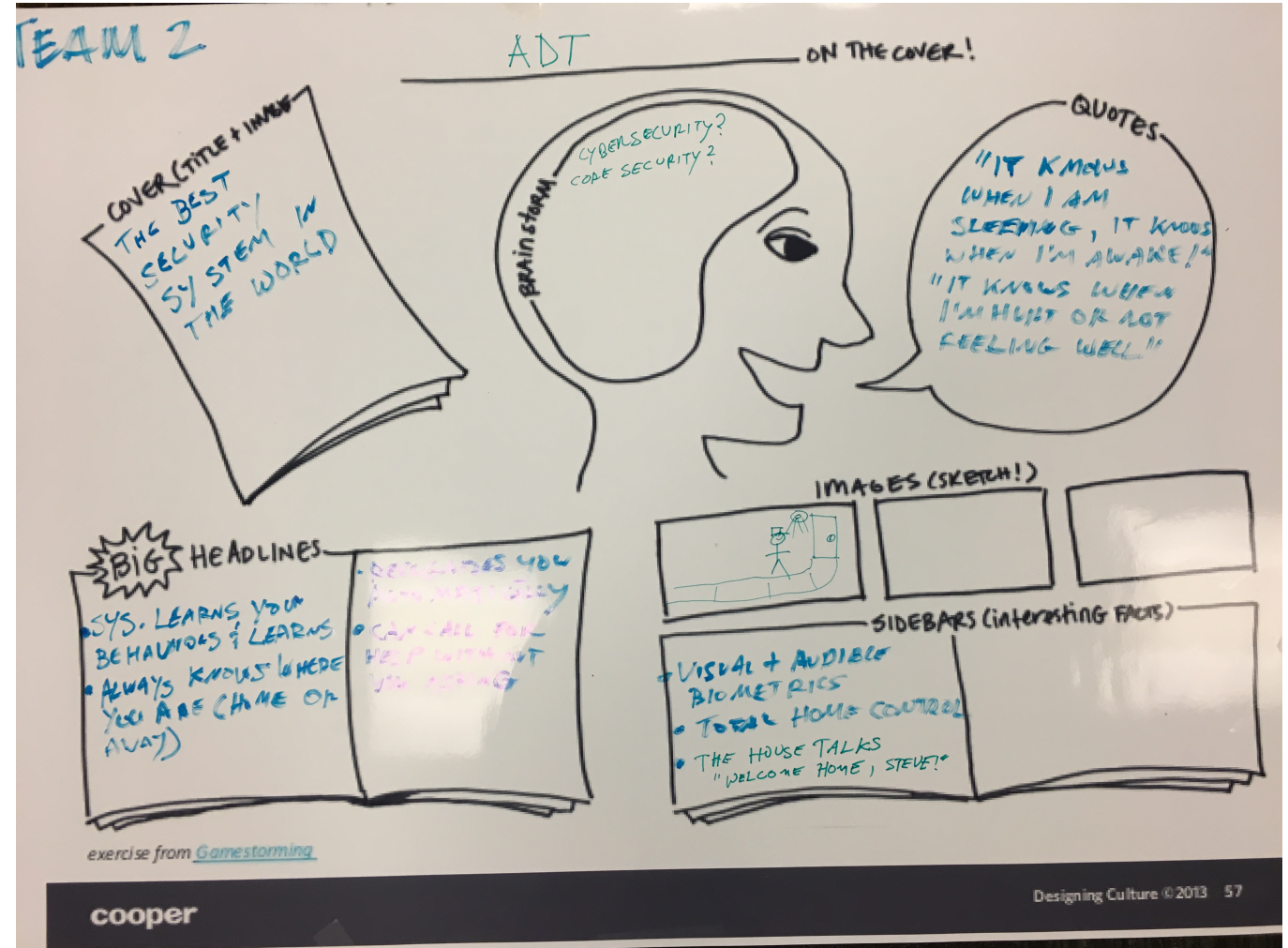
"America's Next Generation Saved from Annihilation"

Team 3 themes:

- **Monitoring expands from physical to digital**

- **Viable commercial grid product – Smart Grid**

- **Big investment in data**

- **Predictive analytics**
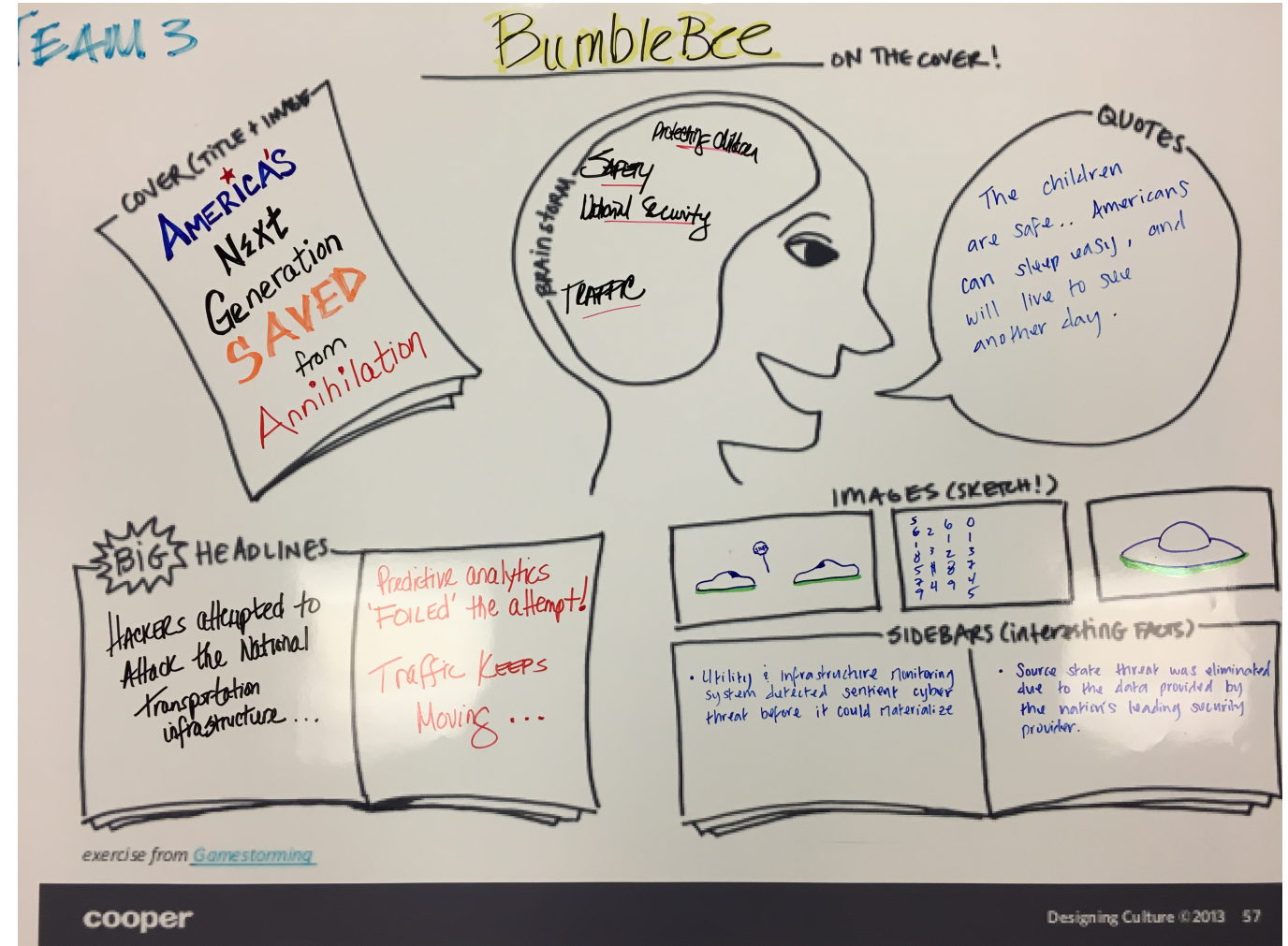
"From Pentagon to Octagon"

Team 4 themes:

- **AI & big data solve false alarms**

- **Crime Prediction and Prevention**

- **Human error and abuse prevention by law enforcement**

- **Situational Awareness**

- **Reemployment of Customer Agents as First Responders**

- **Permission based data access**

- **Where are techs in this new world?**
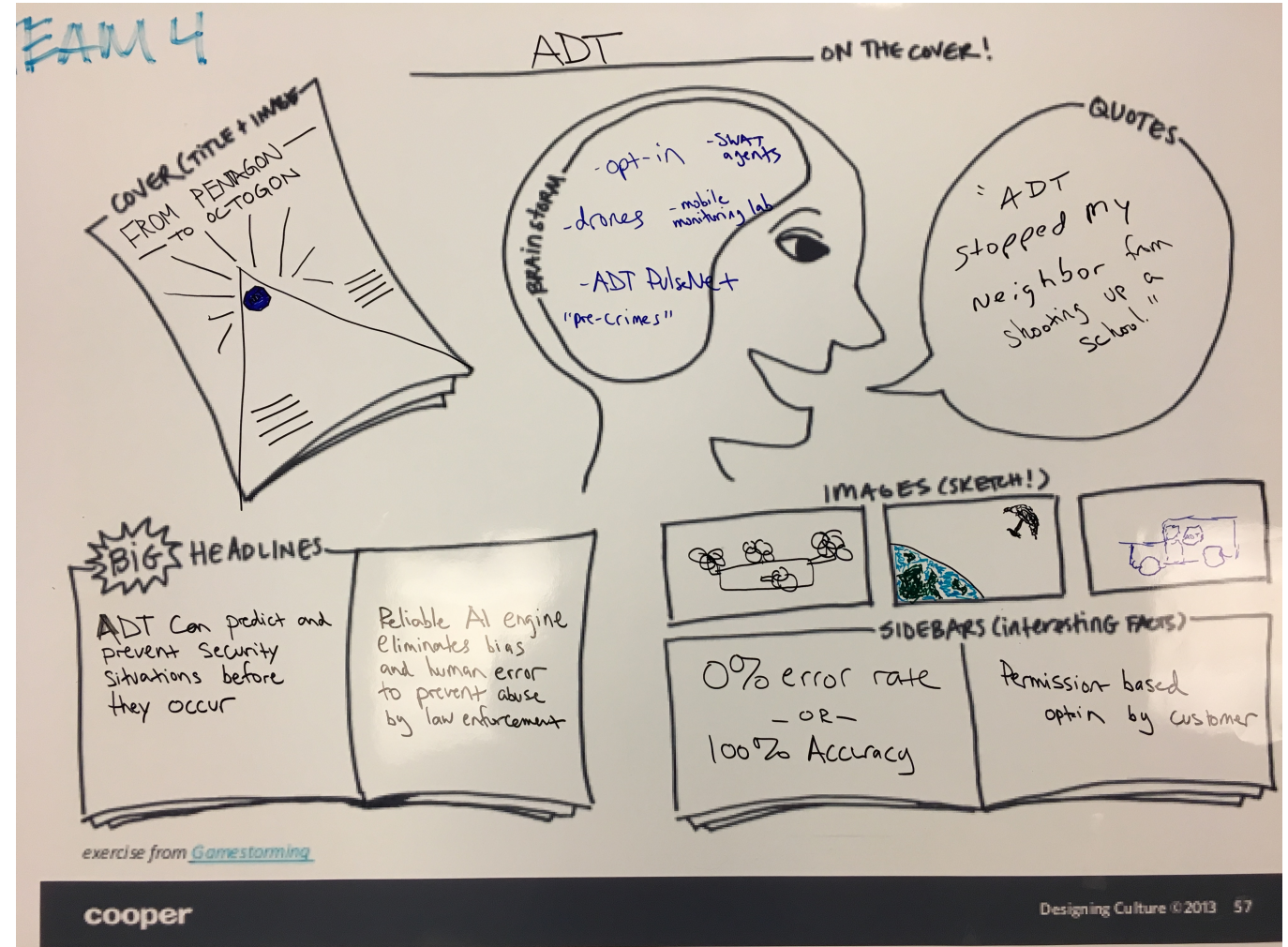
"Global News: ADT, The Largest Data Vault in the World"

Team 5 themes:

- **Situational awareness**

- **Data delivered to first responders (a true response system)**

- **Data is better than traditional model**

- **Security expanded beyond devices**

- **It's not what ADT protects, it's how**

2030 ADT Vision Themes: A Monitoring Story

"ADT is my single source for safety and protection"

Customers want peace of mind wherever they are

Multiply Monitoring
Monitoring IS the core focus applied to health, safety and cyber security

Customers want HAL that's finally here

The Connect World
Residential and all other crime levels are at an all time low, causing crime shift to cyberspace

The Connected Home
ADT partners with Tech & Medical Giants to build the connected home monitoring daily activities and health

The Connected City
Customers and first responders desire real-time information, ADT offers municipalities data services for accurate decision making

Customers want a single service they trust and believe

Customers want frictionless experiences that get the job done

Protecting People through predictive and preventative data analysis

Managing   **Scaling**   **Partnering & Investing**   **Repositioning**

2030
US Master Cyber Monitoring Grid Unveiled for the world

First Women to celebrate her 135th birthday

2027
US Master Cyber Monitoring Grid Unveiled for the world

2025
Mega Mesh Validated

2020
Mega Mesh Alpha Testing

2019
Home Medical Integration

2018
AI Investment

2017
The Connected Home

Canopy
(introduction to personal safety)

2016
Home Security Monitoring

AI Investment: ADT Doubles Down on AI & the SuperTech is born

Connecting and installation woes plague the customer experience

ADT Partners with Tech Megastars and local municipalities to "envision" the Mega Mesh

ADT integrates Home & Personal Security

ADT's Mega Mesh ends residential crime

Investment in smart grid technology 12 years ago ends residential and business crime, but cyber crime surges

ADT's Mega Mesh ends residential crime

Long term beta test with local responders shifts monitoring from people to ADT's smart grid

ADT's Mega Mesh ends residential crime

ADT's Responder Network powers Pentagon through predictive and prevention AI technologies

ADT partners with Mayo Clinic, John Hopkins and Minute Clinics for total home care monitoring

Capital from tech partnerships buyout dealer contracts allowing ADT to build the future

ADT struggles to provide service excellence

ADT integrates Home & Personal Security

2030 ADT Vision Roadmap: A Monitoring Story