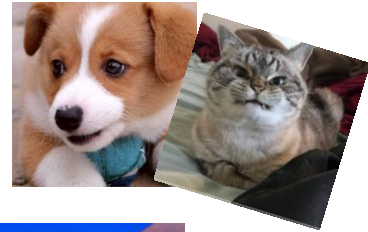




Creating the internet of YOUR things

TJ Sorrell: Business Design manager, Centrica Hive

Me and mine...



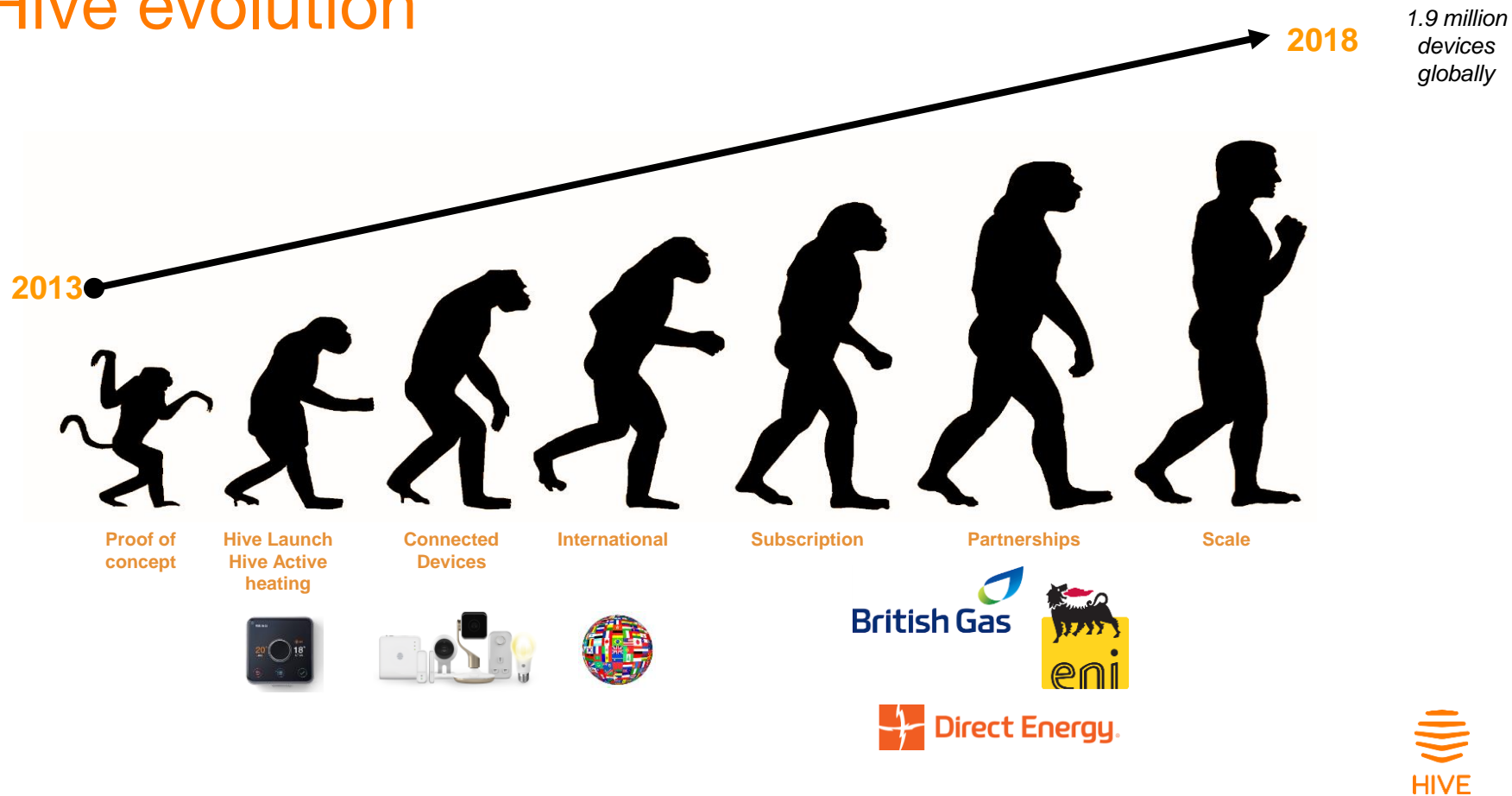
What is Hive



Providing end to end solutions for customers problems



Hive evolution



So what's the problem

*A thermostat that
blends into the room*

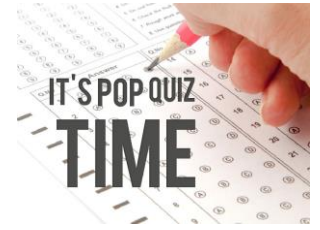
*Schedules that save
me from heating an
empty home*

Beautifully forgettable products that are designed to just work...

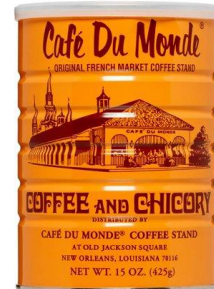
*Mimic mode that
creates the illusion of
being home*

*Actions that
automatically turn on
lights when i get home*

So what is the solution

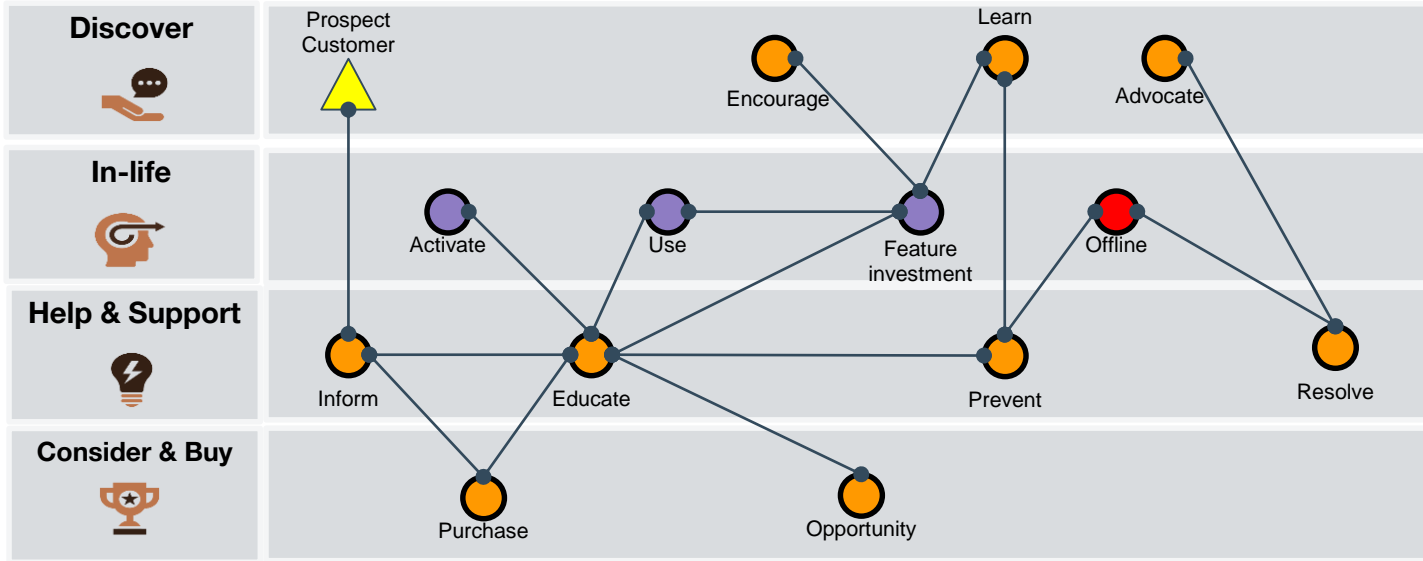


Which am i more likely to buy?



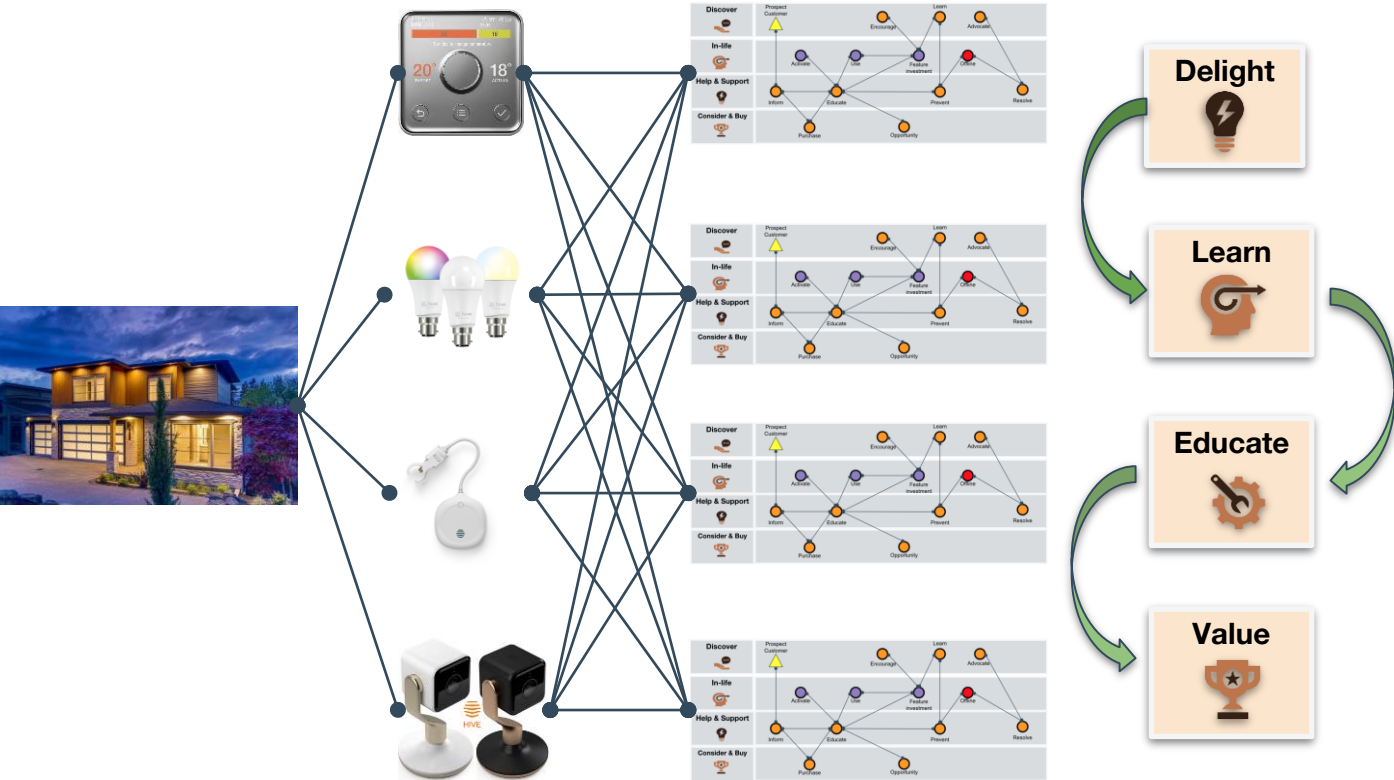
Making it relevant to me

Data Driven Engagement



A customer can personalise their own experience by just using their devices

The shortest distance maybe a straight line but it's not always the best way to get there



Delight



Don't forget to install your sensors

Learn



Hmmm seems like you need a signal booster...we will send you one

Educate



Did you know you can link your sensors to your plugs

Did you know we did Gu10 bulbs, they would work with your sensors

Value



If you turn your lights off an hour earlier you could save...

Creating the internet of YOUR things

