

# Amazon Context

## Technology and Market Landscape

**Matthew Burks**

Chief Strategy Officer, E Source

E Source Alexa Utility Consortium, Seattle, WA

Service



### Ring Video Doorbell Installation

by Amazon Home Services

We're sorry, no pros near ZIP 80303

#### Available in select cities

We're continuing to expand and expect to add this service soon.

Free installation at checkout [See Details](#)

Service



### Smart Lock Installation

by Amazon Home Services

\$49<sup>00</sup>

Pros are available in ZIP 80303

#### Amazon Home Services

Hand-picked pros. Backed by our Happiness Guarantee.

Service



### Ring Video Doorbell Pro Installation

by Amazon Home Services

We're sorry, no pros near ZIP 80303

#### Available in select cities

We're continuing to expand and expect to add this service soon.

Free installation at checkout [See Details](#)

Service



### Smart Irrigation Controller Installation

by Amazon Home Services

We're sorry, no pros near ZIP 80303

#### Available in select cities

We're continuing to expand and expect to add this service soon.

Service



### Smart Thermostat Installation

by Amazon Home Services

We're sorry, no pros near ZIP 80303

#### Available in select cities

We're continuing to expand and expect to add this service soon.

Service



### Smart Switch Installation

by Amazon Home Services

We're sorry, no pros near ZIP 80303

#### Available in select cities

We're continuing to expand and expect to add this service soon.

# Echo Look

echo look

Love your look. Every day.



intel REALSENSE TECHNOLOGY

Echo Look | Hands-Free Camera and Style Assistant with Alexa—including Style Check to get a second opinion on your outfit

by Amazon



137 customer reviews | 126 answered questions

Amazon's Choice for "alexa look"

Price: **\$199.99** ✓prime

or 5 monthly payments of **\$40.00**

FREE Delivery by **Saturday**

If you order within 10 hrs 9 mins or

Get it **Tomorrow** if you order within 54 mins and choose paid One-Day Shipping at checkout [Details](#)

**In Stock.**

Ships from and sold by Amazon Digital Services LLC. Gift-wrap available.

- Take head-to-toe photos and six-second videos of your outfit with the voice-activated camera
- Compare outfits to find out which looks better and why with Style Check
- Freshen up your look with items recommended to go with clothes you already own
- Echo Look automatically organizes your wardrobe by weather, occasion, season, and more
- View your outfits from every angle, select your favorites, and share with friends

## We want you to know:

Echo Look does not offer calling and messaging with Alexa, or Bluetooth connectivity. For room-filling sound and hands-free calling and messaging with Alexa, we recommend Amazon [Echo](#), [Echo Plus](#), or [Echo Show](#).

**New (1)** from **\$199.99** ✓prime

# Kohler Numi Intelligent Toilet



Source: Kohler

**Individual devices are *not* the end game.**

**Alexa is.**



# Amazon ecosystem

amazon.com  
**Prime**

amazon  
video

amazon  
kindle

amazonlocker

amazon music

kindle fire

amazon

amazonfresh

amazon echo

home services

amazon go

amazon  
YouTube

fire tv stick

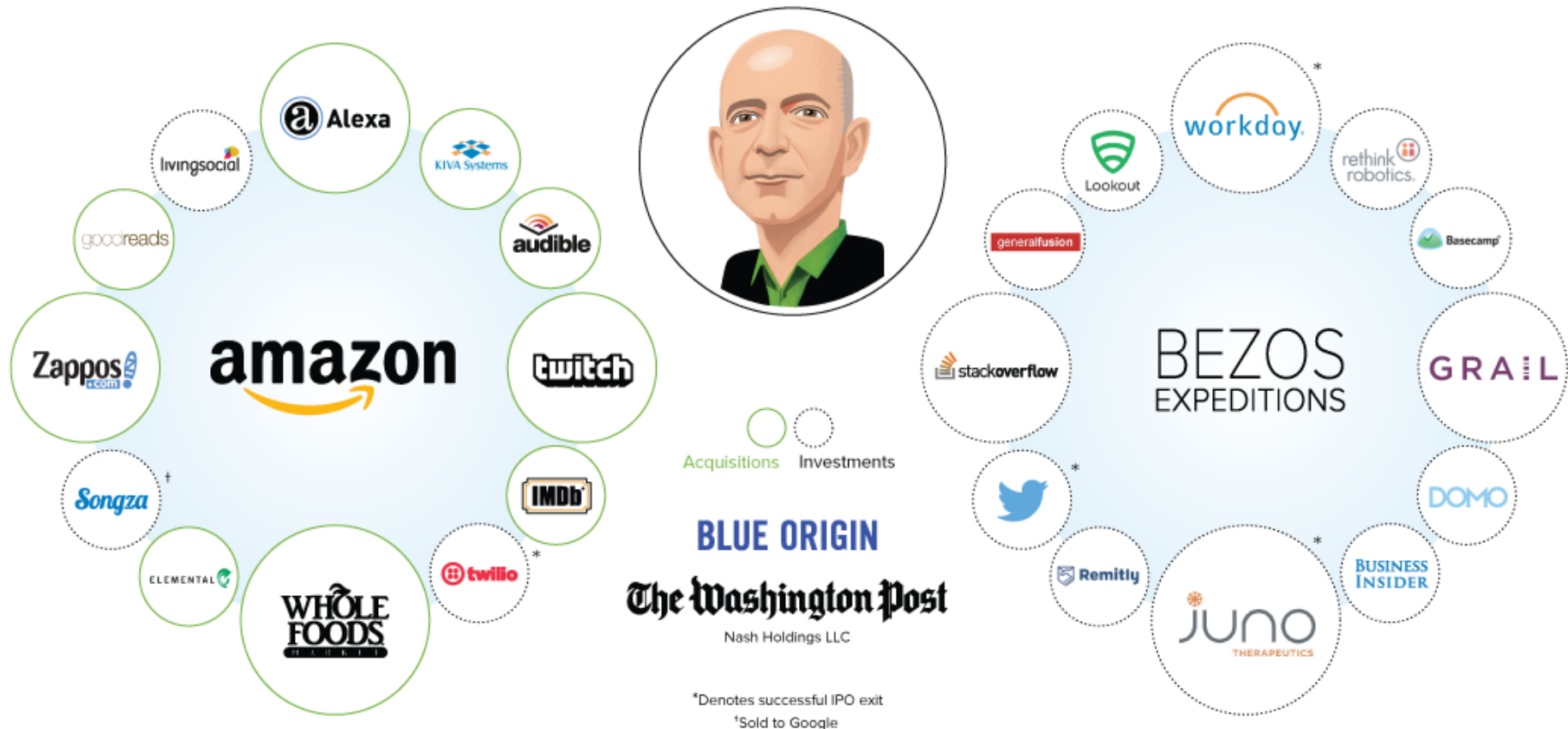
amazon key

amazon smile  
You shop. Amazon gives.

amazon  
audible  
an amazon company

WORKS WITH  
alex







# Reducing friction

INTRODUCING

## echo dot

Add Alexa to any room

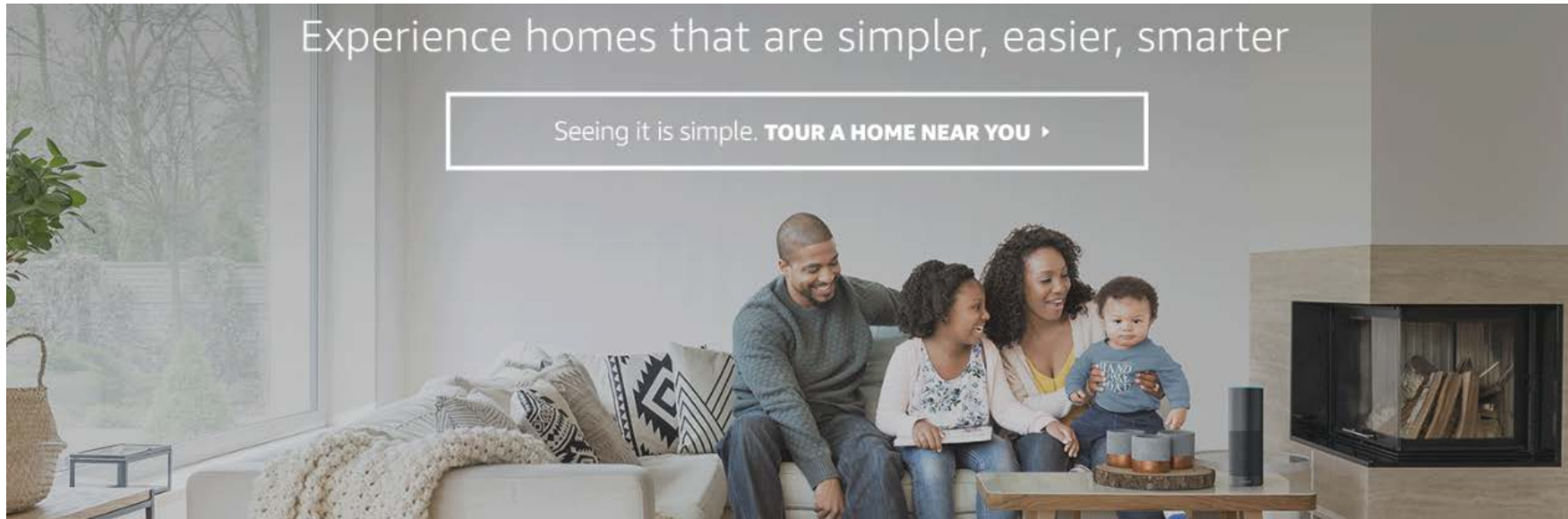


## amazon echo

Always ready, connected, and fast. **Just ask.**



# Amazon Home



Homes that let you spend more time doing what you love

Amazon has transformed homes into Amazon Experience Centers you can control with your voice through Alexa, featuring the benefits of Prime, Home Services, automated deliveries, and more.



Control your home anytime,  
anywhere, with Alexa



Enjoy a home that takes  
care of you



Save time and money by putting  
your home on auto-pilot

# Facebook Portal: Built on Alexa



# Amazon Alexa stats & updates

- Over 10,000 Amazon employees working on Alexa VA and Echo devices
- Sold an estimated 47 million devices in the Echo family since 2014 launch
- Roughly 51% smart speaker market share
- Alexa can perform more than 50,000 skills

(Sources: Loup Ventures, Dave Limp, SVP of Amazon Devices, WSJ Tech D.Live Conf., & AndroidGuys)



# Alexa-enabled chip: Manufacturers

- “Alexa Connect Kit” is a new smart home hardware add-on
  - Will work with any device that has a microcontroller
  - Manufacturers need to write basic code to program chips for devices
  - Limited partners currently testing, including Hamilton Beach Brands and Procter & Gamble
  - Larger expansion date undisclosed
  - Setup for Echo users is automatic to improve connection experience
- Green printed circuit boards
  - Chips the size of quarter; include Wi-Fi antenna
  - Will be sold through third-party manufacturer
  - Low cost (\$2 to \$4) to encourage installation in lower-end household devices

Amazon's New Microwave: 'Alexa, Please Defrost My Chicken', WSJ, Laura Stevens (Sept. 20, 2018)



# Alexa stats and updates

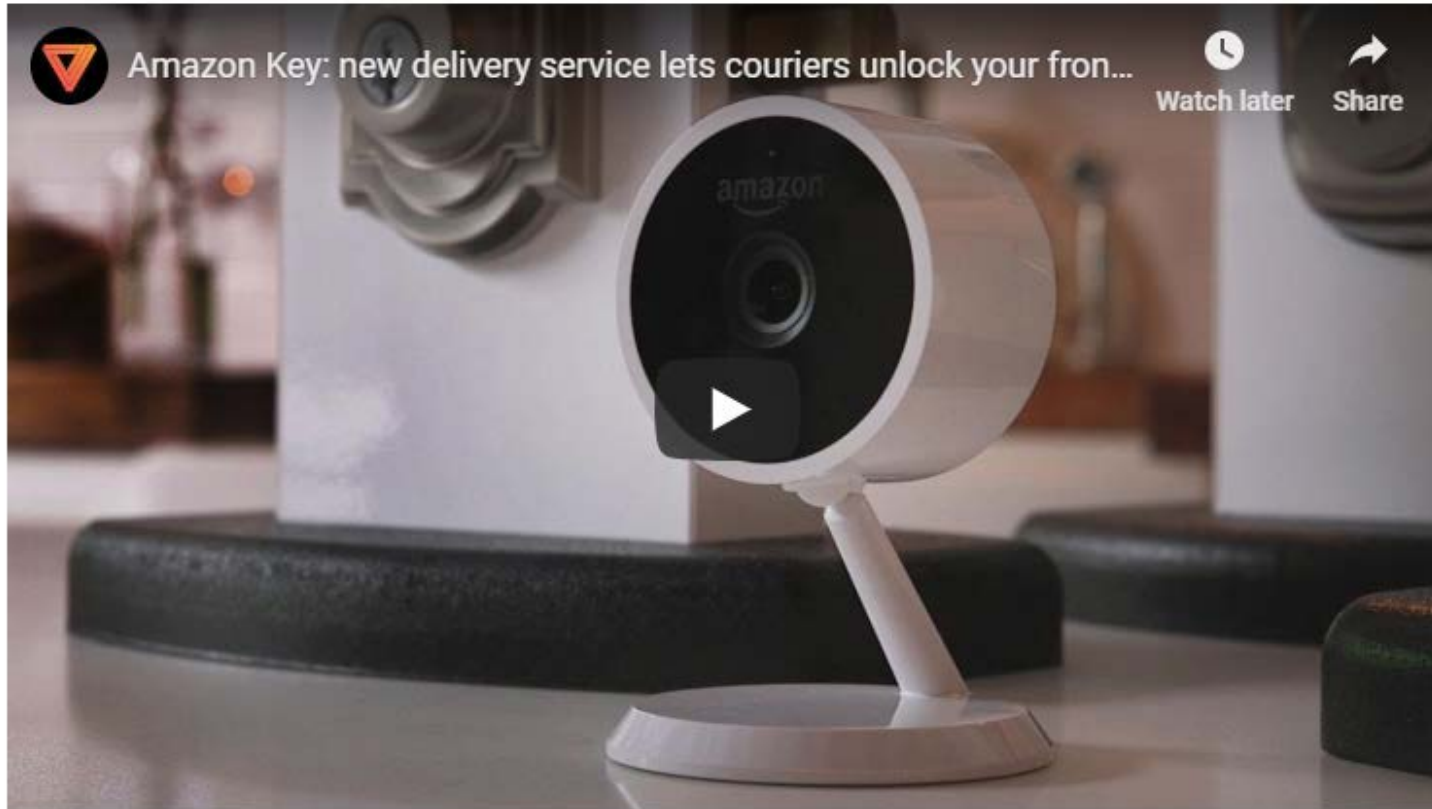
- Working to enable Alexa to carry human-like conversations
  - Currently offer hunches on what consumer wants and whisper
- Made thousands of skills searchable
- Subscriptions/purchases within skills
  - Currently cost approx. \$0.99 to \$1.99 (with Prime)
- Now rewarding developers with payments based on downloads and usage

# Amazon Key is a new service that lets couriers unlock your front door

You'll need a smart lock and Amazon's new Cloud Cam

By Ben Popper | Oct 25, 2017, 7:00am EDT

f   SHARE



# Amazon Home Experts

Amazon Expert Home Assessment

★★★★★ 2258 customer reviews

Share [Email] [Facebook] [Twitter] [Pinterest] 540+ Shares

**amazon home services**

Price: **\$49.00**

📍 Deliver to Matthew - Boulder 80303

[Book an Appointment](#)

Pick an **exact** appointment

Available from 8am - 8pm, Monday - Saturday

## What customers are saying



"The Amazon consultants were great!!  
Explained all the "tech things" very  
understandably to a regular person... Very  
Pleased :)"

- Joshua, Las Vegas



"They helped me design a plan around what I  
need for my ideal smart home on my budget.  
Can't recommend enough."

- Quin, Orlando



"...Exceeded my expectations...he provided  
solid solutions to our home needs. I  
recommend without reservation."

- Amazon Customer, Chicago



# Amazon Home Partnerships

**Amazon Experience Centers** [Learn more](#)

See flagship Amazon Experience Centers

Amazon Experience Centers feature the latest smart home devices and experiences



[What's featured in this community?](#)

Altair Irvine Eclipse

Lennar

[68 Einstein Way  
Irvine, CA 92618](#)

Mon 1pm-6pm  
Tue-Sun 10am-6pm



[What's featured in this community?](#)

Lighthouse

Lennar

[8625 Seawind Way  
Newark, CA 94560](#)

Mon-Tue 10am-6pm  
Thur-Sun 10am-6pm



[What's featured in this community?](#)

Inspiration

Lennar

[23204 E. Piccolo Drive  
Aurora, CO 80016](#)

Mon 1pm-6pm  
Tue-Sun 10am-6pm



[What's featured in this community?](#)

The Place at Corkscrew

Lennar

[17067 Ashcomb Way  
Estero, FL 33928](#)

Mon-Sat 9am-6pm  
Sun 10am-6pm

# Platforms

- Hotels
- Commercial buildings
- Cars
- Hospitals
- New construction
- Retirement homes
- Etc.



# Healthcare platform

## Hospitals are looking for the killer Amazon Alexa app

- Hospitals are tinkering with Alexa apps for things like safety checklists.
- They'd love to use it for documentation and transcription, but are currently hindered by the lack of HIPAA compliance.
- Investors are looking to fund the next hot Alexa app.

Christina Farr | @chrissyfarr

Published 8:28 AM ET Sun, 18 June 2017 | Updated 2:13 PM ET Mon, 26 June 2017



## Why Alexa's Next Big Move Is Into Health Care

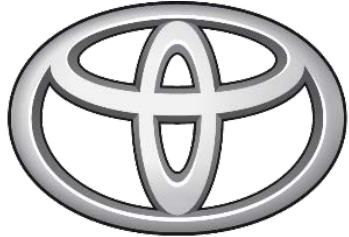
The shrewd logic behind Amazon's reported plan.

By CHRISTINA BONNINGTON

MAY 12, 2018 • 9:30 AM



# Echo Auto



**TOYOTA**



**LEXUS**



**Audi**



Source: Nissan



Source: techcrunch.com

# Alexa location-based routines



SMART HOME | LEER EN ESPAÑOL

## Amazon Alexa location-based Routines turns on your lights when you get home

Set your personalized entrance music to blast as soon as you walk through the door.

BY JOAN E. SOLSMAN, BEN FOX RUBIN | SEPTEMBER 20, 2018 11:28 AM PDT



<https://www.cnet.com/news/amazon-alexa-location-based-routines-will-turn-your-lights-on-as-soon-as-you-get-home/>



SEPTEMBER 19

# Amazon is going to sell electric car chargers with installation as a turn-key solution

Fred Lambert - Sep. 19th 2018 6:24 am ET [@FredericLambert](#)



# The Alexa Fund

- Launched 2015
- \$200 million in venture funding
- Focus: fuel voice technology innovation
- *“Experiences designed around the human voice will fundamentally improve the way people use technology”*
- 50 investments
- Techstars Partnership



## The Alexa Fund

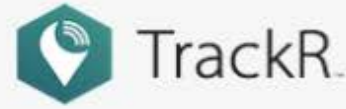
\$100 million in investment to fuel voice technology innovation



amazon alexa  
ACCELERATOR








 **Sutro**  
Acquired: 2018

invoxia

Petnet 

 rachio

 **mojo**

 TrackR.

 **MUSAIC**

scout 

*garageio*  
Acquired: 2018

 **TOYMAIL**

 **Dragon  
Innovation**  
Acquired: 2017

 **KITTAI**  
Acquired: 2017

 ecobee

**luma.**  
Acquired: 2018

ring  
Acquired: 2018



 **nucleus**

 **defined  
crowd**

 **THALMICLABS™**

 **embodied**

 **Owlet**

 **vesper**

 **sphero**

 **Essential**

 **PLAY IMPOSSIBLE**

 **tixall®**

**NOVEL  
EFFECT**

 **comet**

 **sensible  
object**

 **ASPINITY**

**“Utilities will not out-compete, out-work, out-innovate, out-smart, or out-legislate Amazon. The question is how utilities work *with* them to further their strategic objectives.”**

*—Matthew Burks, CSO, E Source*

**I understand what Amazon, Google, and other virtual assistant providers' long-term objectives are.**

6% Strongly agree

24% Somewhat agree

18% Neither agree/disagree

29% Somewhat disagree



**I trust Amazon, Google, and other virtual assistant providers.**

6% Strongly agree

35% Somewhat agree

35% Neither agree/disagree

24% Somewhat disagree

**How comfortable are you forming partnerships with companies such as Amazon or Google for the following tasks? (Top-2 Box)**

- 71% Installation of connected devices
- 65% Sales of energy-efficiency equipment
- 59% Installation of energy management devices
- 65% Sales of rev-gen products/services

**Conspiracy theory time!**

# Theory #1



**Disrupts utilities via integrated home services**



**Disrupts utilities via aggregation & grid services or transactive energy**





# Transactive energy reality



SEPTEMBER 19  
Amazon is going to sell electric car chargers with installation as a turn-key solution  
Feed Landon | Sep 19th 2018 6:24 AM ET | @amazon



# Theory #2



## Kiran Bhatraju

CEO at Arcadia Power  
Former Cofounder of American Efficient  
Washington DC

# 1

### Connect your utility

Connect your local utility account to enroll in our clean energy and savings programs.

# 2

### We do the work

We make sure your energy usage supports renewable energy projects, and help you save on your monthly power bill.

# 3

### Enjoy clean energy

Use your personalized energy dashboard to view your impact and monthly savings.

# Amazon wants to help make it easier to lower your power bill

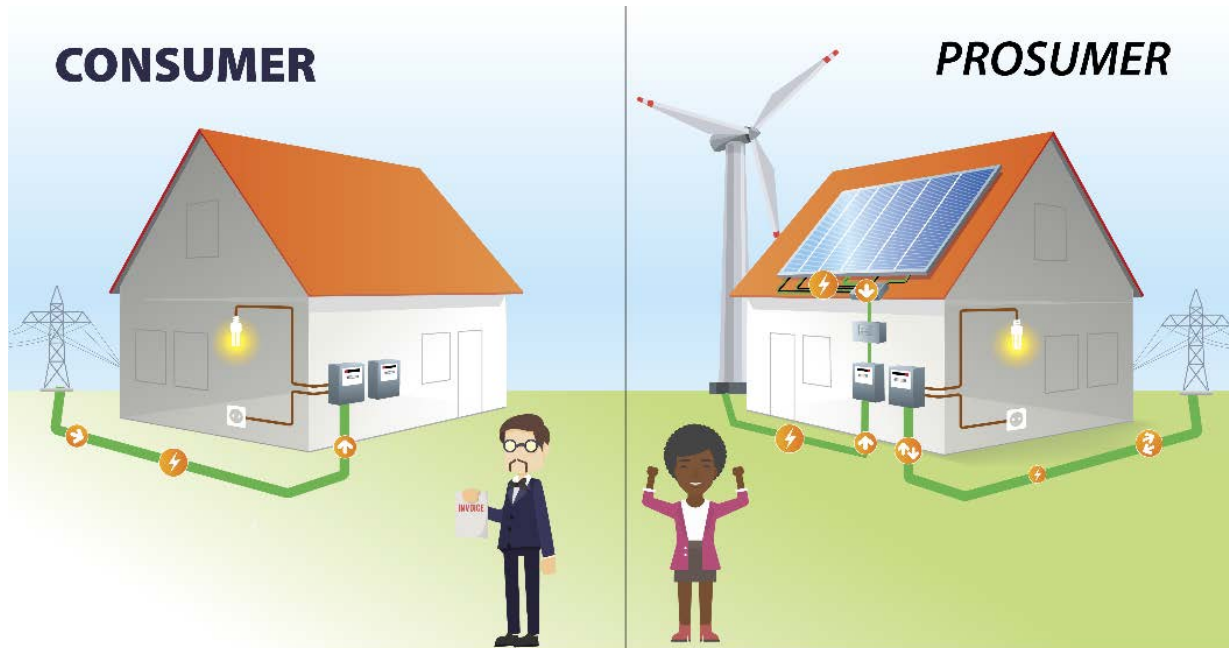
Dennis Green Oct. 2, 2018, 8:00 AM

The e-commerce and tech giant has partnered with clean energy startup [Arcadia Power](#) to sell "home efficiency bundles." The bundles will include smart devices to upgrade customers' homes to be more efficient, including smart thermostats, smart outlets, and smart LED light bulbs. They will also include Amazon devices like the Echo Dot, the Echo Show, or the Ring doorbell.

The bundles, of which there are two levels, will come at no upfront cost. Even the installation will be baked into the pricing plan. Instead, customers will pay a monthly fee — \$20 for the basic bundle or \$36 for the plus — as part of their power bill from Arcadia.



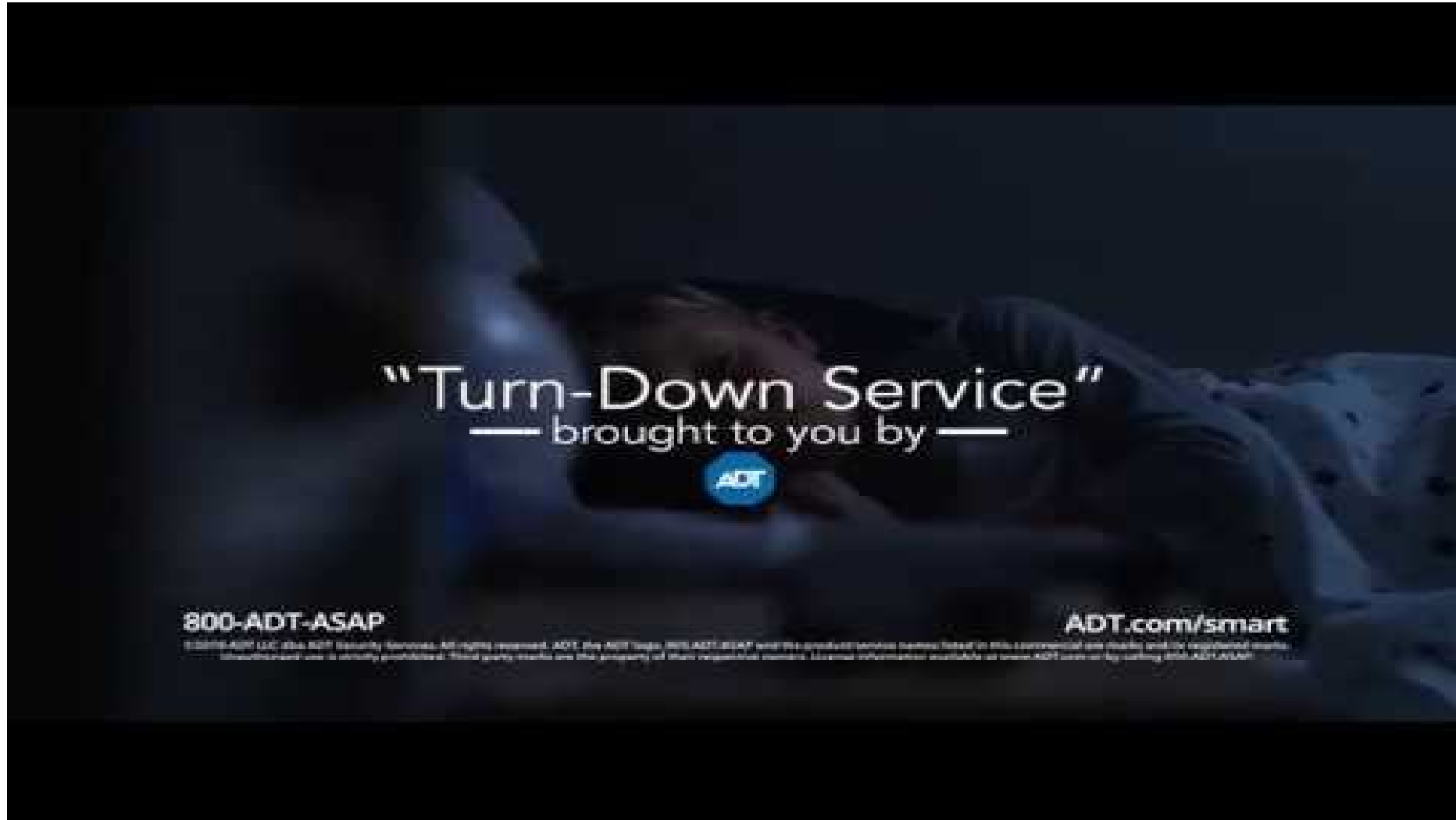
**amazon** +  **Arcadia Power** = **Channel partnership**



= **Disrupts utilities going direct to customers**



# ADT “Turn-Down Service”



**Amazon conspiracy theories are sometimes legitimate; however, they're often unproductive.**

**What's your utility going to do about it?**

**Conspiracy theories don't matter.**

**I'm satisfied with the general direction of  
the strategy at my utility.**

23% Strongly agree

38% Somewhat agree



# Biggest barriers to utility VA strategy evolution:

Internal technology resources

Internal business case

Utility speed

Value clarity

Customer understanding

Addressable market

Developing people, processes, and skills

**I'm confident in our internal data structure's ability to support the implementation of our VA strategy.**

15% Strongly agree  
23% Somewhat agree

# VA business case development

15% Yes

23% No

62% In process

# Business case elements

Energy management

DSM/DR value

Loyalty/brand value

Counter disintermediation

Customer experience

# Strategy development

- 8% Have comprehensive skill dev strategy
- 38% Develop skills one-by-one as needed
- 54% Haven't decided/still in discovery