SWOT Analysis of IoT and Managed Wifi Providers

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19 min read
Research Outline: SWOT Analysis of IoT and Managed Wifi Providers

Part
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Who are the top three IoT providers in the multi-family industry?

Introduction

The top three IoT providers in the multifamily industry are SmartRent, Latch, and Dwelo. A SWOT analysis of the three providers has been provided below.

SmartRent

Strengths

- SmartRent has developed a superior platform for tenants, homeowners, and builders, which has a scalable smart home operating system. The company offers a holistic integrated solution that provides enterprise software, residential applications, and hardware. In addition, the solutions provided can be integrated with other smart devices, such as Amazon Alexa, Google, Home, Yale smart locks, and Honeywell thermostats.
- The company has a track record of success, in 2021, the company's customers "included 15 of the top 20 multifamily residential homeowners in the United States." Also, the company had about 249 customers who operated a total of 4.5 million units.
- SmartRent has deep industry experience and expertise in operating multifamily residential properties. For instance, the company's CEO has 20 years experience in developing property management technology.
- In addition, the company has an attractive SaaS revenue model. It offers contracts that last six years and customers prepay for their subscriptions.
- SmartRent has a large addressable residential market consisting of multifamily residential properties and homebuilders. In addition, the company is expanding into international markets, including Netherlands, Canada, Ireland, and the United Kingdom.

Weaknesses

- SmartRent does not offer solutions for vacation rentals or real estate in the hospitality industry.
- Furthermore, the company is not a property management platform. For this reason, additional point solutions, such as vendor management and inspections, are required for property management.

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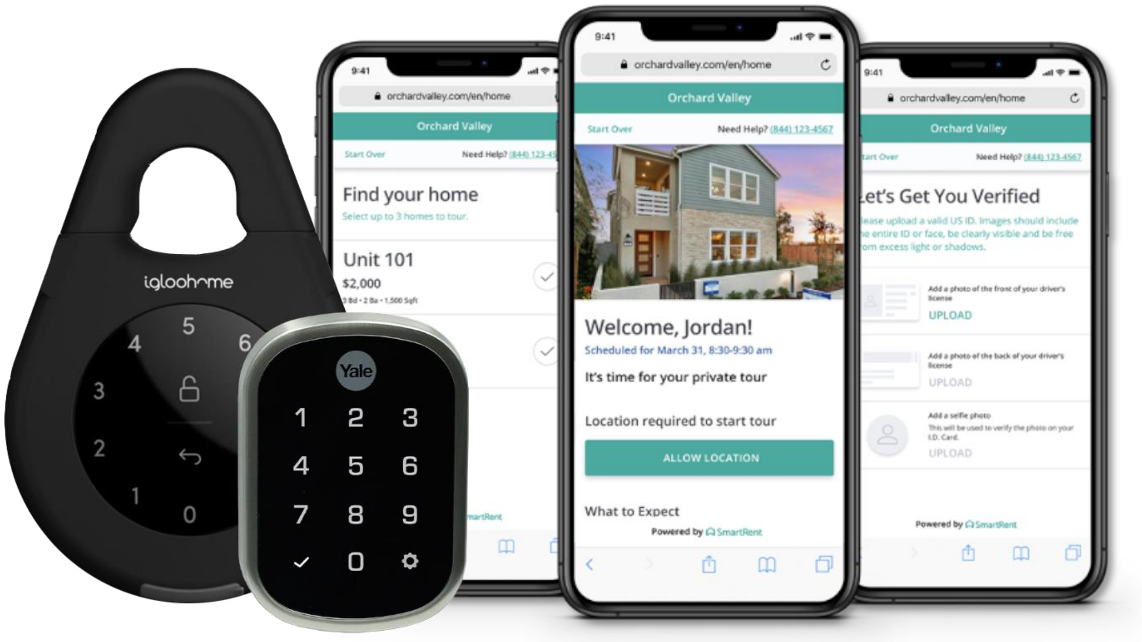
- SmartRent was not developed to be a middleware solution for enhancing legacy property management technology. Therefore, it does not provide end-to-end property management solutions.
- The company relies on third party suppliers, partners, and manufacturers and any disruptions on their end could affect business operations.

Opportunities

- Multifamily construction in the United States is increasing, which presents a growth opportunity for the company. There is increased construction of multifamily residences as opposed to single-family home construction.
- There is a strong demand for smart home solutions in both local and international markets. About 75% of residents are willing to pay more for a smart home solution.
- Furthermore, Millennials are willing to pay 20% more on rental units to have a smart home solution. The dynamic is expected to increase the demand for smart home solutions.

Threats

- Most of SmartRent's employees work from home, which makes the company vulnerable to cyber attacks that could affect operations. Despite the company taking safety measures, there is no guarantee that the systems are fully protected.
- SmartRent faces the threat of competitors developing technology, solutions, and products that are more superior. In addition, competitors can hire former SmartRent employees who might share confidential information or misuse proprietary technology.
- Economic recessions or downturns may affect the demand for SmartRent's offerings, which could significantly affect revenue and cash flows. According to Mckinsey, "two-thirds of US consumers are concerned about inflation."



Source

Latch

Strengths

- Latch has a strong brand reputation in the multifamily residential IoT space and recently received recognition for the same. In 2022, the company won the "2022 IoT Breakthrough Award for Home Security Company of the Year." The awards had over 3,850 nominations.
- Latch has a strong distribution model. The company's hardware products are attached to a long-term software contract where customers receive enterprise management for all the company's hardware products. In addition, customers can leverage the Latch App to get amenity access, home unit access, and unified control of devices.
- The company also has a recurring revenue model where customers are required to sign five to six-year contracts and prepay their subscription fees. The revenue model enables the company to predict its SaaS revenue in the long-term.
- Latch has a founder-led team who have industry backgrounds in engineering and design.
- The company plans for long-term sales since all its customers sign letters of intent that give Latch visibility in terms of demand planning and meeting customer needs.
- Latch leverages a targeted sales model that enables the company to acquire valuable customers. For instance, in 2021, the company had a "6.6x lifetime customer value to customer acquisition cost ratio."

Weaknesses

- Latch is an early-stage company that has historically experienced losses; therefore, the company's profitability in the future is uncertain.
- The company depends on third-party software and license providers, which makes it vulnerable to business disruptions.
- Latch also relies on its channel partner network for sales. If the partners underperform or leave the network, the company's operating results could be negatively affected.
- The company relies on a limited number of suppliers, partners, and manufacturers and does not have any control over them. This subjects the company to the risk of selling substandard products or having issues with supplying products on time.

Opportunities

- Multifamily construction in the US is on the rise. About "340,000 new multifamily units" were built every year between 2016 and 2020.
- The company has had a share of its revenue coming from retrofits and expects the trend to continue in the medium term.
- The company can leverage the LatchOS to develop innovative features and new products.

Threats

- There is a possibility that the market could become increasingly competitive and large technology companies may target similar markets, including smart home solutions and building technology.
- Customers may prefer using point products that offer discrete functions as opposed to the LatchOS platform or ecosystem, which is integrated.
- The company's technology is subject to state and federal regulations, which might change with time.

Dwelo

Strengths

- Dwelo partnered with Vivint in August 2021 and increased its portfolio to more than 100,000 units. Vivint has a presence in 49 states in the US. The company is now handling all customers who used Vivint's multifamily platform.
- Dwelo only focuses on the multifamily residential space, which means that its offerings are targeted towards this segment. For instance, the company has retrofit expertise.
- The company provides a comprehensive suite of solutions for multifamily units including smart home solutions evaluation, design, installation, implementation and support.

Weaknesses

- Dwelo relies on integrations and does not manufacture smart devices. Therefore, it strongly depends on device integration and cannot work with devices that have protocols such as Zigbee.
- Dwelo focuses on providing value to operators and owners of multifamily buildings and not tenants. For this reason, its integrations do not focus on improving the tenant experience.
- Dwello focuses on smart home automation. For this reason, customers have to find additional point solutions for property management functionalities such as HVAC analytics.

Opportunities

- The entrance of Gen Z into the residential space has resulted in increased demand for smart home technologies. "More tenants are willing to pay $50 extra to avail services in apartments."
- Increased mortgage rates are pushing people into living in multifamily buildings, which presents an opportunity for Dwelo due to the rising demand for smart solutions.
- The increase in the number of remote workers having an impact in the demand for smart home solutions. Remote workers are embracing value added services such as smart home devices, which make their life easier as they work.

Threats

- The multifamily smart home market is becoming increasingly competitive; therefore, Dwelo faces the threat of new competitors in the market.
- The shipping and purchase of smart home devices is slowing due to economic concerns, which could affect revenue.
- Dwelo focuses on integrations. However, its brand image and reputation could be affected due to incompatible or malfunctioned devices and negative reviews.

Research Strategy

For this research on the top three IoT providers in the multifamily industry, we leveraged the most reputable sources of information available in the public domain, including annual reports, media, and industry sites, such as Behome247, National Association of Realtors, and McKinsey. We determined the top IoT providers based on multiple mentions on industry sites, such as BDC Network, Behome247, and Omdia. We also selected the top companies based on the number of multifamily units served. We ensured that we selected providers that were within Cox Communications' footprint.

Part
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of two

Who are the top three Managed WiFi providers in the multi-family industry?

Introduction

This research report outlines the top three Managed Wi-Fi providers in the multifamily industry and their SWOT analyses. We have provided insight into the strengths, weaknesses, opportunities each company has, and threats each company faces. While our focus was on providers within the Cox Communications footprint, we identified the top providers based on mentions across multiple ranking lists and their market share within the industry. Our research findings on AT&T, Verizon, and Xfinity are presented below and in the Research Strategy section.

AT&T Fiber

Strengths

- Infrastructure: AT&T Fiber offers one of the market's least expensive options for fiber internet. Compared to others, its monthly rate is about $20 less. Though limited plan options are available (three options of fiber internet plan), each offers unlimited data — with no data cap — and 25 times faster upload and download speeds than cable internet. With its fiber network, the internet speed is not affected during peak periods when many people are connected simultaneously. Because fiber internet is not electricity-dependent, there is no risk of outages.
- Coverage: AT&T is widely available across the Southern, Western, and Midwestern parts of the United States. According to the most current coverage map (updated in December 2020), about 41% of Americans have access to AT&T.
- Large Market Share: AT&T has a market share of approximately 44.8% of wireless subscriptions in the US. Established as a significant player in the US telecom industry, its enormous scale gives it a wide economic moat and a substantial competitive advantage.
- Customer Satisfaction: The customer support quality rendered at AT&T is unparalleled. In comparison with other providers, they are rated higher in customer satisfaction. AT&T Fiber ranked no.1 in customer satisfaction, according to the 2021 ACSI survey.
- Financial Capacity: AT&T has a yearly profit generation capacity of over $20 billion. In the third quarter of 2022, the company generated $29.1 billion in revenue.

Source

Weaknesses

- Limited Investment in R&D: Compared to its major competitors, AT&T's investment in research and development may require an increase. Beyond expenditure, its R&D strategy should aim to lead some significant technological innovations.

- Installation Cost: Due to the peculiar nature of fiber internet compared to coaxial cable internet, installation may be more costly and intrusive. Although considerably cheaper than in previous years, fiber is more expensive than cable internet, particularly with initial installation and activation fees. Other charges, such as equipment fees and extra pay for a Wi-Fi extender, may apply, even though plans are advertised as inclusive of equipment.
- High Debt Ratio: AT&T took on debt to finance some acquisitions. As such, it has a debt-to-equity ratio of 1.093 (as of September 2022). Over ten years (2012 – 2022), AT&T's net debt increased from $65.6 billion to $158.2 billion. Currently, its cost of debt is estimated at 4%, implying that more time might be spent paying off debt, as the increased debt puts pressure on the balance sheet.
- Declining Brand Value: Even though AT&T remains a valuable brand, there has been a consistent decline in its brand valuation. In 2021, there was a 5% drop compared to the previous year, and an 8.5% decrease was recorded in 2022 compared to 2021.
- Low Employee Retention: AT&T has a high employee attrition rate compared to other companies. The company reduced its employee count from about 280,000 in 2017 to 169,900 in 2022. This weakness leads to the constant channeling of resources toward hiring, training, and upskilling the workforce.

Source

Opportunities

- 5G Rollout: As part of its long-term growth strategy, there is a plan to increase investment in 5G and fiber, the major growth areas. AT&T is positioning rightly to take advantage of the 5G rollout by deploying 120 MHz of mid-band spectrum to cover over 200 million people before 2023 ends.
- Free Cash Flow: As it gets its debt under control, the company can repurchase shares. The company expects a free cash flow of at least $4.15 billion in 2022, with future annual earnings per share (EPS) of at least $2.50.
- Geographical Expansion: There is an opportunity for additional customer growth in the under-penetrated parts of the mobility market. As customers demand reliability, speed, and simplicity, AT&T can leverage its reliable fiber network and symmetric solutions to meet demands.
- Environmentally-Friendly Operations: With the inflow into fiber and 5G networks, AT&T anticipates optimized returns and opportunities for new revenue by decreasing its copper services footprint by 50% by 2025. The global shift towards green solutions is an opportunity for positioning as an environment-friendly company.
- Diversification: With the decreasing demand for voice services, opportunities abound for diversity in becoming a technological company. AT&T can quickly pivot into cloud computing and IoT by leveraging its existing customer base and brand loyalty.

Threats

- Competition: America’s telecommunications industry is currently saturated with new players. AT&T has giant competitors like Verizon, who have some remarkable accomplishments in the sector, and smaller ones like Cricket, who can target specific niches. Their flexible plans and reasonable offers are gradually consuming AT&T’s market share.
- Reliance on the American Market: AT&T’s dominant market is the US, which is currently experiencing poor performance economically. Recession reduces consumer spending power, which might impact the company’s stability in the long run.
- Price Issues: The availability of options and increased competition make the telecom industry highly vulnerable to price changes. Consumers can change providers once they feel the service is too expensive. Market forces may be detrimental to the company if there is a need for price adjustments.

Source

Verizon

Strengths

- Innovation: Verizon is at the forefront of innovative technological initiatives like 5G Network, FiOS, and 4G LTE. The steady improvement of its operations and service offerings sets them apart from others in the industry. The company is innovative and up-to-date with market trends — a good trait in a highly competitive market. In 2021, Verizon spent more than $200 million to expand its 4G LTE network capacity and provide 5G service to almost 2.5 million users in North Carolina.
- Customer Satisfaction: According to the J.D. Power 2022 US Wireless Network Quality Performance Study, Verizon offers an incomparable network quality. It has received the award 29 times in succession and is the most-awarded brand in the category. Its network quality ranked no.1 across five of six regions.
- Dominance: The company is rated by Forbes and Fortune 500 as one of the most valuable brands. The latest report by Brand Finance ranked it the most valuable telecoms brand of 2022, with a value of $69.64 billion. Verizon’s effort toward its brand image secures its position with its customers. After AT&T, Verizon has the next largest market share (30.4%) in terms of subscription figures in the US. Its decent market dominance gives it solid ground to stabilize its position.

Source

- Financial Position: Verizon has a significant financial strength, which helps to stabilize its operations and workforce. Its 2022 3Q report records a total revenue of $34.2 billion, a

4% rise from the previous year. Over 40 million households were covered by fixed wireless within the same period, and 30 million+ homes by 5G Ultra-Wideband. Verizon ranks 3rd in profitability in the American market.
- Coverage: Verizon's 4G LTE network is accessible in more than 70% of the US. It is the second-largest Digital Subscriber Line (DSL) and fiber internet provider in the United States. Its DSL service is accessible to more than 48 million people, and approximately 34 million people access its ultra-fast FiOS internet.

Source

Weaknesses

- Reliance on the US Economy: Verizon's high dependence on the American market subjects it to issues and vulnerabilities within the market, which in turn impacts the bottom line. In 2020, the company retracted its revenue projection due to the loss of 68,000 wireless subscribers and the closure of 70% of its wireless retail stores in the US.
- Safety Concerns: There have been some security concerns — safety and violation of users' privacy — around Verizon's operations. In 2020, the company was found guilty of selling consumers' location data to third parties without consent. At different times, the Better Business Bureau called out Verizon on deceptive and misleading adverts, falsely claiming the distribution of 5G network services before it was available. This dent in the company's reputation has impacted customers' trust.
- Charges: Verizon currently has many funds in liabilities, about $286.31 billion as of September 2022. If not managed promptly, the burden of increasing penalties could result in bankruptcy.

Opportunities

- Leverage Videoconferencing: New trends in the consumer behavior can be an opportunity for Verizon. With its acquisition of BlueJeans — a market-leading video conferencing and collaboration platform, Verizon positions itself to exploit the opportunities in the videoconferencing sector as demand for remote-work-assisted technologies continues to rise.
- Diversification: Given its prominence in the 5G network space, options such as augmented reality (AR), smart cities, and autonomous vehicles allow Verizon to lead simply by diversifying its portfolio.

Threats

- Competition: Verizon has strong competitors in the American market, including AT&T. The clash between the rival companies constantly increases, requiring a lot of effort to retain customers and maintain market share.

- Government Regulations: Stringent regulations govern the telecom industry to protect consumers. The government's enforcement of more intensive rules will affect Verizon's operations and revenues.
- Inflation: Uncertain situations resulting from the impending recession threaten the growth of Verizon's profitability. The daily inflation rate increases workforce expenditure, consequently impacting Verizon's profit margin. To stay profitable, the company might increase the cost of its services, which may result in the loss of customers.
- Data Leakages: In 2017, the personal data of 6 million Verizon users were leaked online due to a misconfigured security setting. The company's vulnerability to data leaks and hacking could result in losses in lawsuits, besides customers' trust in the brand.
- Buyer's Negotiating Power: Telecom customers wield high bargaining power due to the availability of options. Verizon must consistently innovate and go above and beyond to retain its users.

Source

Xfinity Internet by Comcast

Strengths

- Brand Portfolio: Xfinity can leverage its robust brand portfolio for business expansion or diversification. Its parent company, Comcast, is the largest home internet service provider in the United States. In 2021, Xfinity households connected about 1 billion devices — a 12 times increase from 2018. In June 2022, Comcast Business was recognized as a leader in Managed Software Defined Wide Area Network (SD-WAN) Services and Software Defined Network (SDN) Transformation Services in the US market.
- Coverage: Xfinity is the largest cable internet service provider (ISP) in the US, with its coverage spanning 40 states, mainly in Alabama, Arkansas, and Arizona. Xfinity Cable internet is accessible to approximately 107.9 million people, i.e., the largest residential cable provider by coverage area. In the third quarter of 2022, the company recorded additional 14,000 broadband customers to its portfolio.

Source

- Customer Satisfaction: Xfinity has maintained high customer satisfaction and an outstanding brand image among potential customers. According to the American Customer Satisfaction Index numbers, the company's 66 points score was above the industry average. Xfinity has remained within the top three ranks for customer satisfaction in the J.D. Power US Residential Internet Service Provider Satisfaction

Study. According to US News Rating, Xfinity ranks no.1 as the best cable internet and fastest internet service provider of 2022.

- Financial Position: Comcast's market capitalization of $154.12 billion (as of November 2022) makes it the 66th most valuable company globally by market cap. In the second quarter of 2022, its broadband revenue grew by 6.8% year over year (Y-O-Y) to $6.1 billion on increased rates and a more significant number of residential consumers than the previous year. Cable communications generated $16.6 billion of the total revenue — a 3.7% increase Y-O-Y.
- Employee Retention: Compact has a low workforce attrition rate, with employees typically remaining with the company for 4.6 years, according to Zippia. 56% recognize the company's effort toward employee retention.

Source

Weaknesses

- Profitability Ratio: Comcast has a lower profitability ratio and percentage net contribution than the industry average. As of September 2022, its net profit margin was 4.46%.
- Legal Actions: Comcast has had some legal actions in previous years. In 2019, Washington State concluded its consumer protection trial against Comcast. The lawsuit claimed that a Comcast monthly subscription program — the Service Protection Plan — was imposed on customers without their consent. Being a frequent target for class action lawsuits and other legal proceedings affects the company's reputation and brand image.

Opportunities

- Consumer Preferences: The pandemic, remote work, and the increase in video conferencing have raised the significance of quality internet to consumers. According to a recent study, 50% of home internet households have no less than one extra non-traditional service from their provider. The intention to upgrade home internet service is at its highest. Xfinity can exploit this demand to expand and build more revenue streams.
- Free Cash Flow: With a healthy free cash flow generation of $3.2 billion in Q2 2022 and a consistent decline in long-term debt, there is an opportunity to invest in innovative technologies and new product segments. The company recorded a 6.01% decrease in Y-O-Y ($95.576 billion) in long-term debt for the quarter, which ended in September 2022.
- Excess Capacity: The current surplus capacity in wireless networks creates a short-term opportunity directed at value-focused consumers. In the long run, experts expect cable network providers like Xfinity to benefit from the capacity constraints that fixed-wireless broadband providers face. The cable network is expected to take a 65% share of the residential broadband market in the US by 2027. The American residential broadband service revenue is anticipated to increase from $84.5 billion to about $102.6 billion between 2022 and 2027 at a compound annual growth rate (CAGR) of 4.56%.

Threats

- Competition: Xfinity faces fierce competition with obvious threats, like Verizon, and also from new entrants into the space, as experts anticipate that competition will increase within the broadband space. Additionally, the fiber and fixed wireless broadband segment threaten the increase in cable internet subscribers.
- Inflation: The rise in the inflation rate negatively impacts the company by limiting the number of new connections, according to Brian Roberts (Chief Executive Officer at Comcast).
- Stringent Regulations: Strict government regulations threaten the industry's growth. The threat of an order that classifies broadband as a Title II telecommunications service puts pressure on providers, as it would empower the FCC to enforce rate regulation and impose unbundling.

Research Strategy

We leveraged the most reputable sources of information available in the public domain, including AT&T, Verizon, Xfinity, CNBC, and The Connected Home, to provide the requested information.
While our focus was on providers within the Cox Communications footprint, we identified the top providers based on mentions across multiple ranking lists and their market share within the industry. In this report, we have referenced slightly dated sources such as GeekWire to make it robust and add historical context to the data points in some cases.

Did this report spark your curiosity?

Start Wondering

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