



**TELECONTROLLO 2015**  
RETI DI PUBBLICA UTILITÀ

**MILANO**  
**29-30 SETTEMBRE 2015**  
HangarBicocca

## **TELECONTROLLO MADE IN ITALY: A STEP FORWARD FOR A BETTER LIFE**

SOLUZIONI SOSTENIBILI PER LA SMART COMMUNITY

**PRESENTATION OF PAPER:**            ***DAIVAI - Creating Smarter Homes to  
build Smarter Cities***

**AREA:**                                    **CITY**  
*(Building Automation)*

### **RELEVANCE TO THE THEMES OF THE FORUM**

*Daivai.com is an online platform that **accelerates implementation** of the **smart home** and contributes to the development of the **smart city**. It is a practical tool that connects **Consumers, innovative Technology and local Experts** around Solutions that improve quality of life at home.*

**Theme:            Technological innovation**

The Solutions managed on DAIVAI integrate consolidated technologies with new products (Internet-of-Things) and facilitate the meeting of traditional installation experience and new digital skills contributing to new job creation.

**Theme:            Value added for the end user**

The focus of DAIVAI is to facilitate the implementation of integrated technology solutions that can make life at home safer, healthier, more comfortable and sustainable. These solutions include local services and (public, private) Experts facilitating the creation of smart communities.

**Theme:            New Business models**

DAIVAI is a platform that can effectively implement new business models and activate collaboration among private companies, public institutions and consumers.



*The easiest way to improve your life at home  
with technology*

## **WHAT IS DAIVAI?**

DAIVAI.com is an online platform that connects Consumers, innovative Technology and local Experts to accelerate implementation of Comfort & Efficiency, Health & Security and Infotainment solutions in private homes. Daivai is a practical tool to accelerate implementation of the **Smart City** starting from the **Smart Homes**.

## **WHY DAIVAI?**

Today, there are numerous new technological solutions to improve comfort and energy efficiency, protect people and belongings and support independent living.

So why do most home still look like they did 30 years ago?

Some of the main barriers are:

**Complexity: Consumers don't know what is possible.**

*Single products are becoming more intelligent and the growing number of intelligent systems further increases complexity*

**Skills: Consumers don't know whom to turn to.**

*Integrated systems require many different skills (electrical, energy, IT) - Finding them in a single expert is difficult*

**Costs: Cost of solutions is not transparent or predictable.**

*Integrated solutions are often custom-built and installed, making it difficult to understand the value and benchmark the costs.*

**Trust: Whom to trust in a complex, rapidly changing market?**

*Many experts trust only products they know well - Consumers are afraid of trusting the wrong expert and the wrong products*

Recent market analyses predict a 60% annual growth rate for smart homes in Europe in the period 2014-2019 (*Berg Insight, December 2014*). But for most Consumers selecting and implementing solutions that integrate 3-4 products/services, maybe from different vendors, is not easy and requires expert support. Furthermore, the home technology market is becoming increasingly complex due to a new generation of products and services made possible by the internet (*internet-of-things*).

How will Consumers navigate the rapid technological changes? And how will local experts? The Experts are fundamental in this process but they cannot dedicate much time to the single customer in the consumer market where projects are small and margins low and even for "Experts" it can be difficult to keep up with new solutions and technology options.

DAIVAI simplifies the complex and makes it easier for Consumers to play a more active role in personalizing their home with technology: more curious, better informed and active Consumers are needed to create a real mass market for home technology! At the same time DAIVAI facilitates interaction between **Consumers**, **Technology Vendors**, local **Experts** and **service providers** (public/private) with obvious advantages for all.

## HOW DOES IT WORK?

On the [daivai.com](http://daivai.com) platform Technology (Products), Skills (Experts) e Needs (Consumers) meet as follows:

- 1) Daivai identifies and presents Solutions and options (technological and/or business model options).

## Comfort & Efficiency

## Health & Security

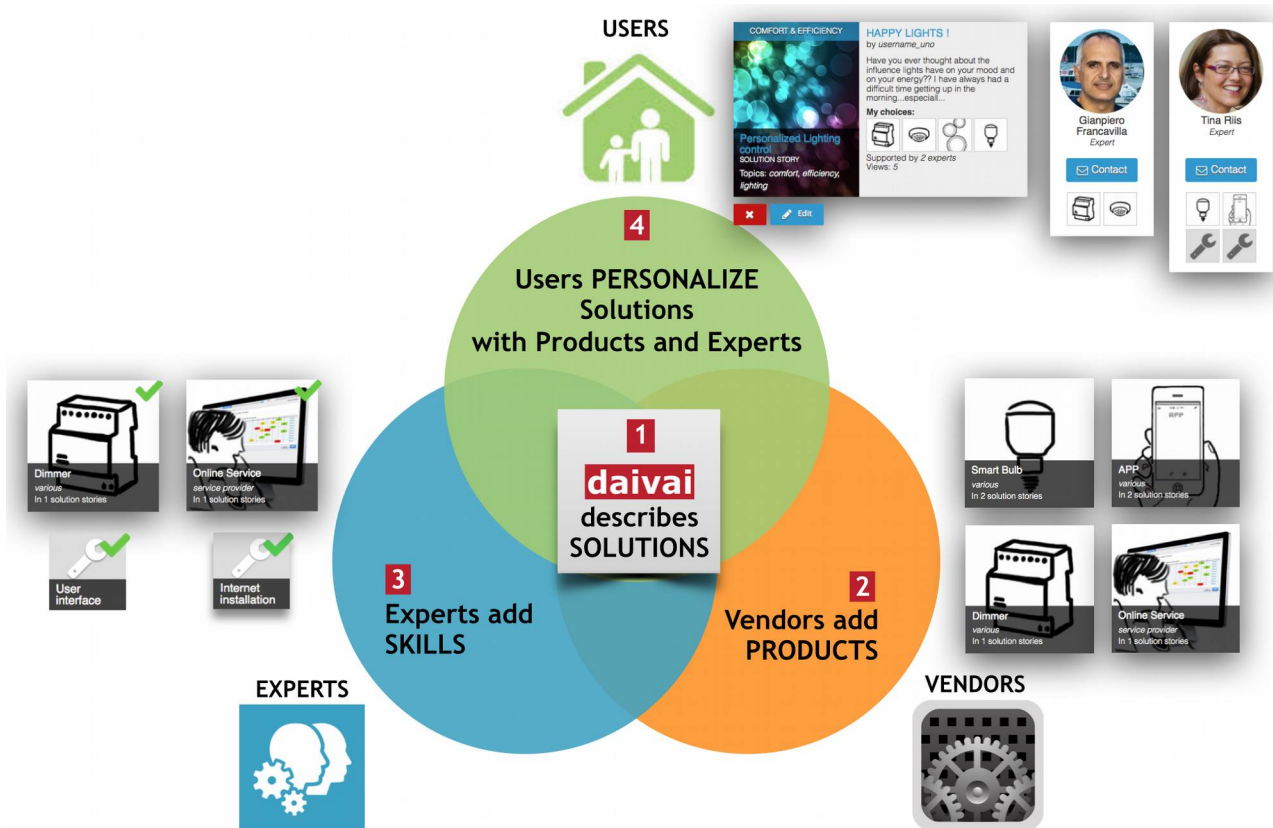


## Infotainment

Examples of Solutions on DAIVAI: **Comfort & Efficiency** (e.g. Energy Control, Smart Lighting, Ventilation), **Health & Security** (e.g. TeleCare, TeleHealth, Access Control), **Infotainment** (e.g. audio/video)

- 2) Vendors publish their products and the Solutions become *multi-vendor* and *multi-product*.
- 3) Experts map their skills on the Solutions and indicate the cities where they work.
- 4) Consumers “personalize” Solutions selecting Products, Services and Experts.

The following image illustrates these interactions.



*Vendors, Experts and Consumers interact with the solutions on DAIVAI.*

## WHO USES DAIVAI?

Daivai does **not** sell Solutions, Products or Services - it is not an e-commerce. It simply creates visibility for technological solutions and facilitates interaction among the different stakeholders.

## VENDORS

Vendors are technology manufacturers and anyone representing the products and services that are integrated in solutions: distributors, dealers, retailers, utilities and service providers. When identifying Products/Services Daivai gives priority to:

- global standards and interoperability
- different technology options, multi-vendor alternatives
- possibility to re-use a product in more Solutions
- acceptance by local experts (installers, system integrators, help centers, makers, volunteers)

**Benefits for Vendors** who publish their products in Solutions found on DAIVAI:

- Visibility:** **reach new client groups**  
*products may be found on Daivai when people are looking for something else*
- Versatility:** **demonstrate product flexibility**  
*products can be published in different solutions and combinations*
- Network:** **grow network of local experts**  
*consumers may prefer products which have been selected by local experts*
- Benchmark:** **monitor local markets**  
*built-in metrics make it easy to compare products and experts*

## EXPERTS

Technological product innovation is very rapid. Developing the necessary skills to install, configure and maintain all these technologies locally takes more time. Daivai wants to increase the number and the variety of experts available to Consumers and facilitate the aggregation of multi-disciplinary teams necessary to implement the most complex solutions. Some solutions (like tele-care/telemedicine in the assisted living field) require new expert categories and public-private partnerships which can create innovation, new jobs and public sector savings.

Daivai will feature different Expert categories: energy consultants, engineers, installers and system integrators (electrical, thermo-technical, IT, lighting, sound/video), architects, medical doctors, social assistants, professional associations, consumer organizations, no-profit organizations, volunteers, etc.

In general Experts will map themselves on Solutions, but Daivai will collaborate with Vendors to first map their established expert networks.

**Benefits for Experts** who map their skills on Solutions found on DAIVAI:

- Visibility:** become visible in Solutions + Cities
- Innovation:** discover new Solutions to support
- Partnerships:** identify complementary partners
- References:** create Stories to share client cases
- Profile Page:** get an automatically updated personal expert page
- Metrics:** track/benchmark personal metrics
- User groups:** manage user-groups in one's local area.

## CONSUMERS

On Daivai the Consumer can “personalize” technological solutions, choosing between different technology options and identifying experts in their own area who can support implementation.

**Benefits for Consumers** who personalize Solutions found on DAIVAI:

- Save time:** find different home techs, all on one platform  
*comfort & efficiency, health & security, infotainment*
- Learn:** discover integrated Solutions  
*complex solutions are explained with examples*
- Share:** easily publish and share preferred Solutions  
*on Daivai and Social Media*
- Personalize:** create Solution Story  
*personalized with choice of tech options, products, experts*
- Implement:** contact vendors and local Experts  
*if help is required for implementation.*

## PUBLIC ADMINISTRATION

Many of the solutions described on DAIVAI have benefits that are of public interest (energy efficiency, renewables, independent living, etc.) and public sector representatives can use DAIVAI to give visibility to political agendas and local initiatives.

**Benefits for Public Sector representatives** who refer to Solutions found on Daivai:

- Sustainability:** **Technology can optimize private energy consumption**  
*In Europe 200+ million homes consume almost 30% of all energy*
- Independent living:** **Technology can support elder care**

*In 2050 more than 20% of the world population will be 60+  
(In Europe: 219M citizens)*

**Public-Private:**

**Challenges require new partnerships and financing models**

*The Public sector can incentivize the use of technology in private homes, and high home ownership (in EU e USA) means Consumers are also open to investing in home technology themselves.*

**DAIVAI TEAM AND DEVELOPMENT PLAN**

DAIVAI.com is developed by an Italian startup (DAIVAI srl) created in April 2014 by an Italian-Danish team. The founders have a long experience in system integration, HR and Communications, primarily in B2B markets. One of the important drivers of this project has been the wish to transfer B2B system integration practices to the B2C market.

2013 was dedicated to concept development, including explorative meetings in significant markets like Italy, the USA and Scandinavia. 2014 was dedicated to the technical specification and creation of the current beta-version. Currently the platform is being presented to stakeholders (vendors, experts associations, research centers) in Italy and other European nations in order to define the first solutions in the three reference areas (Comfort & Efficiency, Health & Security, Infotainment). In this phase of the project the main priority is to engage vendors who are interested in an initiative like Daivai that aims to develop the *smart city* starting from *smart homes*.

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**DAIVAI srl**

**daivai.com** - The easiest way to bring integrated technologies to your home

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