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THE STANDARD FOR LIGHTING MANAGEMENT QUALITY SINCE 1953

SPRING SEMINAR

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“Controls & the IoT – We HAVE to do Better!”



LUMINANCE BRANDS™



MAGNUM
I N N O V A T I O N S

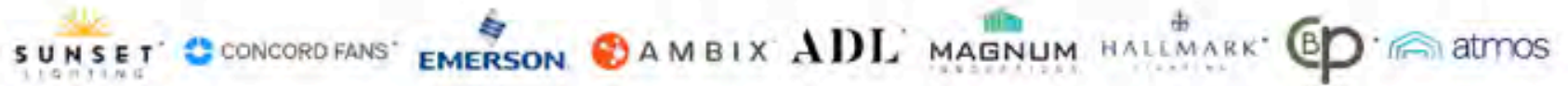
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LUMINANCE BRANDS™



Versatile ** DIVERSE ** Growing



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Today's Lighting & Controls Environment

- Speed
- Price-Driven
- Race-to-the Bottom sales philosophy
- “if it's on – I'm gone” mentality
- Customer want's the best for the least
- Same story, new Day!



The Impact on our Customers

- Our customers count on us!
- Bad or Incomplete Information
- Susceptible to bad decision-making
- Garbage in – Garbage out!
- No-Win Situation in the shadow of an IoT-Future
- “We have to be better!”



Why Does It Matter?

- Connected Lighting – The NEXT big industry opportunity!
- LED Tubes – Stop-gap Measure
- **Today** -- Incentives/rebates – FLST/HID to LED conversions
- **Tomorrow** – LED to LED conversions – What then?
- **NOW** is the right time to prepare for the future!



WHY?

WHY?

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WHY CONTROLS?

- Flexibility – easy to change
- Visibility – cloud-based / real time / total control
- Monitoring -- defects / damage / vandalism / safety
- MFM – multiple buildings
- ADR – Internally & externally driven
- Multi-Measure Control – lighting / plug loads / HVAC / valves / boilers / machines / etc.
- Ebox – Easy integration for BacNET needs into existing BMS

WHY?

***Approved at the highest levels for government facilities –
Easy, safe, and designed for simplicity!***

WHY?



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Selling controls in a price-driven world!

- Be better for your client
- Be the solution!
- Without Information – price wins the day!
- Identify and define the future
- Identify the ramifications
- Avoid the ROI trap
- Prepare for an LED to LED conversion environment
- Leverage today's incentives for tomorrow's choices
- Wireless over wired savings
- Costs – installation / flexibility / visibility / upgrades

Our customers depend on us – we have to be better for them!



Knocking down barriers & Getting Real!

- Greatest Barrier –
 - Past installations
 - More educated audience
 - Fear of the unknown
- Retrofit vs. New construction
- IoT is not for everyone – application counts
- IoT-Ready is the gateway to future opportunities



The message is important:

- ROI to start
 - ESCO's / CEO's / Etc.
 - Investment requires a return
- Recurring costs – Explain “why”
- Use Examples:
 - BMS software
 - Accounting Software
- Cost to get data is nominal
 - Cost to take it out and use it is where dollars come into play
- Information is powerful



Be the Solution – Be the professional!

- Provide options for educated decision-making
- Be courageous for your customer
- Open the door to future opportunities
- It's only scary if you let fear take control – knowledge is power



Your customer's future is truly in your hands – Be what they need you to be!



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