Spring Seminar
NALMCO SPRING SEMINAR

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

LUMINANCE BRANDS™

MAGNUM INNOVATIONS

Wednesday – March 4, 2020
Versatile  ** DIVERSE  ** Growing
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 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

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