

WHAT ROLE WILL DISTRIBUTORS HAVE IN THE CONNECTED LIGHTING FUTURE?

- CHRISTOPHER BROWN
- CEO
- WIEDENBACH-BROWN CO., INC

WARNING!!

I MAY BE WRONG.....

**BUT WHAT IF I'M
RIGHT?**

(EVEN ONLY PARTLY RIGHT?)

**ARE YOU AN OPTIMIST
OR A PESSIMIST
RE DISTRIBUTOR ROLE IN
CONNECTED LIGHTING FUTURE?**



WIEDENBACH-BROWN

- 1913.....in business
- 2005.....in the filament and cathode lighting business
- 2010.....the wild, wild west of LED
- 2012.....firmly in the semi-conductor business
- 2017.....in the connectivity business?
- 2020.....in business, BUT IN WHAT BUSINESS???

Unpleasant Reality Check

Some TRADITIONAL Lighting Distributors (and Lighting Departments) Are Out of Business Already, They Just Don't Know It Yet!

ILLUMIGEDDON™

(or the end of the Lighting Industry as we have known it)



Chris Brown, CEO, Wiedenbach-Brown
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ATTARDI GIVES ME NEW NICKNAMES

CHICKEN LITTLE

&

- DR. DOOM

A vibrant rainbow arches across a clear blue sky, spanning the width of the image. Below the rainbow is a lush green field of wildflowers, with a dense foreground of red and yellow blossoms. The overall scene is bright and colorful, suggesting a clear, sunny day.

illumintunity

BUT FOR WHOM?!?

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2.0



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LIGHTING

IS

EXCITING!!!

**LIGHTING ISN'T JUST
ABOUT LIGHT
ANYMORE!**

DISINTERMEDIATION

(noun)

“Reduction in the use of intermediaries between producers and consumers”

**OR MORE SIMPLY..... CUTTING
OUT THE MIDDLEMAN!**

QUESTION

- WILL MANUFACTURERS DEMAND THAT TRADITIONAL LIGHTING DISTRIBUTORS CREATE FULL SERVICE CONNECTED LIGHTING TEAMS? OR WILL THEY FIND OTHER WAYS TO SELL THEIR PRODUCT????

QUESTION

Who will be driving the bus when Tech Gorillas & Lighting Align?!?

IS THIS STILL THE LIGHTING INDUSTRY?

We saw the recent announcement that Lunera Lighting has appointed John Bruggeman as its new CEO. He is a seemingly successful and highly qualified individual whose professional background includes zero experience in the lighting and electrical industries, but has an abundant amount of leadership experience with prominent Silicon Valley companies like Cadence, AOL and Netscape.

We noticed a well-intentioned and friendly note on LinkedIn sent in Bruggeman's direction: **“Welcome to the Lighting Industry, John!”** That note inspired us to wonder if he is joining the lighting industry, or – if the lighting industry is shifting to become a small subset of his tech industry. Perhaps we are emerging to be a subsector – the Smart Buildings and Cities industry.

FROM INSIDE.LIGHTING 5/04/2017

A photograph of a dark, weathered gravestone with a rounded top, set in a field of tall green grass and pink flowers. The sky is blue with light clouds. The gravestone has the name 'MIRO' and a humorous epitaph engraved on it in white, serif font.

MIRO

fun while
it lasted

CHECK OUT WHO
ELSE IS NOW IN
OUR LIGHTING
BUSINESS!!!

TECH GORILLAS NOW IN OUR LIGHTING BUSINESS

- APPLE
- CISCO
- GOOGLE
- AMAZON
- INTEL
- MICROSOFT
- QUALCOMM
- VERIZON
- ETC., ETC., ETC.
- WHO WILL BE
NEXT???

Lighting and IoT/IIoT/loE

Why is lighting so attractive to the tech gorillas?

LIGHTING IS THE
TROJAN HORSE OF
THE IoT

CISCO DIGITAL CEILING PARTNERS

- **CREE**
- DELTA CONTROLS
- **DG LOGIK**
- **EATON**
- ELLIPZ LIGHTING
- EllisDon
- IGOR
- INNOVATIVE LIGHTING
- INTELLIGENT BUILDINGS
- **JOHNSON CONTROLS**
- **LEGRAND**
- MICROCHIP
- **MOLEX**
- nuLEDs
- ORION
- **PHILIPS**
- PLATFORMATICS
- POINTGRAB
- RELAYR
- RIFINITI
- SIEMON COMPANY
- SUPERIOR ESSEX
- VERTIV

Not Just Better...But Smarter Too!

The new generation of LED Lighting is changing the rules...with Power-Over-Ethernet. The same cable that transmits data over your network can now power and control your lighting system. This means easier installation, lower power draw, and a whole new level of integration and control options.

✓ [Contact Us for a Free Site Evaluation](#)



Power-over-Ethernet: One Cable Does It All!

Power-over-Ethernet (PoE) has been around since 2003, applied to a range of network technologies. However, PoE for lighting has just arrived, and A+ Technology & Security is one of the first integrators offer it. Our years of experience installing other PoE solutions, including network security cameras and access control systems, make our team unusually qualified to service this new technology, and our expertise in "convergence" means you'll benefit from the full functionality that can only come from integrated network-based solutions.

WHAT HAPPENS WHEN.....

- CISCO, CREE AND JOHNSON CONTROLS WORK TOGETHER ON A PoE PROJECT?
- WHO'S DRIVING THE BUS?
- WHOSE DISTRIBUTION IS INVALUABLE?
- WHOSE DISTRIBUTION IS EVEN NECESSARY?

**IF YOU'RE NOT
HAVING
SLEEPLESS NIGHTS,
YOU'RE NOT
PAYING ATTENTION!!**

QUESTION

- HOW DO YOU PREVENT DISINTERMEDIATION?

LD SURVIVAL 101

(FIRST YOU MUST SURVIVE TO THRIVE!)

- LISTEN FOR DISTANT THUNDER, FAINT SIGNALS
- LEARN ABOUT AND TRULY UNDERSTAND NEW TECHNOLOGIES, NEW BUSINESS MODELS, NEW BUSINESS ALLIANCES
- INVEST IN YOUR COMPANY'S PEOPLE AND CULTURE, TECHNOLOGIES, SOCIAL MEDIA, CULTURE OF INNOVATION, AMAZING CUSTOMER SERVICE, NEW SOLUTIONS AND NEW SERVICES

**DEMAND TRAINING
AND SUPPORT FROM
MANUFACTURER
ALLIES!**

HIRE MILLENNIALS!!!

(DON'T BE AFRAID OF THEM!)

**WEB EXCELLENCE
IS NOT A FRILL!!**

amazon

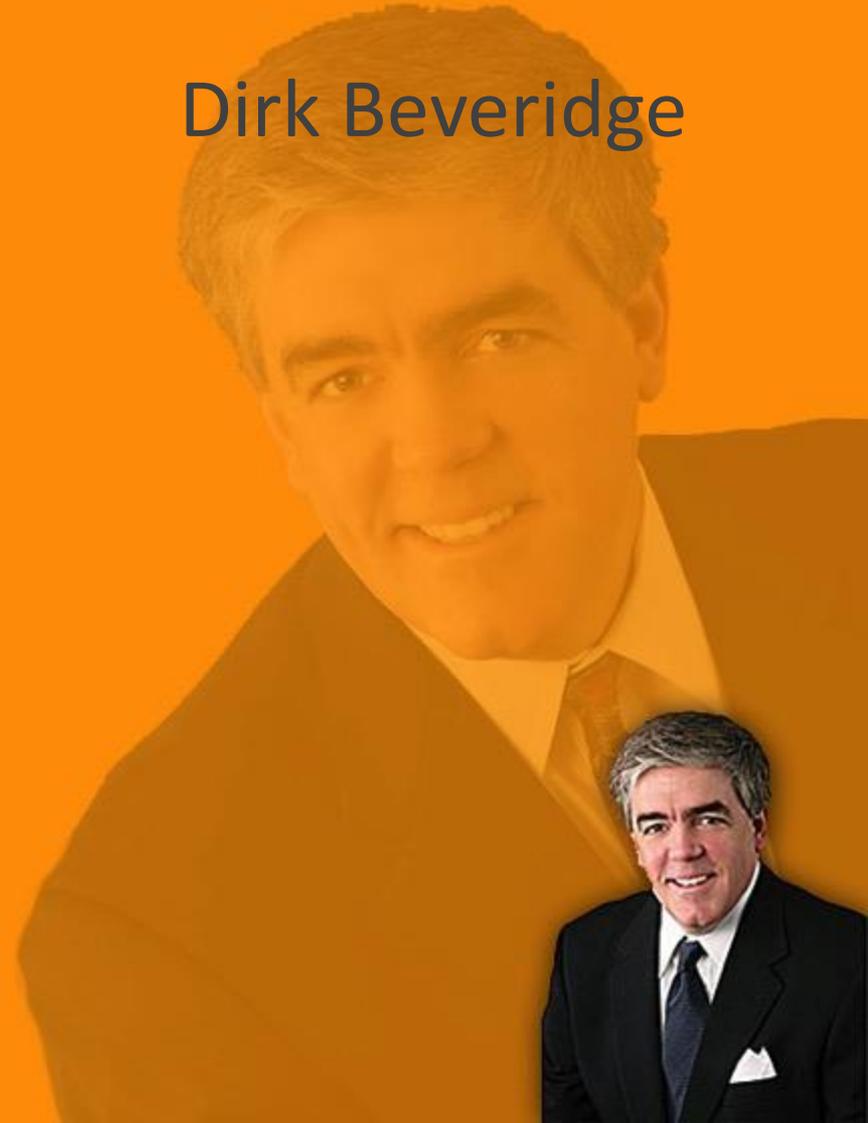
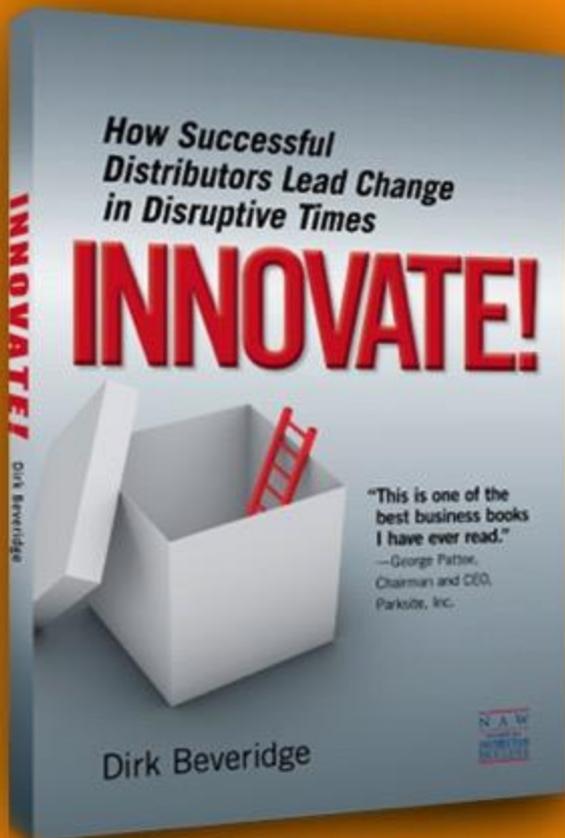


JEFF BEZOS QUOTE

- “AMAZON DIDN’T KILL BOOKSTORES, THE FUTURE KILLED BOOKSTORES!”
- LETS NOT LET HIS FUTURE QUOTE BE “AMAZON BUSINESS DIDN’T KILL TRADITIONAL LIGHTING DISTRIBUTION, THE FUTURE KILLED TRADITIONAL LIGHTING DISTRIBUTION!”

INNOVATE!

Dirk Beveridge



**SIMPLE AND BASIC,
DISTRIBUTION 101!**

**STAY RELEVANT AND
INDISPENSABLE TO
YOUR CLIENTS!**

SIMPLE AND BASIC, DISTRIBUTION 101!

**OWN
THE
CLIENT
RELATIONSHIP!**

**SIMPLE AND BASIC,
DISTRIBUTION 101!**

**BUILD
TALL
WALLS!!!**

LIGHTING PROJECT ROADMAP

- Financing
- LaaS/LSA's
- Tax impact analysis
- Rebate management
- Installation
- Programming
- Commissioning
- Benchmarking
- Aiming/focusing
- M&V
- Data analytics/interpretation
- Routine maintenance
- Emergency maintenance
- Warranty administration
- Relamps
- Retrofits
- Recycling
- Reverse logistics*
- Broker energy provision
- Utility bill analysis
- Utility bill payment
- Solar energy
- Solar powered lighting
- Energy storage
- Vehicle charging
- *think refitting or repurposing early generation SSL product

QUESTION

HOW DO I ENHANCE MY
MANUFACTURER RELATIONSHIPS?
AND WHY SHOULD I?

**LIGHTING ISN'T JUST
ABOUT LIGHT
ANYMORE!**

JACK WELCH QUOTE

“IF THE RATE OF CHANGE OUTSIDE
IS GREATER THAN THE RATE OF
CHANGE INSIDE, THE END IS
NEAR!!”

IS THAT A BRIGHT LIGHT AT THE END
OF THE TUNNEL?

- OR IS IT AN LED
HEADLIGHT ON AN
ACELA HIGH SPEED
TRAIN COMING RIGHT
AT US?

THE FUTURE OF
LIGHTING IS HERE
TODAY.....

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BUT FOR WHOM?!?

THANK YOU VERY MUCH!

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LINKEDIN