



## Samsung Connected Homes Strategy Support

**white space**  
STRATEGY

**SAMSUNG**

[www.whitespacestrategy.com](http://www.whitespacestrategy.com)

## White Space helped Samsung develop a growth strategy for the European connected homes market...

### CLIENT: **SAMSUNG**

- What's held the European market back so far?
- How could key barriers be overcome?
- What partnerships could support growth?
- How could new payment and retail models be harnessed?
- What actions could Samsung take to move the market forward?

*“White Space did a fantastic job of condensing external and our own information into a clear set of conclusions. They then used their network quickly and effectively to connect us with like-minded people from around the connected homes world.*

*It was a massive help to get us to think from the perspective of other players in the industry and, most importantly, to connect us with people we could pilot new approaches with”*

**Strategy & Transformation Director, Europe**



*“White Space were a great help to us and their performance here led to further work in other parts of our business”*

**Strategy & Transformation Director, Europe**

