



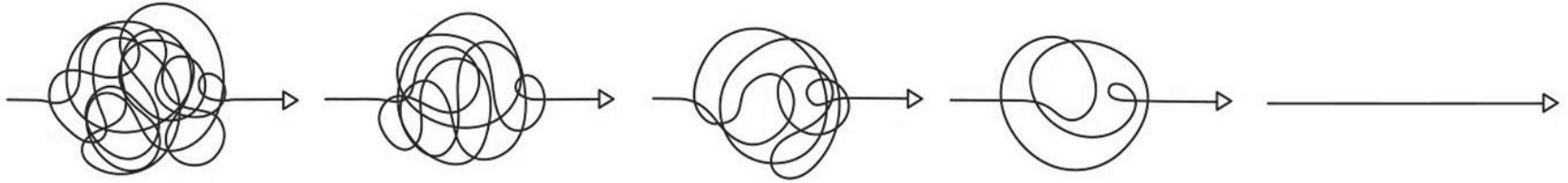
connectivity  
standards  
alliance

# CSA 101

## An Intro to the CSA

Chris LaPre - Head of Technology  
Michelle Mindala-Freeman - Head of  
Marketing

IoT should positively transform the way we live, work, and play. But, complexity, closed ecosystems and challenges of accessibility, security and trust have held back progress.



Since 2002 we have been dedicated to unraveling these challenges. Our goals are to **simplify** the complex, create an open path to **IoT adoption** and innovation, and promote **universal open standards**, enabling all objects to securely connect & interact.

# Building the Foundation & Future of the IoT

*We believe all objects can work together to enhance the way we live, work, and play*

*We believe standards speed innovation, lower barriers to purchase & adoption, and spur growth*

*We believe by creating a place where even the most fierce competitors can collaborate, everyone wins*

## Our Principles:



FACILITATION



COMPETITIVE  
EDGE



INFLUENCE



COLLABORATION



CONCRETE  
ACTION



TRUST



# Simplifying and Harmonizing Standards

As a hybrid Industry Organization and Standards Development Body, the Alliance has evolved into a multi-tech, multi-standards group, focused on **accelerating market growth** and **delivering value** to our Members and the industry.



# Global Leadership

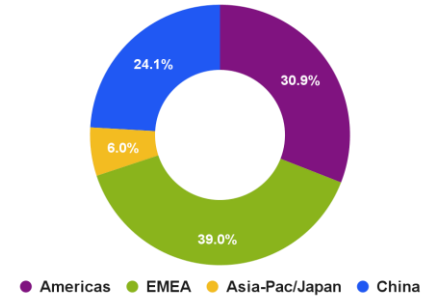


# Global Collaboration

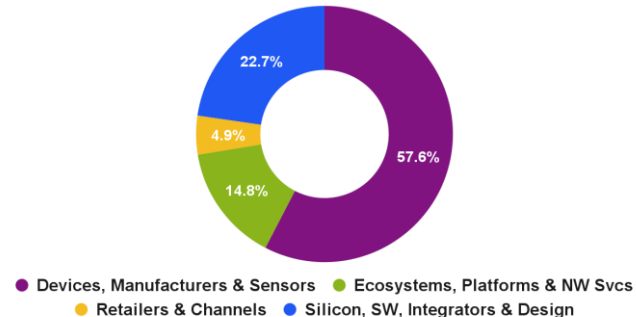
Over **380+** Engaged Companies  
In **37** countries with  
over **3,000** member  
individuals  
participating

**75+** New Members  
1H of 2021

Membership by Geography

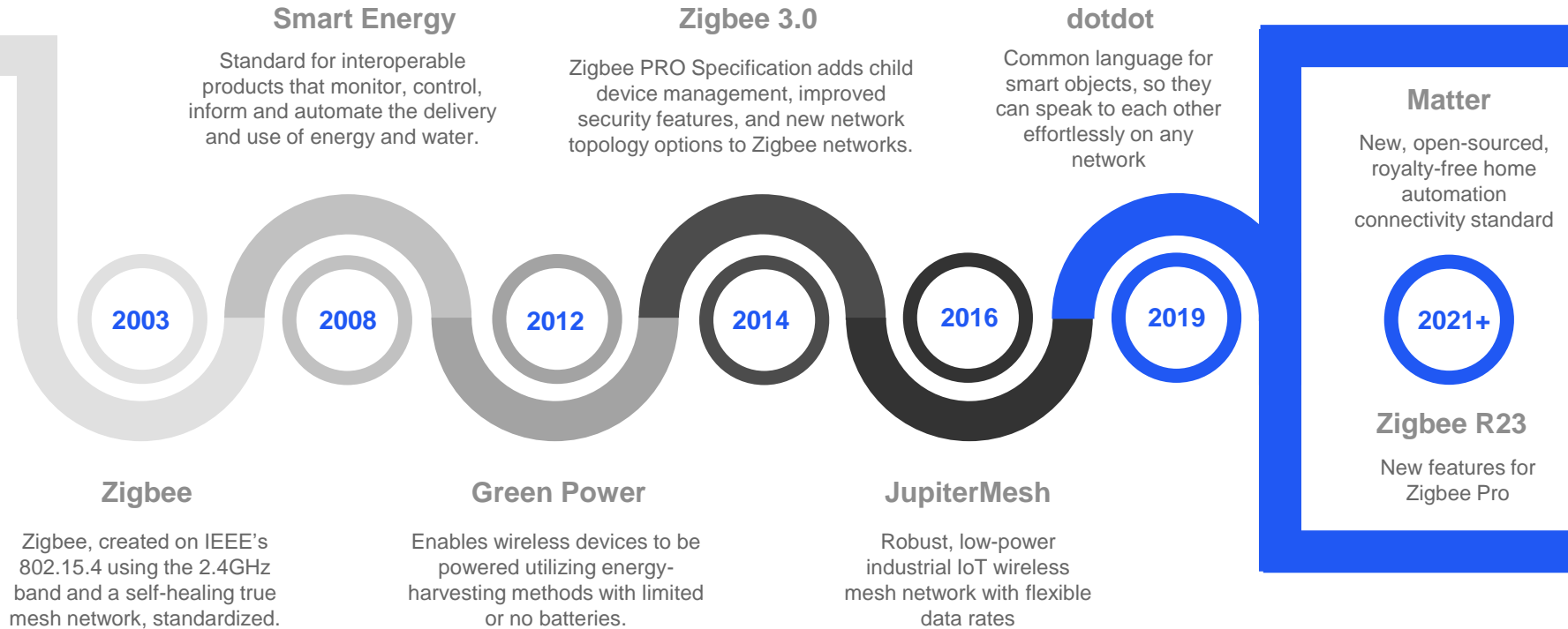


Membership by Industry



**38%** Growth in  
Participants  
Level Member  
Companies Q2  
'20 to Q2 '21

# History of Our Technology Expansion



# Matter: Our Ambitious Vision

- The foundation for connected things
- A seal of approval that devices will work seamlessly together today & tomorrow
- Simplifying development for manufacturers and increasing compatibility for consumers

**Simplicity:** Easy to purchase and use

**Interoperability:** Devices from multiple brands work natively together

**Reliability:** Consistent & responsive local connectivity

**Security:** Robust, streamlined for developers & users



# Zigbee: Continued Momentum

## Increased Certifications

2020 had the highest number of certifications and 2021 hit the 4000+ Certified Devices Milestone

## Momentum

Zigbee continues to evolve and thrive, driven by market needs, lifecycles, and dynamics

## Market Coverage

Millions of devices already deployed to the market and millions more being adopted

## New Features

Development of new features, including R23, Sub-GHz, Zigbee Direct, enhancements to Smart Energy, and Green Power





# Robust Certification Programs

Protecting investments, speeding development,  
and building trust in the market

## Programs

- Product and Platform Programs
- Certification Transfer Programs

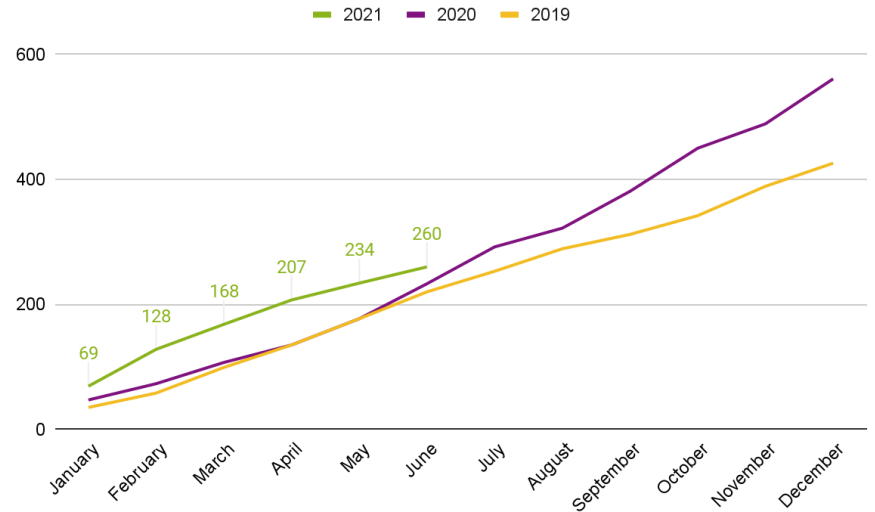
## Tools

- Free Zigbee Unified Test Harness (ZUTH)
- PICS Tool released to members
- Matter Test Tools in development

## Test Events

- 10+ virtual test events completed in Q2 across multiple technology Work Groups
- Completed 4th Matter Test Event - largest EVER in Alliance history!

## Zigbee Certified Products & Platforms



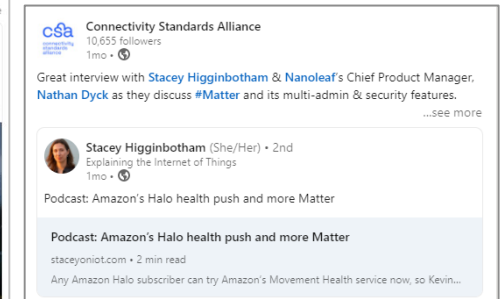
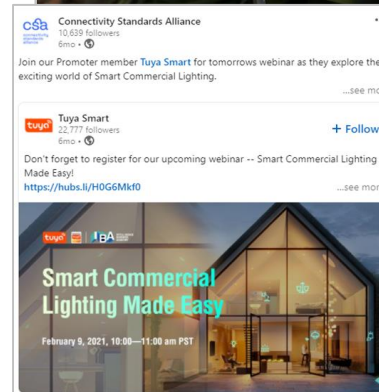
**1000+** Zigbee 3.0 Certified Products  
**4000+** Zigbee Certified Products & Platforms

# Marketing & Co-Promotion



## Sharing Member Progress/Working Group News Assets and Tools for Member Use Member Amplification & Co-Marketing

- Product announcements (Alliance tech)
- Implementations and Success Stories
- Technology Demos
- Speaking engagements
- Alliance & External Events
- White papers & Research
- Blogs & Articles
- Press Releases
- Thought leadership / Industry Insights



# Connectivity Standards Alliance

## Building a more connected world

- Matter's groundbreaking work
- Data Model foundations
- Zigbee Evolutions
- Expanding to address market needs / gaps
- Strong certification programs



- Regional Member, Industry and Interest groups
- Globally recognized - World Economic Forum
- New areas of opportunity: Public Policy, Strengthening Collaboration

- Thriving Community
- Strong member growth continues
- Clear global engagement
- Opportunities to expand into new domains

- New organization and technology brands
- Expanding voice and reach
- Amplification and co-marketing support



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**access control**

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