



### **ESCR043 Commoditization: From Threat to Opportunity**

The commoditization of previously high margin, limited distribution hardware is forcing all sectors of the residential technology integration industry to examine more service-driven business models over ones that are more product-reliant. Integrators have a choice: either stay in a quickly shrinking market, or embrace the inevitable—and re-skill, reorganize and remain competitive. This fun, fast-paced webinar looks at current trends and recommends ways companies can diversify to embrace new opportunities.

View webinar [here](#).