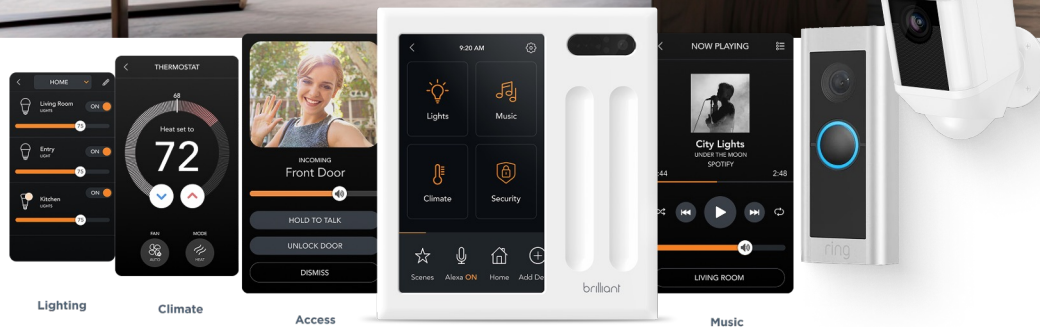


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Competitive Analysis

April 2026

Competitive Positioning

Brilliant targets the underserved mid-market, delivering a premium experience without unobtainable cost

vs. High-End

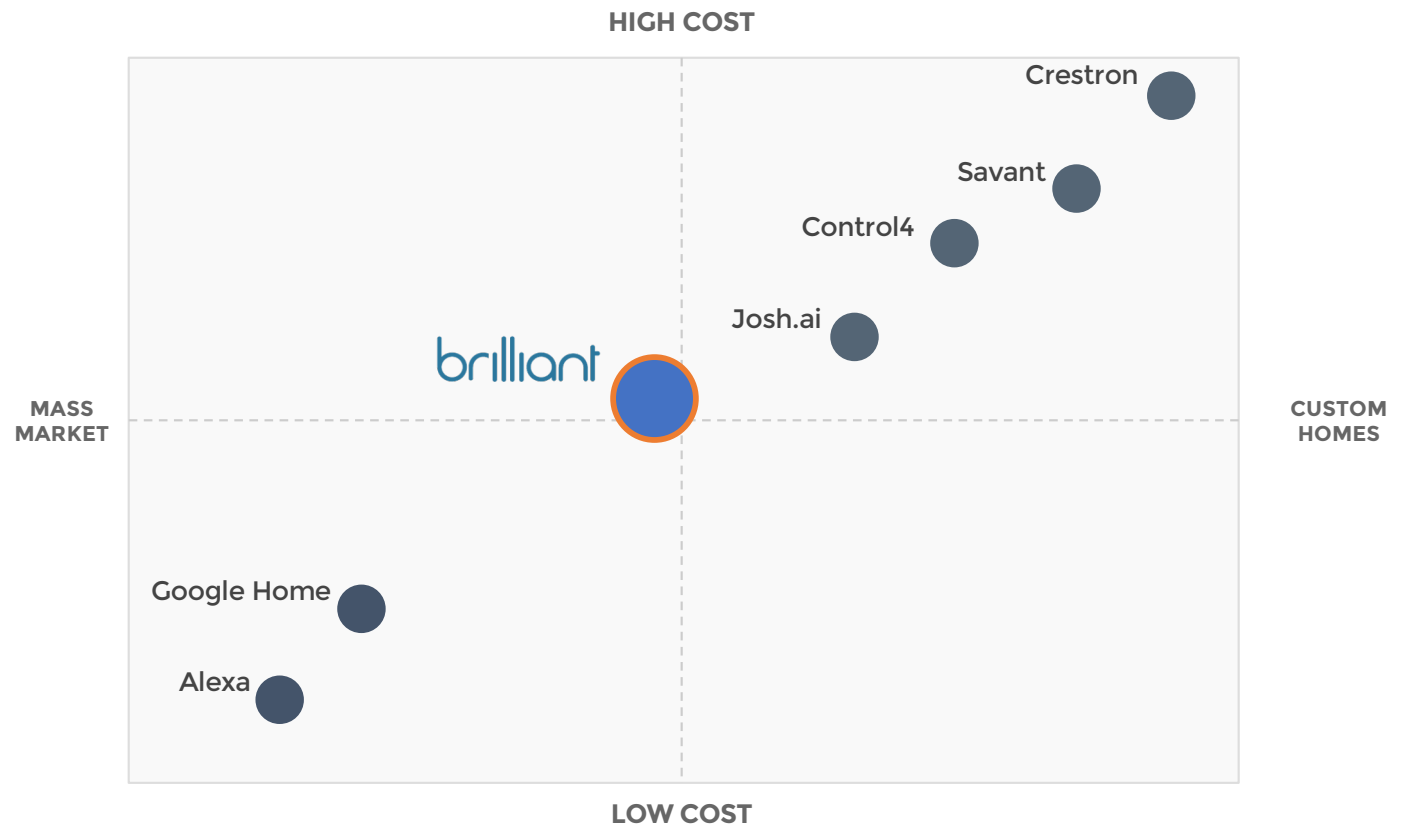
Expensive · Complex · Vendor lock-in · Requires service calls

Brilliant

Premium experience · No complexity · User configurable · No subscriptions required.

vs. DIY

Fragmented · Ad-driven · Countertop clutter · No pro options



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Why Customers Choose Brilliant Over High-End Systems

Brilliant

- ✓ User configurable & user maintainable
- ✓ Installs in minutes - any light switch box or ethernet port
- ✓ Updates automatically - no service visit needed
- ✓ No extra hubs, consoles, or server racks required
- ✓ Works with 100+ popular smart home brands
- ✓ Approachable, mid-market pricing
- ✓ No required subscriptions
- ✓ Premium look and feel - on-wall picture frames

Savant · Crestron · Control4

- ✗ Not user configurable - troubleshooting needs a service call
- ✗ Takes many days of programming. Homes must be re-wired
- ✗ Updates require in-home service calls
- ✗ Requires hubs, consoles, gear - often a full server rack
- ✗ Works primarily with their own hardware ecosystem
- ✗ Extremely expensive to buy, install, and maintain
- ✗ Costly subscriptions required for basic functionality
- ✗ Vendor lock-in limits future flexibility

Why Customers Choose Brilliant Over DIY Systems

Brilliant

- ✓ Installs cleanly in-wall - premium, uncluttered look
- ✓ No advertisements - ever
- ✓ No personal data sharing or ad-algorithm feeding
- ✓ Focused, purpose-built smart home control
- ✓ Pro install, configuration & ongoing management available
- ✓ Premium fit and finish that differentiates your home
- ✓ Mid-market pricing with premium aesthetics
- ✓ Built-in Alexa - same voice functionality, no extra device

Google Home · Amazon Alexa

- ✗ Devices on counters - cluttered look and feel
- ✗ Designed to serve advertisements & feed ad algorithms
- ✗ Privacy concerns - personal data shared with big tech
- ✗ Bloated experience not focused on smart home control
- ✗ DIY only - no pro installer options or troubleshooting
- ✗ Mass market positioning - not brag-worthy
- ✗ Often used as toys; limited home automation depth
- ✗ Cheap pricing signals cheap experience

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Competitive Pricing vs Savant | Control4

5,000 sq ft home · 4 control points · all-in cost comparison

	Brilliant	Savant	Control4
Hardware	\$3,000	\$9,600	\$32,000
Pro Installation	\$600	\$4,000	\$5,000
Annual Subscription	None req.	\$1,200/yr	\$1,000/yr
Monitoring	Included	Included	\$1,500
Support Plan	Included	\$500	\$250
TOTAL	\$3,600	\$15,300	\$39,750

brilliant is

4×

less than Savant

11×

less than Control4

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Full Competitive Matrix

	Brilliant	Control4	Savant	Crestron	Josh.ai	Alexa	Google Home	HomeKit
Entry Cost	\$600-\$900	\$15k-\$50k	\$25k-\$80k	\$40k-\$150k+	\$1.5k-\$3k	\$30-\$250	\$50-\$230	\$89-\$300+
Installation	DIY or Pro	Pro req.	Pro req.	Pro req.	Pro req.	DIY	DIY	DIY
Touchscreen	5" in-wall PoE or hardwired	Add-on panel	Add-on panel	Add-on panel	Add-on 8" or 10" PoE	None	Nest Hub (tabletop)	None
AI / Voice	★★★ Alexa built-in	★★★ Alexa/Google	★★★ Siri/Google	★★★ Custom/Alexa	★★★★★ JoshGPT NLP	★★★ Alexa	★★★★★ Google Asst.	★★★ Siri
Device Compat.	★★★★	★★★★★	★★★	★★★★★	★★★★	★★★★★	★★★★	★★★
Privacy	★★★	★★★★	★★★★	★★★★	★★★★★ On-device	★★ Ad-driven	★★ Ad-driven	★★★★★
Subscription	None req.	\$1k/yr	\$1.2k/yr	Custom	\$10-\$20/mo required	Free tier	Free tier	None req.
Scalability	★★★	★★★★★	★★★★	★★★★★	★★★	★★★★	★★★★	★★★
Best For	Mid-market tract homes. Multi-family	Luxury homes + AV	High-end homes + Apple users + premium AV	Estates + high-end AV. Commercial	Premium AI for smaller custom homes	Budget broadest devices	Android users. Google ecosystem	Apple households

NOTE: Josh.ai can also be a companion layer that sits on top of Control4, Savant, or Crestron to add conversational control and reduce friction. Adds \$5k-\$15k.

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What Our Customers Say

Consumer / End Users

"We're just a normal family and originally thought a smart home required a zillion apps. Brilliant features far exceed what we even thought we needed."

– Otto W., homeowner

"My Brilliant system was up and running in minutes after a big storm. My friends waited weeks for their Control4 technician to reconfigure their systems."

– Craig S., homeowner

"The premium look of the in-wall controls wows anyone who comes to our house and it's so easy to use."

– Basu K., homeowner

B2B Channel Customers

"As a dealer for Brilliant, we see firsthand how they deliver a premium experience at an approachable price. Seamless control and real everyday value without overcomplicating the home."

– President, EST Technologies

"Brilliant's PoE control offers added flexibility on installation location. Better access, stronger reliability, and easier usability at a better price than competitors."

– VP, Premier Cape Construction

"In the Build-to-Rent space, Brilliant delivers on resident experience and operational efficiency at a price-point that doesn't blow the budget."

– Managing Partner, SKBM

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Why Brilliant - For Homeowners

A premium smart home experience - without the complexity or the monthly bill.

● No Ads. Ever

Unlike Alexa and Google, Brilliant doesn't serve ads or share your data with big tech. Your home stays yours.

● Perfect for Retrofits

Installs in any existing light switch box. No new wiring. No server rack. No contractor required.

● No Required Subscriptions

Pay once for the hardware. No monthly fee to use your own smart home. Monitoring and support are included.

● You're in Control

Add a device, rename a room, or change a scene yourself – in minutes. No appointment. No service call. No waiting.

● Works with What You Have

Compatible with 100+ brands – Alexa, Google, HomeKit, Ring, Nest, Lutron, and more. No ecosystem lock-in.

● Premium Look. Simple Feel

An on-wall touchscreen that replaces your light switch. Anyone in your home – guests, kids – can use it instantly.

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Why Brilliant - For Dealers

More projects. Less overhead. No pricing objections.

● Win More Bids

Stop losing jobs to budget objections. Brilliant gives you a premium answer at a price your clients can say yes to – keeping them in your ecosystem.

● Show Up and Install

No pre-programming. No development work. Configure on-site, on the day. Your team can hit the ground running without weeks of prep.

● No Rewiring. No Special Planning

Fits any existing switch box. PoE-ready. No server rack, no conduit runs. Works in new builds and retrofits equally.

● No Truck Rolls for Changes

Clients reconfigure themselves, or you do it remotely – free with ProView. No site visit needed, keeping your team on billable work.

● Full System in Under a Day

A complete smart home install in less than a day. More projects per month. More revenue without adding headcount.

● Free Remote Management

ProView gives you remote monitoring and management at no cost. Diagnose, configure, and support clients without leaving the office.

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