Lighting and IoT Controls Advisory Services
With rapid LED lighting adoption and increased price pressures, manufacturers have to pivot their business models. UL’s Advisory Service specialists are here to help.
Today’s lighting market is vastly different from the market we knew 10 years ago.

With the adoption of LED lighting in full swing, manufacturers are challenged to shift from an R&D model (waiting to see how the market will settle out) to one of services optimization that will allow them to deliver product while remaining relevant. To survive in this space, companies must provide the best value at the lowest cost and pair that with on-time delivery and great customer service.

At UL, we’ve been changing too. As a global company with operations in 143 countries providing safety and performance services across more than 60 industries, UL has expanded our service model to meet our customers’ changing business needs. In the past decade, we acquired 50 companies, adding the skill sets to prepare us for a fast-changing world.
The world of lighting has evolved from just illuminating spaces. We are now experiencing the rapid expansion into different fields, all requiring new skill sets, new measurement tools and new business practices:

- **Lighting controls** are able to deliver a wealth of data, including the wattage at every fixture, the use of space in offices and even the availability of a parking space. Lighting manufacturers who have added controls to their product strategies are now responsible for the usability of those services.

- **Connected lighting**, in the home and office, are requiring the industry to reconsider how lighting systems are open to hacking threats. We need to understand how cyber strategies thwart hackers from using lighting as the weak link into larger systems.

- **Circadian research** makes us reconsider lighting beyond simple illumination. As we learn more about lighting’s impact on our sleep cycles, circadian effective lighting will require new measures and design practices. We will identify new ways of delivering brighter light during the day and more subdued lighting during the evening.

- **LiFi** will require us to navigate LEDs that flicker to transmit 1s and 0s, making ‘connections’ and replacing WiFi networks.

- **Indoor horticulture** will feed an overcrowded world, and illumination is now delivering the “fuel.”

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**UL expertise is now available to you on a project-by-project basis, including:**

**PRODUCT EVALUATIONS**
- Comparative product analysis
- Design evaluation and human factors review
- Product usability audits and in-field testing
- Supply chain globalization assessment
- Sustainability assessments
- Certified safety and performance testing to all international standards

**SIX SIGMA SUPPLY CHAIN ASSESSMENTS**
- Component sourcing and gap analysis
- Regulatory assessments
- Factory outsourcing/transportation analysis
- Contingency plan review
- Security evaluation

**TRAINING**
- Onsite technical seminars
- Customized/personalized e-Learning
- Certifications

**PROGRAM DEVELOPMENT AND RESEARCH**
- Virtual R&D team assessment
- Risk analysis
- Customized research and benchmarking
- Policy and program development

We’ve added new services from cybersecurity, environmental health, sustainability and even usability engineering.
So how will we navigate these changes?

In today’s global economy, organizations can gain a true competitive advantage by accelerating product development, reducing work flow complexity and accessing new markets.

UL has been on the front line of change for 125 years. In fact, nearly every innovation in the lighting or controls industry has been brought through our doors. Our engineers, operations and business development teams have been honed to see these innovations through the lens of a changing world.

Now, those same talents are available to work with you on your initiatives. Whether you are developing the next generation of products, wanting to sell them in foreign markets or simply looking to get more done with your existing budget, our talented staff are available on an advisory level to work in your office, your factory or over the phone.

How can our company benefit from these advisory services?

Whether it is technical assistance troubleshooting product performance issues, fixing a less-than-efficient process, or guidance on emerging industry standards, your company can leverage UL’s expertise for the knowledge and resources that help enable these Top 10 goals:

- Shorter product development cycle times, leading to increased speed-to-market
- Cyber security assurance, protecting your customers’ data from hackers
- Engineering services, helping your products meet rigorous horticulture market requirements, such as horticultural, circadian, even LiFi.
- UL Verify Marketing certification, elevating your products and services in a crowded marketplace
- Greater interoperability, increasing customer satisfaction and brand loyalty
- Reduced costs and rework, increasing profit margins
- Mitigation of foreign compliance challenges, opening new markets for incremental revenue
- Improved product safety and quality, reducing customer complaints and lowering returns
- Improving processes, enabling focus on core competencies and productivity
- Deeper risk management analysis, preventing issues before they arise
UL advisors are ready to learn about your unique needs and provide a quote for your review.

As a global company with 125 years of expertise, UL works with customers and stakeholders to help them navigate market complexity. UL brings clarity and empowers trust to support the responsible development, production, marketing and purchase of the goods, solutions and innovations of today and tomorrow.

Julie Leet, Account Executive, Lighting
Julie is passionate about encouraging public safety and assisting with navigation through the occasionally-complex process regulatory compliance of products.

Priscilla McCastle, Learning & Development Specialist
Priscilla has a wealth of experience in Business Process Improvement, Organizational Change, Human Resources and Culture, and Leadership Coaching.

Zach Mooney, Engineering Leader
Zach is responsible for helping all projects reach completion on time and within budget at the Allentown Labs. He is passionate about growing the skill sets of the team responsible for the work so today’s successes are sustainable.

Maria Mueller, Global Markets Access Manager
Maria helps UL customers navigate compliance standards across the globe, from resolving compliance issues in South America, to addressing challenges in Eastern European countries.

Thomas Sciotto, North America Engineering Manager
Tom oversees a wide region, giving him the ability to understand the challenging world of AHJs. His experience helps anticipate and avoid project delays.

Carissa Samonte-cam, Program Manager of Global Retail Services
Carissa can assist potential retail suppliers through Pre-Purchase Testing, Pre-Shipment Inspection, Retail Benchmarking, and Fast Track processes. She is dedicated to streamlining the retailer and supplier relationship to reduce costs and go-to-market time frame.
Advisory Topic

PRODUCT EVALUATIONS
• Comparative product analysis
• Packaging and labeling compliance reviews
• Certified safety and performance testing to all international standards
• Design evaluation and human factors review

HUMAN FACTORS ENGINEERING
• User research
• User interface design support
• Use-related risk analysis
• Design Critiques
• Forensic failure analysis

LEARNING AND DEVELOPMENT
• Business Process
• Organizational Change
• HR and Culture
• Leadership Coaching

SUPPLY CHAIN ASSESSMENTS
• 3D printing business model analysis
• Gap analysis
• Black Belt supply chain optimization
• Regulatory assessments
• Factory outsourcing and transportation analysis
• Contingency plan review
• Security evaluation

TRAINING
• Onsite technical seminars
• Customized/personalized e-Learning

Mark Tavano
Human factors engineering in the medical device markets can be a matter of life or death. Mark has led the efforts to make the interface of medical devices understandable to people of different cultures at a glance and is ready to assist your company to improve lighting controls usability across specifiers, installers and end users.

Adam Lilien, Business Development, Lighting
After your company has invested to develop a product that performs above the competition, Adam helps you distinguish yourself in a crowded market. His brand management experience provides him with insights that will help you cut through the clutter and get your innovation known throughout the market place.

Stephanie Lawson, Sales Manager
Client engagement is one of the most critical aspects of your business plan. Stephanie's ability to drive sales results through coaching and technical knowledge transfer will take your team to the next level.
As a global company with 125 years of expertise, UL works with customers and stakeholders to help them navigate market complexity. UL brings clarity and empowers trust to support the responsible development, production, marketing and purchase of the goods, solutions, and innovations of today and tomorrow. We connect people to safer, more secure, more sustainable products, services, experiences and environments – enabling smarter choices and better lives.

For more information, contact us at LightingInfo@ul.com or +1 315.372.2790