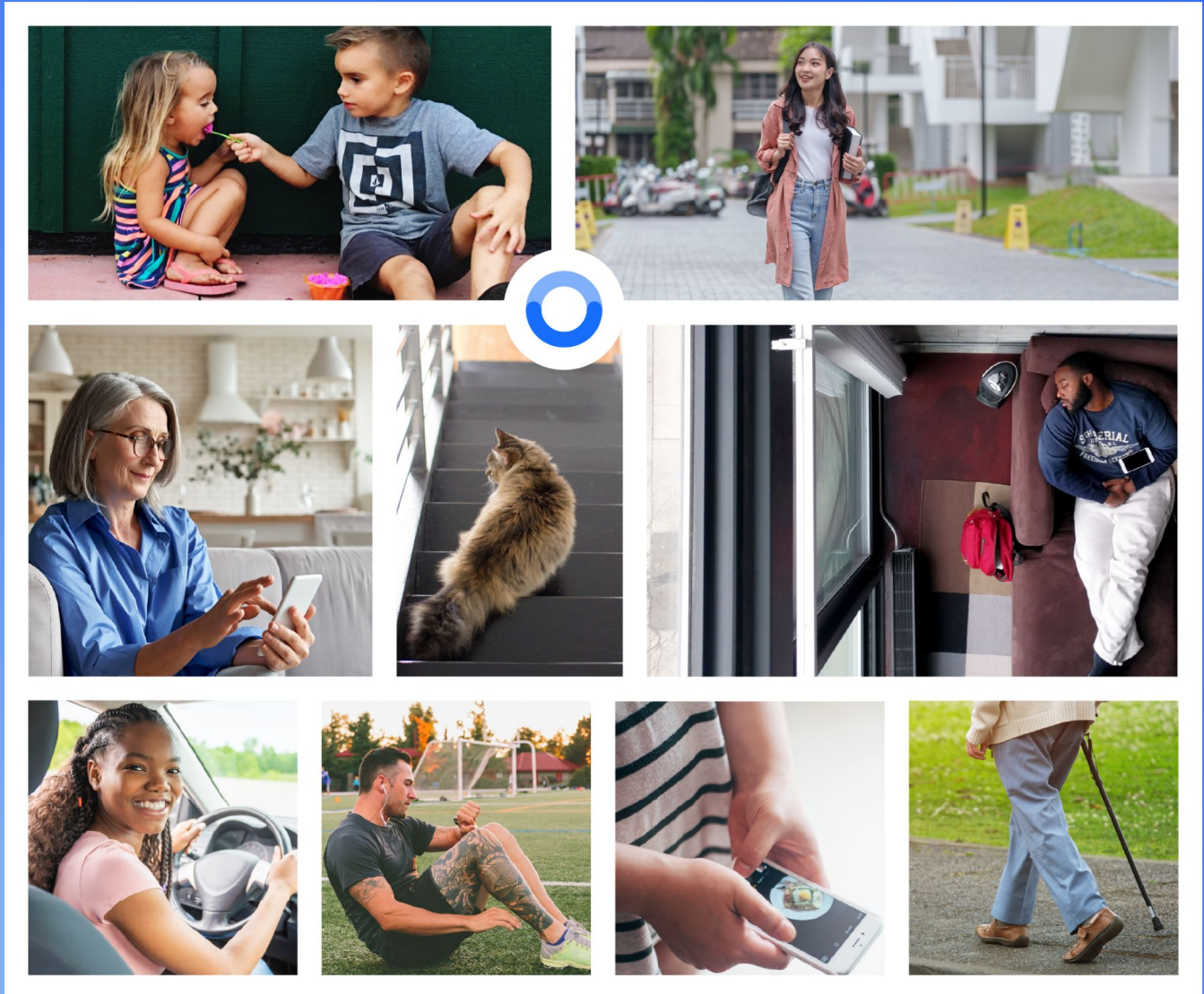# The Future of Residential Security is "On-the-Go"

How leading providers are meeting rising demand — and growing ARR — in 2025.

NOONLIGHT

The New Era of Residential Security

Home security is evolving rapidly, and 2025 promises to bring innovations that will redefine how residential security companies protect their customers. From AI-powered video analytics to advanced professional monitoring, the future of home security is becoming smarter, more responsive, and more interconnected than ever.

But modern customers aren't just thinking about their homes. They're thinking about their families, their routines, and their safety everywhere. Whether they're on a morning jog, taking a late-night rideshare, heading back to campus, or traveling across the country, they want to know they're protected.

That shift — from physical locations to flexible lifestyles — is reshaping what people expect from their security providers. And for forward-looking companies, it represents more than just a trend. It's a real opportunity to grow revenue, deepen customer retention, and expand your offering beyond the front door.

With **Noonlight**, that opportunity becomes reality.

94%

of US households now use security devices.

Customers want more than home protection — they want protection everywhere

According to **SafeHome.org's 2025 Home Security Market Report,** 94 million U.S. households now use security devices. But it's not just adoption that's rising — it's expectations.

Today's consumers aren't content with isolated products. They've moved well beyond traditional locks and alarms, driving a growing demand for proactive, connected security solutions. Think doorbell cameras synced to smart locks, motion sensors linked to mobile apps, voice-activated panic buttons, and biometric access controls. They expect their devices to work together — and to connect them instantly to someone who can take action when it matters most.

66%

of residential security users want monitoring capabilities.

What's Making The Biggest Impact? Professional Monitoring

The report found that 66% of traditional alarm system users want monitoring capabilities, with many opting for professional-grade services. In fact, it ranked as the most important factor when choosing a system — outweighing affordability, brand recognition, features, and ease of installation.

Noonlight partners are seeing the same shift firsthand: 65% of users upgrade after experiencing the value of real-time, human-assisted monitoring that verifies alarms, dispatches help, and can de-escalate emergencies as they unfold.

45%

of homeowners purchased a security system to protect people in their household.

What's Driving The Demand For Monitoring? People

While 18% of homeowners said they installed a security system to protect valuables, and 16% did so to deter crime, the top reason was to protect the people living in the home. Of those surveyed, 33% mentioned a child's safety, and 12% focused on protecting an elderly family member.

Another major driver? Time spent away from home. Indeed, 31% said frequent travel was a key reason for investing in home security.

These are deeply personal motivations — and they make one thing clear: Modern 'home' security is really about 'personal' security. For providers, that's a clear invitation to evolve and offer safety that goes beyond the doorstep.

Personal protection that travels with your customers

Security needs don't pause when your customer leaves their house. If anything, the need for reassurance multiplies once they're out in the world.

- A teenager walking home from soccer practice after dark.
- A recent grad in a new city, catching a rideshare to meet coworkers for happy hour.
- Someone walking to their car in an empty parking garage.

These are the moments that call for modern safety — and reveal growing demand for portable, personal protection. This is also where your platform can truly stand out: by offering a comprehensive system that includes a simple home-security solution and an on-the-go safety app, accessible on the devices consumers use every day.

With this approach, you'll drive greater household adoption, boost engagement, and position your service as essential — not just for home protection, but for safety everywhere.

Safety in the home and on-the-go

At home, Noonlight strengthens your existing system with professional monitoring by live agents, leading to faster responses. Our monitoring agents can assess threats, de-escalate situations, and dispatch the right help with the information responders need to act quickly and effectively. With features like geofencing, your system can automatically arm or disarm as household members come and go — creating a seamless, secure experience.

Outside the home, Noonlight's on-the-go safety features transform your platform from a simple alert-and-notification tool into something more — a fully-integrated personal safety lifeline your customers trust wherever life takes them. With the press of a button, your customers can get 24/7 support, whether they need reassurance or immediate emergency response. Our geofencing technology also adds peace of mind at home, helping families keep track of children or elderly loved ones if they wander beyond set boundaries.

Multiple household members can download and use the app, allowing providers to offer a more predictive and personalized experience. Using location data and geofencing, systems can automatically disarm when a trusted user arrives home — and even deliver a custom UX, like a personalized message by name, "Welcome Home, Jane." Because it's now a household app, each family member will have access to that information, providing instant peace of mind that someone with that app has arrived home safely — unlike the current experience in which an alarm may be triggered by a household member.

Safety on-the-go with the touch of a button

By embedding a panic button into your existing application, users can connect with Noonlight's trained agents at the tap of a screen. GPS location, personal details, and contextual data are immediately relayed to local emergency services.

These on-the-go safety features aren't just functional — they're revenue drivers that elevate your offering, improve customer retention, and strengthen your bottom line. And since the benefits extend beyond individual users, you are providing more convenience for families and increasing the stickiness of the app.

Best of all, Noonlight providers offering these features see more plan upgrades, lower churn, and greater long-term value from every customer.

60%

of women have been harassed while running, according to a Runner's World survey.

Smarter monitoring, fewer false alarms — all in one platform

Intelligent in-home protection hasn't disappeared — it's matured. Homeowners don't want to monitor every notification or second-guess whether an alert is real. What they really want is confidence — knowing someone is watching over their home and loved ones, whether they're home, out with friends, or away for the weekend.

But when systems produce too many false alerts, it leads to notification fatigue. Over time, users might begin to ignore or silence alerts — or worse, they turn off their security settings entirely. That defeats the purpose of having a system in the first place.

How Noonlight Cuts Through the Noise

Noonlight solves this dilemma with 24/7 professional monitoring backed by trained agents and intelligent automation so your customers are only contacted when it truly matters. We offer two easy-to-integrate APIs, tailored to the services you and your customers need — enabling you to expand revenue through optional monitoring solutions. For the most comprehensive protection, including full verification and dispatch capabilities, we recommend using both APIs together.

65%

of our partners' users upgrade to Noonlight for human-assisted monitoring.

When an alarm is triggered, our **Verify API** filters out false alarms using a combination of real-time analytics and human insight. If emergency services are needed, our **Dispatch API** powers fast, informed emergency response with precise location data and relevant context — ensuring the fastest, most accurate response possible. Meanwhile, a Noonlight-authorized agent immediately reaches out to the user via text, assesses the situation, and stays connected until it's resolved.

For customers, a proactive "human-in-the-loop" approach delivers real peace of mind. For providers, it creates meaningful business value by:

- **Reducing false alarms** and cutting down on notification fatigue
- **Keeping systems active**, engaged, and trusted over time
- **Driving new revenue** through mobile-friendly safety subscriptions
- **Increasing adoption**, upgrades, and long-term customer retention
- **Delivering a differentiated, high-value solution** without added development lift

You'll find that with Noonlight's complete security platform, you're not just offering connected devices, you're delivering customers a security experience that adapts to their lives, not just their location.

NOONLIGHT

Build loyalty with protection that's always on

In the end, customers want security that moves with them. If you can meet them where they are, you'll become more than just a provider. You become a partner in their safety.

Noonlight lets you power better, faster protection for the moments that matter most — at home and on the go. Our API-first platform makes it easy to embed personal safety features into your existing app or device, without building from scratch.

With Noonlight, you get:

- **Launch speed:** Integration in weeks, not months
- **Real results:** Increased retention, upgrades, and ARR
- **Smarter response:** Human-backed monitoring with intelligent automation
- **Effortless scale:** One API for all your devices, apps, and safety experiences

And because it all runs through your existing platform, your customers don't need to change a thing. Noonlight can help you bring this vision to life quickly, so you can deliver safety that earns trust — and builds lasting loyalty. Ready to offer safety that adapts to modern life?

Book a Noonlight demo today.

NOONLIGHT

Noonlight combines advanced technology with real humans to protect and comfort people so they can live freely. Launched in 2013 as a mobile application, Noonlight has since grown into a connected safety platform — partnering with products and services to enable modern and affordable 24/7 professional sensor monitoring, video monitoring, false alarm filtering, and data-rich emergency response via an API. Noonlight's technology works across the United States and Canada, allowing end users to quickly get help in any situation, without requiring a 911 call or the ability to talk or text.

Visit **www.noonlight.com** to learn more.