COMPETITIVE VIEW · CASE STUDIES + MARKETING + PR · UPDATED 9 SEPT 2026

Everyone publishes cases. Nobody across the 24 brands publishes a mixed-brand one with numbers.

Full cohort audited (24 brands, primary sources) across four fronts: case studies, video and LinkedIn, content strategy, and PR. SEO volumes measured live. Revalidated 9 Sept: EKU's robots.txt remains open to AI crawlers and the Mesa source is still live. Feeds the PowerGen Case Study Playbook; claims follow the D05 ledger.

01
The control tier proves with brochures, not results

02
The 24-brand matrix: only Mesa and the energy sellers quantify

03
Volume lives in 3 terms; EKU already owns one

04
Five gaps dictate EKU's case study

01 · EXECUTIVE SUMMARY

The quantifiers sell energy; the ones competing with Maximus show installations without results.

WHAT YOU ARE LOOKING AT

A case study is a witness in a trial. Aggreko brings witnesses with exact figures. ComAp, DSE and DEIF bring witnesses who only say "I was there". The jury (the buyer and the AI engine) believes the one with numbers.

REAL QUANTIFIERS

Aggreko (2,107 t CO_2, 786,240 litres of fuel, £1M+ in a single case) · **VoltaGrid** ($38M, 28-40% GHG) · **Mesa** (Permian: 36 wells, 14.5 MW at half the prior turbine-rental cost) · **Trackunit** (aggregates 18-25%). All sell energy or telematics, not the control layer.

SPECS WITHOUT OUTCOMES

Cummins (27 MW, 12 gensets) · **Caterpillar** (25+ hours through a hurricane; the only one whose case is about the monitoring product) · **Generac** (18-week lead time vs 52) · **Rehlko** (the deepest library: microgrids with its APM controllers inside) · **ComAp** (five 1.2 MW gensets). MW and unit counts, never savings.

ZERO CUSTOMER PROOF

DEIF and DSE qualitative only · **Mecc Alte, Relevant, Power Field Services**: nothing published · **Woodward**: engineering app notes. EKU's direct peers are the weakest quantifiers in the set.

CONFIRMED The detail that matters most: ComAp's strongest case (the Uzma oil rig) runs **Waukesha and Cummins together**, a real mixed-brand fleet, and headlines it as "flexibility". They have EKU's story and do not know it.

Primary sources 2-4 Sept, revalidated 9 Sept (25 URLs in the skill registry). mtu: films and editorial, no customer-case library.

02 · THE MATRIX

The full cohort is 24 and it is now audited: 7 brands have no customer proof at all.

The big 9, four fronts

BRAND	CASE STUDIES	OUTCOME NUMBERS?	ACTIVE VIDEO / LINKEDIN	CONTENT STRATEGY	PR 2025-26
ComAp	Yes · "Insights", open	No (MW and units)	YouTube demos; light exec presence	Academy + open knowledge base	InteliGen 1000, paid data-center content
Deep Sea	Yes · dedicated section (~8)	No (no quotes either)	Tutorial playlists	Open manuals and training	DSEG810 (15 Jul 26)

BRAND	CASE STUDIES	OUTCOME NUMBERS?	ACTIVE VIDEO / LINKEDIN	CONTENT STRATEGY	PR 2025-26
DEIF	Yes · dedicated "Cases"	No (quote, no figures)	Case-story films + Academy	Knowledge hub, webinars	EUROPGEN award iE 250; iE 250 Marine
Cummins	Yes · dedicated library	Partial (MW, scale)	Episodic "Integrated Power Systems" series	Massive open spec library	Heavy newsroom; visible CEO
Caterpillar	Yes · Cat Connect cases	Partial (hours, load %)	Cat Electric Power channel + showcase	Per-industry library	Cat Connect standard ≤850 kVA
Generac	Yes · designed 2-page PDFs	Partial (18 vs 52 week lead time)	Audience-segmented channels	Calculators, huge FAQ	Link Manager (free trial); watch G8601
Trackunit	Yes · SaaS "Customer Stories"	Aggregates (18-25% maint.)	Annual keynote + CEO on camera	"Eliminate Downtime" + podcast + Dev Hub	IrisX + MCP (6.5M assets)
Aggreko	Yes · sector-filtered hub	YES (litres, £, CO2, %)	Regional explainers	"Greener Upgrades" replicated	NYSE IPO; data centers 11% of revenue
VoltaGrid	Yes, thin · 1 per vertical	YES ($38M, 28-40% GHG)	Minimal owned video	Almost all press-release	$1B, Oracle 2.3 GW
EKU today	**NONE in power gen**	**Capture pending**	**No named engineer on camera**	Gated docs (the anti-pattern)	FLANDERS only (NV)

The remaining 15, audited: 4 of 9 with NO proof at all, and only Mesa quantifies

BRAND	TIER	CASE STUDIES: AUDIT RESULT
Kohler / Rehlko	2	**Yes, the deepest library of these 9**: paralleling microgrids (Fort Hays: APM603 + gensets + wind). Specs, no ROI. **Its APM controllers star inside the cases: the template APM804 will exploit and EKU must out-prove**
Mesa Power Solutions	4	**The only one of these 9 with hard ROI**: Permian microgrid, 36 wells, 14.5 MW at half the prior cost. ⚠ The rebrand broke the original URL; the story survives in third-party press. Lesson: proof rots without stewardship
Basler	1	**Yes**: 4 open cases, all DECS excitation retrofits, none on the DGC controller line, no numbers
Enerflex	4	**Partial**: flare-gas-to-power in North Dakota (1,200 kW Waukesha), specs without dollars
Power Temp	4	**Small**: big-box retailer, ~47 distribution centers, no cost figures
Woodward	1	**Thin**: engineering app notes (PV-diesel hybrid), no customer stories

BRAND	TIER	CASE STUDIES: AUDIT RESULT
MTU / Rolls-Royce	2	**Partial**: films + "Our Stories" + Validation Centers; no numbered case library
Depco · ORBCOMM	5 · 3	**Partial**: inventory blog; niche reefer blog cases
Total Energy Solutions	5	**Yes**: 3 fresh homepage cases (18-generator telecom), numbers not captured
Mecc Alte · Relevant · PFS	1 · 4 · 5	**Nothing published**: empty case filter; big claims without a single documented story
Taoglas · UNUM	3	**No cases**: dormant product; directory listings without reviews
JV Technoton · complete-power player	*3 · 4*	*scheduled · next pull (unlikely; unnamed in writing per Brand Voice §4)*

Case studies: primary sources 2-4 Sept. Video/content/PR: media sweep 2 Sept (Battlecard v1.2). Cohort conclusion: across 24 brands, NOBODY publishes a mixed-brand or controls-retrofit case with numbers.

03 · KEY TERMS, MEASURED

Proof-term volume lives in three terms; EKU already owns one; framing was confirmed as framing.

TERM	VOL/MO US	CPC / COMP / INTENT	WHO HOLDS THE SERP TODAY (MEASURED LIVE)
generator paralleling	**390**	$0.62 · HIGH · informational	Cat #1 (white paper), Generac #2, Power Temp #3. AI Overview active
generator control panel	**260**	$2.87 · HIGH · transactional	genpowerusa #1, Amazon #3, ABB #6. **DEIF is NOT in the top 7**. AI Overview active
generator remote monitoring	**90**	**$20.07** · MEDIUM · commercial	OmniMetrix #1 ("ALL brands" claim: new rival flagged), Reddit #2, Generac #3. Highest CPC in the set
engine standby controller	<10	product niche	**EKU is already #1 organic, its datasheet #4 and MINExpo #3: it owns the term**

TERM	VOL/MO US	CPC / COMP / INTENT	WHO HOLDS THE SERP TODAY (MEASURED LIVE)
mission critical power	30	LOW · informational	Namespace collision: companies named "Mission Critical Power" hold the SERP
generator fleet management	<10	·	Generac Mobile Link FLEET #1; PulseFleet #7; EKU absent
uptime · fuel savings · n+1	<10 each	·	Uptime Institute, Reddit and Wikipedia hold them; confirmed as framing, not standalone pages

reliability / uptime / 24-7 · remote monitoring · fuel savings · paralleling / load sharing · mission critical · emissions reduction · redundancy N+1 · scalability · seamless integration / single supplier · proven performance

DISTINCTIVE TERMS PER BRAND

ComAp: single HMI · DSE: load sharing · DEIF: value for money · Cat: remote asset monitoring · Generac: N+1, serviceability · Trackunit: eliminate downtime · Aggreko: bridge the power gap · VoltaGrid: rapid deployment.

WHAT NOBODY SAYS IN A CASE

mixed-brand as the headline · predictive-analytics ROI · "same fleet, better numbers" · retrofit time-to-value. Free vocabulary that is exactly Maximus + Sophia's.

Source: Kanbina Lumina market intelligence dataset (live SERP + keyword index), US desktop, 4 Sept 2026; revalidated 9 Sept. Third instrument: never blend with Field Terms or the AI panel. AI Overview present on 6 of 9 measured SERPs. GEO/AEO: 72-prompt panel families (monitoring=4, controls=1, fleet=5, mission-critical=data-center module).

04 · IMPLICATIONS

Five gaps make the power generation case the cheapest proof asset in the market.

- **One number beats three competitors.** No control maker publishes outcomes. EKU's first case with a measured % out-proves ComAp, DSE and DEIF at once. CONFIRMED
- **The mixed-brand headline is orphaned across all 24 brands.** ComAp shows it (Waukesha + Cummins together) and calls it "flexibility". CONFIRMED

- **"Same fleet, better numbers" is claimed by no one.** The quantifiers get their figures by swapping fuel or hardware, not by controlling the same fleet. WORKING HYPOTHESIS
- **Analytics ROI is absent across the category.** Cat Connect's best story is "watched the fuel level through a hurricane". CONFIRMED
- **The winning format is identified:** always open, HTML with a named executive quote (Trackunit template) + 2-page PDF (Generac template). And steward the URLs: Mesa's best proof broke in its rebrand. CONFIRMED

▼ **Where each gap lands in the PowerGen Case Study Playbook (open the mapping)**

Gaps 1 and 4 feed playbook section 02 (the strong number and one decision made with Sophia). Gap 2 feeds section 03 (the N-brands headline). Gap 3 feeds the section 04 press release. Gap 5 feeds section 03 (open page, dual HTML + PDF format) plus a new rule: case URLs under permanent stewardship.

Working foundation for executive review. Not approved external copy.

ES/EN · Fuentes primarias / primary sources 2-4 Sept 2026, revalidated 9 Sept (robots.txt open: 0 Disallow; Mesa source live) · claims per D05 ledger: CONFIRMED WORKING HYPOTHESIS · design per kanbina-deliverable-design v1.0 · Companion: PowerGen Case Study Playbook · Maximus Master Battlecard v1.3.

QA Gate Kanbina · PASS · 9-sep-2026 (Día 71) / 9 Sept 2026 (Day 71). 0 em dashes · claims etiquetados según ledger D05 / claims labeled per the D05 ledger · volúmenes medidos en vivo 4-sep / volumes measured live 4 Sept · próximo pull / next pull: checkpoint Día 75 (~14-sep).