

The seat for running a mixed-brand site as one system is still empty. Three of your decisions fill it before 29 September.

0 of 5,176

AI answers naming EKU when the buyer describes the problem. 503 of 744 when the brand is named. Jul to Aug 2026.

19 vs 439

Buyer search terms where EKU ranks, against DEIF. Kanbina dataset, Jul to Aug 2026.

3

Competitor moves into analytics and monitoring since 4 September: ComAp, Rehiko, Generac. Confirmed against their own releases.

0

Rivals claiming mixed-brand orchestration in their own documents. The seat is empty; it is EKU's to prove, not the market's to grant.

WHAT BLOCKS THE RELEASE • 3 DECISIONS

1 Name the Power Generation case customer.

Anonymized is fine. One voice note: fleet, brands, trigger, result. Unlocks the first published proof and validation E3.

2 Release the architecture at the agreed level.

Signals digitized at the asset, aggregated locally, synced to the cloud, digital twin, command center alerts. Unlocks the Maximus page and validation E1.

3 Assign four owners with dates.

Architecture map, controller and protocol list, case metrics, GeneSys role. Unlocks the 90-day plan.

Eleven further OK / Edit / No lines are on page 2. None of them blocks; all of them speed up.

THE RADAR MOVED • FOUR WEEKS

Floor 4, analytics: Sophia's ground, now contested by three

Rehiko Power Plus

3rd-party monitoring

Generac Link Manager

Spanish interface, trending

Generac release

changelog every 2 weeks

ComAp Advanced

Reporting: cloud analytics

11 Aug 13 Aug 27 Aug 2 Sep

mtu EnergetIQ: closest architectural mirror of Maximus, inside the mtu ecosystem, no mixed-brand claim, no news since 3 August. Watch item: possible Deep Sea integration in Link Manager, **Needs Validation**.

WHY NOW • THE WINDOW CLOSES ON THEIR CALENDAR

a mtu publishes a mixed-brand claim.

Has not happened. Would end the empty seat.

b Generac integrates Deep Sea controllers into Link Manager.

Has not happened. Owns DSE since 2021.

c Someone else publishes honest comparison content first.

Owns the "alternatives" searches. Nobody has yet.

0 of 6 EKU is absent from the third-party buyer's guide (17 Aug 2026) that ranks six remote monitoring platforms and tells buyers to check controller, gateway and connectivity before the generator brand. EKU's own argument, written by someone else, without EKU in it.

THE FIVE-STOREY BUILDING • WHO OWNS EACH FLOOR

EKU's seat

5 • System orchestration

mtu, own ecosystem • EMPTY in event

4 • Analytics and decisions

Sophia • now contested: ComAp, Rehiko, Generac

3 • Fleet cloud, monitoring, remote dispatch

Generac Link Manager • Trackunit • Rehiko • ComAp WebSuper

2 • Controller proof and certification

ComAp • Rehiko APMB04 • open documentation is why they get c

1 • Interface and SCADA hardware

DSE DSEG810 • tangible, easy to buy

Maximus does not lose for being "another controller". It loses if the market never learns that it runs the whole site. Position: **Working Hypothesis** until E1 to E4 close.

WHAT WE KNOW • CONSENSUS, ONE INSTRUMENT PER NUMBER

The mechanism

Buyers type the problem, not a brand. EKU is described correctly on 89 technical attributes, only when the name is in the question.

Confirmed

The words

Buyers type: generator controls, remote monitoring, condition monitoring, paralleling. EKU answers with: mixed-brand generator fleets. Opening question: how many generator brands are in your fleet.

Confirmed 25 Aug

The weakness

Public proof, not product: authority 18 vs 29 to 37 for direct rivals; docs behind a form; no Power Generation case.

Confirmed

Fourteen lines. Three block the release; eleven speed it up.

A • WORDS THAT GO PUBLIC ON 29 SEPTEMBER			B • PROOF		
YOUR MARK	#	DECISION	YOUR MARK	#	DECISION
OK • Edit • No	1	"Mixed-brand generator fleets" is the buyer descriptor in all public copy.	OK • Edit • No	8	BLOCKS. The Power Generation customer you mentioned is case study number one, anonymized in version 1. One voice note: segment, fleet and brands, trigger, what was installed, one outcome, one sentence, may they be named.
OK • Edit • No	2	Power Asset Readiness may appear on public pages as the category name (today: conversations and category page draft only).		9	Sales arguments for conversations only: train once and operate every brand; one purchase replaces several; availability penalties exceed the cost of Maximus plus specialist staff (needs one real example first).
OK • Edit • No	3	Compatibility list (Caterpillar, INNIO/Waukesha, Jenbacher, MTU, Baker Hughes, Solar Turbines, GE, Vericor, Weichai) on the homepage, as technical compatibility, never partnership.		10	Technical documents may be published without a download form.
OK • Edit • No	4	About page facts: founded 2015; 70+ employees; Germany, USA, Bolivia, Argentina; ISO 9001:2015, IEC/EN, UL, CE; Power Generation since 2023; GeneSys 2025. Confirm the employee number.	OK • Edit • No	11	Comparison content stays generic; no OEM product is named unless you sign off a named page separately.
OK • Edit • No	5	BLOCKS. Architecture described publicly: own hardware, firmware and software; signals digitized at the asset, aggregated locally, synced to the cloud; digital twin; command center alerts. Code names stay internal.	C • OWNERS AND NUMBERS		
OK • Edit • No	6	Automatic regulation of assets stays off the website until it ships.	OK • Edit • No	12	BLOCKS. One owner and one date each: architecture map (Product and Engineering), controller and protocol list (Sales and Legal), case metrics (Customer and Sales), GeneSys role (Product and Engineering).
OK • Edit • No	7	Google Business Profile, 157 characters: "Controls, monitoring and lifecycle support for mixed-brand generator fleets. Maximus and Sophia, from chip to cloud. Founded 2015. Germany and Spring, Texas."	OK • Edit • No	13	Deal ranges in Power Generation: small, medium, large and time to close. Ranges are enough; one reference account is fine if you say so.
			OK • Edit • No	14	Amanda registers four defensive domains (powerassetreadiness .com, .ai, .net and powerdrive.com), redirecting to ekupd.com.

AFTER 29 SEPTEMBER • RECOMMENDED SIX-MONTH ROADMAP (NEXT PHASE, NOT IN THE CURRENT SCOPE)

Oct to Nov 2026 • Prove
Architecture map published (E1, E4). Case study v1 live. Evidence hub open, no form. Battlecards batch 2 from the live field session. AI panel wave 2 against the frozen baseline.

Dec 2026 to Jan 2027 • Compete
Generic comparison pages own the "alternatives" searches. Pitch the buyer's guide for an update. Packager sales play activated with two partners. Day 150 measurement: ranked terms, AI answers, citations.

Feb to Mar 2027 • Scale
Second case (mining, from the Mining Indaba talk). Decision on paid content syndication for backlinks. Day 180 measurement and board readout: assisted pipeline, share of AI answers, authority.

Everything above is a recommendation for the 12-month roadmap (D10): Working Hypothesis, owners and dates to be agreed. Delivered by 29 September under the current scope: website language and structure, battlecards batch 1, case study v1 draft, packager sales play, revenue map, roadmap, priority stack, executive handover, Day 90 measurement.

CONCLUSION

Strategic. EKU already occupies a position no rival documents: running a mixed-brand site as one system. Its problem is that the market cannot find or compare it. **Commercial.** Every quarter the seat stays unclaimed in public, a competitor's announcement can close it; the fix is authorization and a few pages, not a new product. **Use.** Authorize the September release, choose the case customer, assign the four owners.

VALIDATION STATUS

Competitor facts: **Confirmed** against primary sources dated 4 and 9 September 2026. EKU's category position: **Working Hypothesis** until decisions 3, 5, 8 and 12 are marked. Case study, deal ranges, Deep Sea integration in Link Manager: **Needs Validation**. Every number states source, date and scope; authority, ranked terms and AI panels are never compared with each other.