Fourteen decisions, each a yes or a no, release the September website language and the first Power Generation proof.

The research is done. What remains before 29 September is authorization: which words go public, which proof may be shown, and who owns the four validations that turn Maximus from a claim into evidence the market can find and quote.

Prepared by Kanbina Lumina for Edward Eichstetter · Reading time 8 minutes · Page 1 is the checklist; pages 2 and 3 are the evidence behind it. Labels: **Confirmed** checked against a primary source · **Working Hypothesis** evidence supports it, sign-off pending · **Needs Validation** requires EKU input before use.

01 Sign-off checklist · mark each line OK, Edit, or No

Reply by email, WhatsApp text or voice note. "OK" means good to go as written. Nothing on this page goes public until it carries your OK. Lines are ordered by what they unlock.

A · Words that go public on 29 September

YOUR MARK	#	DECISION	WHAT IT UNLOCKS
OK · Edit · No	1	"Mixed-brand generator fleets" is the buyer descriptor in all public copy. Already voted 25 August; this confirms it for the website.	Homepage, Maximus page, all product pages
OK · Edit · No	2	Power Asset Readiness may appear on public pages as the category name (today it is validated as the narrative for conversations and the category page draft only).	Category page goes live; homepage headline can use it. If No, it stays in conversations and the site leads with the buyer descriptor
OK · Edit · No	3	The compatibility list from the Control Box datasheet (Caterpillar, INNIO/Waukesha, Jenbacher, MTU, Baker Hughes, Solar Turbines, GE, Vericor, Weichai) appears on the homepage, framed as technical compatibility, never as partnership.	The compatibility strip; validation E2 of the radar
OK · Edit · No	4	Company facts on the About page: founded 2015; 70+ employees; Germany, USA, Bolivia, Argentina; ISO 9001:2015, IEC/EN, UL, CE; in Power Generation since 2023; GeneSys launched 2025. Confirm the employee number you want public.	About page and canonical description everywhere
OK · Edit · No	5	The architecture may be described publicly at this level: EKU designs its own control hardware, firmware and application software; signals are digitized at the asset, aggregated locally, synced to the cloud; Maximus builds a digital twin of the site and alerts a command center when values leave expected margins. Internal product code names stay internal.	Maximus page "how it works"; validation E1 of the radar
OK · Edit · No	6	Automatic regulation of assets (beyond alerts) stays off the website until it ships.	Protects the roadmap claim
OK · Edit · No	7	Google Business Profile description, 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."	Google listing updates this week

B · Proof

YOUR MARK	#	DECISION	WHAT IT UNLOCKS
OK · Edit · No	8	The Power Generation customer you	The first published Power

		mentioned becomes case study number one, anonymized in version 1 ("a [segment] operator in [region]"). A two-minute voice note with segment, fleet size and brands, the trigger, what was installed, one measurable outcome, one sentence, and whether they may be named.	Generation proof; validation E3 of the radar; the Maximus page ships with evidence instead of "coming soon"
OK · Edit · No	9	Sales arguments for conversations and battlecards, not for the website: train the team once and they operate every asset regardless of brand; one purchase replaces several component purchases; availability penalties in data centers exceed the cost of Maximus plus the specialist staff it replaces.	Battlecards, first batch. The third argument needs one real example before it is used
OK · Edit · No	10	Technical documents (datasheets, protocols, compatibility, FAQs) may be published without a download form.	The evidence hub; the reason ComAp, DEIF and DSE are cited by AI assistants and EKU is not
OK · Edit · No	11	Comparison content is generic ("genset controller vs site-level orchestration") and never names an OEM product, unless you sign off a named page separately.	Owns the "alternatives" searches without a channel conflict

C · Owners and numbers

YOUR MARK	#	DECISION	WHAT IT UNLOCKS
OK · Edit · No	12	One owner and one date each for: the architecture map (Product and Engineering), the controller and protocol list (Sales and Legal), the case metrics (Customer and Sales), the GeneSys role in the story (Product and Engineering).	The 90-day plan on page 3 starts
OK · Edit · No	13	Deal ranges in Power Generation: small, medium, large deal size and typical time to close. Ranges are enough. If there is one reference account only, say so and the revenue map is built as a labeled extrapolation.	Revenue opportunity map (D09), due 29 September
OK · Edit · No	14	Amanda registers four defensive domains (powerassetreadiness .com, .ai, .net and powerdrive.com), redirecting to ekupd.com.	Nobody else registers the category name first

02 What we know · one page of consensus

Every number below carries its source, date and scope. Search authority, ranked terms and AI-answer panels are three different instruments and are never compared with each other.

0 of 5,176	19 vs 439	18	0 of 6
AI responses that mention EKU when the buyer describes the problem. 503 of 744 when the brand is named. AI visibility baseline, July to August 2026. **Confirmed**	Buyer search terms where EKU ranks, against DEIF. Kanbina market intelligence dataset, July to August 2026. **Confirmed**	EKU site authority score. Direct rivals observed: 29 to 37. Dataset 10 to 17 August 2026. **Confirmed**	EKU absent from a third-party buyer's guide ranking six remote monitoring platforms. Electrical Trader, 17 August 2026. **Confirmed**

The mechanism

When a buyer has a problem, they type the problem, not a brand. EKU is described correctly by AI assistants on 89 technical attributes, but only when the name is already in the question. Every page, profile and conversation that uses the buyer's words closes that gap before the website does. **Confirmed**

The words

Two kinds of words, two jobs. What buyers type: generator controls, remote monitoring, condition monitoring, paralleling, idle management (where EKU already sits on page 1 organically, 31 July 2026). What EKU answers with: mixed-brand generator fleets, Power Asset Readiness. Identity language never shows in search tables; that is expected. The opening question for any prospect: how many different generator brands are in your fleet today. More than one is a prospect. **Confirmed** Field Terms September 2026, 25 August session.

The market

Nine competitor product moves were checked against their own press releases, release notes and product pages on 4 and 9 September. Two OEM clouds moved toward analytics in four weeks: ComAp Advanced Reporting (2 September) and Rehlko Power Plus (11 August). Generac Link Manager shipped a 2026 release train with site trending and a Spanish interface, a free three-month trial and a public changelog. mtu EnergetIQ remains the closest architectural comparison for Maximus, inside the mtu ecosystem, with no mixed-brand claim. Nobody, in their own documents, sells orchestration of a mixed-brand fleet. **Confirmed** for competitor facts. EKU's position in that empty seat is a **Working Hypothesis** until decisions 3, 5, 8 and 12 close.

> **The five-storey building.** Floor 1, interface and SCADA hardware (DSE). Floor 2, controller proof and certification (DEIF, ComAp, Rehlko). Floor 3, fleet cloud and remote dispatch (Generac, Trackunit, Rehlko, ComAp). Floor 4, analytics and decisions: Sophia, now contested by three rivals. Floor 5, running gensets, batteries, solar and switchgear as one system: the Maximus claim, closest rival mtu, empty in every rival's documents. Maximus does not lose for being "another controller". It loses if the market never learns that it runs the whole site.

The weakness is public proof, not product

Rivals are cited because they publish open manuals, dated release notes and, in Generac's case, a changelog every two weeks. EKU's technical documents sit behind a download form and no Power Generation case study is published. Strong stories exist in oil and gas and mining; the open window is power generation. **Confirmed**

Validation notes on this consensus

- Authority score: the July reading was 19, the August dataset reads 18. The August figure is used throughout; the one-point difference is within instrument noise, not a trend.
- Search volumes in the Field Terms tables are modeled US desktop monthly searches, directional, never revenue forecasts. Mobile is measured apart because homeowner and outage searches inflate it.
- Competitor claims (for example Trackunit's 6.5 million connected assets) are the vendors' own figures, dated at retrieval.
- One watch item is open: a possible Deep Sea controller integration in Generac Link Manager, referenced in a help-center index but not publicly retrievable. **Needs Validation**
- Voice of the field: two of five questionnaire answers received (Tom, 3 September; Fabian, 7 September). Their objections and deal-loss patterns enter the battlecards as employee insight, single source, until corroborated.

03 What ships by 29 September under the current scope

DELIVERABLE	STATUS	DEPENDS ON
Website language and structure	In build	Decisions 1 to 7. Vocabulary, message hierarchy, page copy, schema and FAQ. Implementation on the site is executed by Amanda; the current scope covers the language, not the site changes.
Maximus page with proof	Three plans in parallel	Plan A, the anonymized case (decision 8). Plan B, a technical "how it works" section from the architecture (decision 5), ready this week without a customer. Plan C, an oil and gas fleet bridge if the US savings analysis clears.
Battlecards, first batch	Drafting	Field answers received plus decision 9; three remaining answers via a 15-minute live session
Revenue opportunity map (D09)	Pending inputs	Decision 13
12-month roadmap (D10), priority stack (D11), executive handover (D12)	Drafting	Decision 12 sets the owners the roadmap is written for
Day 90 measurement against the Day 0 baseline	Scheduled	Same instruments as July: authority, ranked terms, AI panel. Reported in D12

After 29 September: recommended six-month roadmap (next phase, not in the current scope)

The radar's three assets (architecture map, mixed-brand case, evidence hub) are the spine. They are recommendations for the 12-month roadmap (D10), not commitments of the current engagement; owners, dates and any support are to be agreed.

WINDOW	THEME	WHAT HAPPENS	WHAT IT PROVES
Oct to Nov 2026	Prove	Architecture map published (E1, E4). Case study v1 live, anonymized if needed. Technical evidence hub open without a form. Battlecards batch 2 from the live field session. AI panel wave 2 against the frozen baseline.	Maximus becomes quotable by buyers and AI assistants
Dec 2026 to Jan 2027	Compete	Generic comparison pages take the "alternatives" searches. Pitch the third-party buyer's guide for an update that includes EKU. Packager sales play activated with two partners. Day 150 measurement: ranked terms, AI answers, citations.	EKU appears where buyers compare
Feb to Mar 2027	Scale	Second case study (mining, built from the Mining Indaba technical talk). Decision on paid content syndication for backlinks. Day 180 measurement and board readout: assisted pipeline, share of AI answers, authority score.	Growth is measured, not asserted

Timeline: Working Hypothesis. Nothing here claims a result before it is measured. Items marked next phase require a separate agreement on scope and support.

04 Conclusion

Strategic conclusion. EKU's product already occupies a position no rival documents: running a mixed-brand site as one system. Its commercial problem is that the market cannot find or compare it, because the words on the site are not the words buyers type and the proof is not public.

Commercial implication. Every quarter the seat stays unclaimed in public, a competitor's announcement can close it. The cost of the fix is authorization and a few pages, not a new product.

Recommended use. Use this page to authorize the September release, choose the case study customer and assign the four owners. Use the five-storey building in any conversation where Maximus is being compared to a controller.

Validation status. Competitor facts are confirmed against primary sources dated 4 and 9 September 2026. EKU's category position, the case study and the deal ranges remain Working Hypothesis or Needs Validation until the decisions above are marked.

Working foundation for executive review. Not approved external copy.
Sources: EKU Competitive Radar, evidence cut 9 September 2026; EKU Day 65 Readout, 3 September 2026; EKU Field Terms September 2026 v1.1; Kanbina Lumina market intelligence dataset, 31 July and 10 to 17 August 2026; Electrical Trader buyer's guide, 17 August 2026; vendor newsrooms and product pages retrieved 4 and 9 September 2026; EKU official communications library (DRM-8, DRM-203). Supporting working files: EKU Visibility Report, Maximus Competitive Brief, Maximus Master Battlecard v1.1, EKU Content Strategy, Competitor Coverage Register v1.1. Spanish version available on request.