

Maximus Master Battlecard

EKU Power Drives (Maximus + Sophia) against every tracked competitor · 24 brands across five tiers, aligned to the Kanbina competitor cohort (Day 65 readout) and Brand Voice Guidelines v1.0. Per brand: their pitch, where they honestly win, where we win, and the response that reframes the deal. Companion to the ECU Visibility Report and the Maximus Competitive Brief.

Working Hypothesis until D05 claims sign-off

The one-line company answer, for every conversation: "Controllers run a machine. Telematics watch a fleet. OEM clouds run their own brand. **Maximus runs your whole mixed-brand generator fleet, gensets, engines and batteries, as one system**, with Sophia analytics inside it. That is Power Asset Readiness; Chip-to-Cloud is the proof."

Installation count pending D05 sign-off

Governance (v1.1, Sep 3): "OEM-agnostic", "brand-agnostic" and "any brand" removed throughout; the approved descriptor is **mixed-brand generator fleets** (retired 31 Jul, ratified 25 Aug; investor decks are the only exception). Installation counts are held until the D05 claims sign-off. Vertiv and Schneider Electric appear in the AI-visibility dataset as scale references only and are not tracked here. **Resolved 4 Sep (v1.2):** Cummins may be named client-facing (rule lifted by Natalia; frame on architecture, never attack, channel caution holds). Still standing: the complete-power-solutions player stays unnamed in writing through Day 90 per Brand Voice §4.

Device incumbents own the controller. None of them runs the site.

BRAND	THEIR PITCH	WHERE THEY WIN	WHERE WE WIN	WHEN THE PROSPECT SAYS... → SAY
ComAp	"The heart of smart control" · 35 yrs, 13 subsidiaries, WebSupervisor fleet portal, rental focus; 2025 pivot to hyperscale data centers (Bank Controller); NEW 2 Sep 2026: "Advanced Reporting" cloud SaaS on WebSupervisor (fleet KPIs, fuel, hybrid sites, auditable ESG reporting, no local hardware)	Brand trust, global support net, open docs, packager relationships, price-checkable catalog	System orchestration vs device control; WebSupervisor monitors and now reports · Maximus runs the site; their tooling is Windows-only, forum-documented integration friction. Watch: Advanced Reporting moves ComAp up-stack toward the Sophia layer; ESG-auditable reporting is becoming a buyer checklist item	"We already use ComAp." → "Great controllers. Maximus sits above them · we orchestrate sites that have ComAp units in them. What runs the site as one system today?"
Deep Sea Electronics	"Advanced Monitoring. Seamless Control." · DSEG810 flagship, up-to-4,032-genset paralleling claim, DSEWebNet	Ubiquity, price, every distributor stocks them, Wikipedia + roundup presence	Same layer argument; also: DSE is Generac-owned since 2021 · "independent mixed-brand" claim weakens under an OEM parent	"DSE scales to thousands of gensets." → "Paralleling scale ≠ site intelligence. Who coordinates your BESS, solar and loads with those gensets?"
DEIF	"Power efficiency" · multi-master redundancy, marine/offshore pedigree, iE 250 (EUROGEN Product of the Year 2026, 7 Jul; iE 250 Marine 6 Aug, IACS UR E27, CODESYS), data-center event push	Redundancy architecture, marine credibility, strong case-study content	DEIF sells controllers into a design; Maximus retrofits orchestration onto the fleet you already own · no rip-and-replace	"DEIF has multi-master redundancy." → "So do we at the site level · and we add it to mixed fleets without replacing existing controllers."
Woodward	easYgen line, "Powering a Clean Future" · aerospace-grade brand	Spec-sheet credibility, established easYgen base in packager designs	Genset controls are a side business marketed by channel partners; no coherent cloud/fleet story	"Woodward is aerospace-grade." → "And their genset line is channel-run. Who owns your roadmap and support relationship?"
Mecc Alte	"World's largest independent producer of alternators" · Smartech controllers emerging	Alternator dominance, OEM relationships	Control/cloud is nascent (near-zero third-party coverage); not a real orchestration rival today	Rarely contested head-to-head; if named: "Ask them for a fleet-management reference site."
Basler Electric added v1.1	Highland, IL · DGC-2020 genset controllers, excitation and protection systems; 80+ yrs; in the Kanbina specialist cohort (Authority Score 29, AI visibility 16; Aug 2026)	Excitation/protection pedigree, utility and marine credibility, US-made, packager relationships	Device layer again: Basler sells controllers into a design; no fleet cloud, no orchestration story	"We spec Basler." → "Good controllers. Maximus sits above them and runs the site as one system · Basler units included."

Competitor figures and pitches: each brand's own public materials and coverage, captured Sep 2, 2026. Authority Score and AI visibility: Kanbina Lumina market intelligence dataset, 10 to 17 Aug 2026; SEO and share-of-answer metrics only, never size-compared. ECU claims follow the D05 claims list; unsigned claims are Working Hypothesis.

The brand-locked clouds · and one real threat

⚠ **Watch MTU EnergetIQ.** Rolls-Royce is marketing "mtu EnergetIQ" · an EnergetIQ Manager plus distributed asset controllers with an AI optimizer (weather, exchange prices, demand) orchestrating PV, wind, BESS, electrolyzers, fuel cells and engines. Jan Henker (Senior Expert Automation & Controls) is fronting it with executive video content, including LinkedIn. **It is the closest architectural mirror of Maximus in the OEM camp** · but MTU-centric and data-center/microgrid-aimed. Track it quarterly; keep "mixed-brand + retrofit + oilfield-proven" as the wedge it can't match. **Radar validation (4 Sep):** the 30 Apr 2025 release is Battery Analytics, an EnergetIQ extension (predictive maintenance, local containerized processing); platform capabilities come from 2022-2025 materials, and **no EnergetIQ document carries a mixed-brand claim.** The wedge holds on their own evidence. **Radar 9 Sep: checked, quiet** (no new releases or Henker posts Sept 4-9). One pre-window item to capture: reports of an Osaka hyperscale EnergetIQ win circulate without a primary source in our registry; Needs Validation before any use.

BRAND	THEIR PITCH	WHERE THEY WIN	WHERE WE WIN	WHEN THE PROSPECT SAYS... → SAY
Cummins PowerCommand	<i>Factory controls + PowerCommand Cloud, "no subscription fee", dealer-run fleet monitoring</i>	All-Cummins fleets: factory fit, warranty, dealer service	Any mixed fleet; direct operator control vs dealer-mediated; monitoring-only cloud	"It's free with the genset." → "Free monitoring of Cummins iron. What about the other half of your fleet · and who acts on the alerts?"
Cat EMCP / Cat Connect	<i>Cat Connect standard on gensets to 850 kVA, VisionLink "one login, one map"</i>	Cat-heavy fleets, dealer muscle, domain authority	Same brand-lock wedge; RAM→VisionLink migration is confusing their own users right now · timing opportunity	"We're a Cat shop." → "Then keep Cat Connect for Cat. Maximus federates it with everything else on site · one actual pane of glass." Cat integration: only if on the validated controller list
Generac Link Manager	<i>"No matter the make or model" · the only OEM cloud explicitly claiming brand-independent mixed-fleet monitoring</i>	Residential/light-commercial mindshare (Mobile Link is the default "generator app" answer); aggressive aftermarket gateway roadmap	Monitoring vs orchestration: Link Manager watches mixed fleets; Maximus controls them (paralleling, load orchestration, idle reduction, BESS). Industrial depth, protocol breadth, industrial installations (count pending D05 sign-off)	"Generac says any make or model too." → "Mixed-brand <i>monitoring</i> , yes. Ask if it parallels your gensets, orchestrates BESS, or cuts idle hours. That's the difference between watching and running."
Kohler / Rehlko	<i>Decision-Maker controllers; OnCue killed Feb 2025 → Energy Management app under Rehlko rebrand; APM804 launched 19 May</i>	Installed residential/commercial base; APM804 gives them a modern control platform, threat rising	Their migration broke user workflows and community trust (forum confusion documented); industrial controls content thin	"We have Kohler kit." → "Their app migration stranded a lot of users this year. Maximus doesn't care whose logo is on the genset."

BRAND	THEIR PITCH	WHERE THEY WIN	WHERE WE WIN	WHEN THE PROSPECT SAYS... → SAY
	<i>2026 (paralleling, monitoring, diagnostics, lifecycle; data-center framing, no mixed-brand claim)</i>			
MTU / Rolls-Royce (EnergetIQ, mtu Go!)	<i>EnergetIQ AI-optimized microgrid orchestration; mtu Go! monitoring; fast-start gensets for data centers</i>	Premium engineering brand; genuine orchestration architecture; deep pockets (data-center demand)	MTU-centric and greenfield/data-center aimed; weak AI/search visibility for it; no oilfield retrofit story; Maximus runs mixed-brand fleets and is retrofit-first	"MTU has EnergetIQ." → "Strong system · if you're buying an MTU-designed plant. Maximus orchestrates the fleet you already own, whatever's painted on it, including MTU."

Competitor figures and pitches: each brand's own public materials and coverage, captured Sep 2, 2026. EKU claims follow the D05 claims list; unsigned claims are Working Hypothesis.

TIER 3 · MONITORING / TELEMATICS

Telematics sees the fleet. It cannot run the power.

BRAND	THEIR PITCH	WHERE THEY WIN	WHERE WE WIN	WHEN THE PROSPECT SAYS... → SAY
Trackunit	<i>"Connecting construction to eliminate downtime" · 6.5M connected assets (IrisX announced 27 Apr 2026; MCP live Jul 2026), AI-agent framework (Luna), MCP Server for ChatGPT/Claude/Gemini/Copilot, Goldman-backed</i>	Construction telematics category ownership, OEM/rental integrations, review-site presence, slick AI narrative	Telemetry ≠ control: Trackunit tells you the genset idled all night; Maximus + ESC stops it. Power-specific depth (paralleling, BESS, load) they don't touch	"We already have Trackunit on the fleet." → "Keep it for location and utilization. What acts on the power side? Idle hours, load balance, fuel burn · that's us."
OmniMetrix added v1.3	<i>Brand-agnostic generator remote monitoring (Buford, GA); sole business of micro-cap Acorn Energy (NASDAQ: ACFN, 100% owner since 18 Aug 2026); #1 organic for "generator remote monitoring"</i>	Owns the monitoring entry-tier SERP; recurring-revenue model; 25+ Fortune 500 logos	Monitoring and alerting ONLY: no control, no dispatch, no paralleling, no orchestration. Low direct threat; real relevance = validates the mixed-brand monitoring category, and is a cheap acquisition target if Generac or Rehiko wants an instant monitored install base	"OmniMetrix already monitors our gensets." → "Keep the alerts. Maximus acts on them: paralleling, load, idle. Watching is step one; running is the value."
ORBCOMM	<i>"Where IoT powers asset intelligence" · satellite-cellular connectivity</i>	Connectivity breadth, remote sites, satellite fallback	Genset is a peripheral use case for them; no control plane, no power domain expertise	"ORBCOMM covers our remote sites." → "As the pipe, sure. Maximus can ride that pipe · and actually run the equipment on the other end."

BRAND	THEIR PITCH	WHERE THEY WIN	WHERE WE WIN	WHEN THE PROSPECT SAYS... → SAY
Taoglas	<i>Genset Insights (2021, dormant); core = antennas</i>		Product effectively unmaintained; not a serious contender	If named: "Ask for their genset roadmap since 2021."
JV Technoton	<i>Fuel monitoring hardware (DFM/DUT-E sensors), CAN telematics</i>	Cheap fuel sensors, long-tail hardware catalog	Component vendor, not a platform; their own software story is outsourced to UNUM	"We just need fuel monitoring." → "Sensors show the leak. Sophia shows the pattern; Maximus fixes the cause."
UNUM Genset	<i>"Multi-brand remote monitoring & fuel control" · 300-450+ parameters</i>	Multi-brand claim, cheap SaaS, directory listings	Zero reviews, tiny team, monitoring-only; our mixed-brand claim comes with control and industrial installations (count pending D05 sign-off)	"UNUM is cheaper." → "It's a dashboard. Compare cost against one avoided outage or one month of idle fuel recovered."

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TIER 4 · INTEGRATED OILFIELD POWER

They sell the solved problem

BRAND	THEIR PITCH	WHERE THEY WIN	WHERE WE WIN	WHEN THE PROSPECT SAYS... → SAY
VoltaGrid	<i>Turnkey clean power, e-frac heritage, now 2.3 GW Oracle / \$1B Blackstone-Halliburton AI-data-center story</i>	Capital scale, turnkey EaaS, the loudest 2025 news cycle in the space	They displace owned fleets; Maximus upgrades them. For operators who keep their iron, we're the CAPEX-light answer · and their attention has visibly shifted to data centers	"VoltaGrid handles our power." → "As a service, at service pricing, on their fleet. Maximus makes <i>your</i> fleet perform like theirs · you keep the asset and the margin."
Aggreko	<i>Global rental power, modular microgrids; NYSE F-1 public (ticker AGKO, ~\$1.5B raise, AI data centers 19% of sales; no price range as of 9 Sep)</i>	Speed, scale, temporary/bridging power anywhere	Rental economics compound; orchestrated owned fleets beat long-term rental. Also: Aggreko's own fleet needs what we sell · channel angle	"We just rent from Aggreko when needed." → "Rental for peaks makes sense. Orchestration cuts how often you need the peak."
Enerflex	<i>"Builders of a better energy future" · compression-led infrastructure, BOOM contracts</i>	Compression incumbency, engineered-systems credibility	Power gen is secondary to compression; no fleet-orchestration software story	Rare direct collision; position as complementary to their compression installs.

BRAND	THEIR PITCH	WHERE THEY WIN	WHERE WE WIN	WHEN THE PROSPECT SAYS... → SAY
Mesa Power Solutions added v1.1	Natural-gas generator fleets for oilfield and remote industrial power, sold as a service; in the Kanbina cohort (Authority Score 28, AI visibility 25; Aug 2026)	Owns and runs its own fleet; operator does not touch controls; strong Permian footprint	Same wedge as VoltaGrid: they replace your fleet, Maximus upgrades it. Their fleet is also a prospect for orchestration	"Mesa runs power for us." → "On their iron. If you keep any generation of your own, that is the fleet Maximus runs."
Complete power solutions player named verbally only	The one direct competitor in complete power solutions identified in D01; distributed infrastructure, microgrids and resiliency contracts for large sites (Authority Score 32, AI visibility 23; Aug 2026)	Utility-backed balance sheet, turnkey microgrids, data-center and retail chains	They design and own the plant; Maximus orchestrates plants the customer already owns, mixed brands included	Brand Voice \$4: keep "one direct competitor" in writing through Day 90; name it in conversation only. Revisit for the 12-month roadmap.
Relevant Power Solutions added v1.1 · verify	Gulf Coast power generation sales, rental and service; appears in the Kanbina AI-visibility cohort (AI visibility 14, level with EKU; Aug 2026)	Local service reach, rental and sales bundles	Equipment-and-service house; no orchestration or analytics layer identified	Working Hypothesis: profile pending a verification sweep before use in a live deal.
Power Temp Systems	Built-to-order portable power distribution (Houston/Broussard)	Local distribution hardware, custom builds	Distribution ≠ control; possible local partner more than rival	Treat as channel/partner target, not a competitive threat.

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TIER 5 · LOCAL HOUSTON RETROFIT

Houston is winnable: only one rival owns retrofit search.

BRAND	THEIR PITCH	WHERE THEY WIN	WHERE WE WIN	WHEN THE PROSPECT SAYS... → SAY
Power Field Services	"Generators, it's all we do" · 30 yrs Houston, owns the "generator retrofit Houston" SEO with suburb-level pages	Local search dominance, service breadth, municipal/co-op contracts	They retrofit gensets; we retrofit intelligence · controls, orchestration, analytics. German engineering + local Spring, TX presence	"PFS already services our generators." → "Keep them for wrenches. We upgrade what the fleet can do · and we're 20 minutes up I-45."

BRAND	THEIR PITCH	WHERE THEY WIN	WHERE WE WIN	WHEN THE PROSPECT SAYS... → SAY
Depco Power Systems	<i>Industrial/used generators, engines, Port of Houston; content-active (blog, expos, reviews)</i>	Equipment supply, review footprint, buy/sell liquidity	They sell iron; zero controls/orchestration offering · complementary more than competitive	Potential referral partner: every used genset they sell needs modern controls.
Total Energy Solutions	<i>Turnkey Gulf Coast power services, now adding microgrids/BESS</i>	Louisiana home turf, turnkey service contracts	Houston is their satellite market; no software/analytics layer; thin local reviews	"TES quoted us a turnkey deal." → "Ask what runs the site after commissioning · and who shows you the data."

Competitor figures and pitches: each brand's own public materials and coverage, captured Sep 2, 2026. ECU claims follow the D05 claims list; unsigned claims are Working Hypothesis.

LAUNCH RADAR · VALIDATED 4 SEP · DELTA 9 SEP 2026

Every rival refreshed its control platform for data centers. None shipped mixed-brand orchestration.

PRODUCT	DATE	THREAT READ	WHAT THE EVIDENCE SAYS (ALL PRIMARY-SOURCE VALIDATED)
Generac Link Manager	2024-05-24 + current page	Se acerca	Commercial cloud offer live (mixed OEM monitoring, dispatch, API, free trial). Watch item: "Deepsea G8601" in its help center, possible DSE integration (NV)
ComAp IntelliGen 1000 SC	2023 (insights)	Superior, capa estrecha	64 controllers on CAN, CAN2 redundancy, hot swap, ISA 62443 L2-L3, free IntelliConfig
mtu Battery Analytics (EnergetIQ)	2025-04-30	Se acerca	EnergetIQ extension: predictive maintenance, containerized local processing. Proprietary; no mixed-brand claim
Trackunit IrisX + MCP	2026-04-27	Superior, una capa	6.5M assets; MCP Server exposes data to ChatGPT, Claude, Gemini, Copilot. Does not control electrical systems
Rehiko APM804	2026-05-19	Se acerca	Paralleling + monitoring + diagnostics + lifecycle; data-center and mission-critical framing; no mixed-brand claim

PRODUCT	DATE	THREAT READ	WHAT THE EVIDENCE SAYS (ALL PRIMARY-SOURCE VALIDATED)
DEIF iE 250	2026-07-07 award	Superior, capa estrecha	EUROPGEN Product of the Year 2026; iE 250 Marine 6 Aug (IACS UR E27, CODESYS PLC)
DSE DSEG810	2026-07-15	Superior, capa estrecha	10.1" Linux SCADA display, IP67, multi-genset, remote access
ComAp Advanced Reporting new 9 Sep	2026-09-02	Se acerca	Cloud SaaS on WebSupervisor: fleet KPIs, fuel, hybrid-site energy flows, auditable ESG/compliance reporting, no local hardware. First direct-tier move into the analytics/reporting layer where Sophia plays
Generac Link Manager platform new 9 Sep	2026-08-13 / 08-27	Se acerca	Release notes: multi-language (ES/FR/DE/IT), improved run-event detection, legacy fallback reporting. Plus live "One login. Every site. Any brand." video marketing. G8601 page exists, login-gated (NV)

Validated against primary sources 4 Sep 2026 (vendor newsrooms, release notes, product pages with retrieval dates; full registry in the intel skill). "3 launches announced in 2026" (Trackunit, Rehlko, DSE): Confirmed. Sales takeaway: the refresh wave is real and data-center-aimed; the mixed-brand orchestration seat stays empty, and two "se acerca" rivals say so in their own documents. Delta 9 Sep: quiet on EnergetIQ, APM804, DSE, DEIF, VoltaGrid, Trackunit and the complete-power player; the moves this week were ComAp (up-stack reporting) and Generac (marketing escalation).

MEDIA & DISCOVERABILITY STRATEGIES

Named engineers and open docs earn the attention; logos and gated PDFs lose it.

The Jan Henker signal (MTU) · post now fully analyzed. Jan Henker · Senior Expert Automation & Controls at Rolls-Royce Power Systems, the public technical face of **mtu EnergetIQ** · posted a video on LinkedIn ~1 week ago (late Aug 2026, 91 reactions) presenting EnergetIQ as an integrated automation platform consolidating **asset control + energy management + data management in one system**. The claims in the video, verbatim themes: consistent redundancy architecture · software-based scalability · reduced system interfaces · single data source of truth · cybersecurity by design · separation of PLC and industrial-PC functions. Hashtags: #EnergetIQ #BESS #EnergyStorage #Cybersecurity. It caps a steady drumbeat: BESS/hybrid-microgrid automation (108 reactions), the mtu Power Generation Symposium 2026 ("500 people from over 50 countries"; his line: *"The energy gap is not a problem of 2035. It is a challenge we are facing today"*), and an ees Europe clip.

Read on the claims: every argument is a *system-integrity* argument (redundancy, security, fewer interfaces) · **none is a mixed-OEM, retrofit, or oilfield argument.** EnergetIQ's story assumes an MTU-designed plant. EKU's counters stay intact: mixed-brand generator fleets, bolts onto existing fleets, proven in oil & gas/mining. And the meta-lesson stands: MTU builds this narrative through a named engineer whose posts out-engage company pages · copy the format, answer the architecture.

BRAND	VIDEO STRATEGY	PR STRATEGY	AI-DISCOVERABILITY TACTICS
MTU / Rolls-Royce	Expert-explainer films; named engineers (Jan Henker) front LinkedIn/Facebook video · the standout tactic in the whole set	Dual newsroom (Rolls-Royce + mtu Media Center); strong trade pickup (Turbomachinery, Microgrid Knowledge)	"Our Stories" editorial hub, Microgrid Validation Centers as proof points, own symposium (500 attendees/50 countries)
Trackunit	Annual streamed keynote ("Trackunit Next"), CEO on camera, LinkedIn-native video culture	Most professional PR op in the set: press kit, launch-timed releases (IRE/CONEXPO), visible CEO spokesperson	Category phrase as content universe ("Eliminate Downtime" hub + podcast) + open Developer Hub/APIs · strongest LLM footprint here
ComAp	YouTube product demos/how-tos; light exec presence	Own "Insights" newsroom, launch cadence, awards PR	ComAp Academy training + open knowledge base = its citable corpus
Deep Sea	Pure tutorial/config playlists ("DSE Training Videos")	Product-release notes only; minimal exec visibility	Fully open manuals, software and training portal · why forums and LLMs cite DSE constantly
DEIF	Case-story films + DEIF Academy clips	Knowledge-hub cadence, case-story-driven PR	Free expert webinars + structured per-application solution pages
Cummins	Episodic education series (numbered "Integrated Power Systems" episodes incl. PowerCommand Cloud)	Heavy newsroom cadence; nationally visible CEO	Massive open spec/white-paper library; query-titled episodic video
Caterpillar	Dedicated Cat Electric Power YouTube channel + LinkedIn showcase page (segment split from corporate)	Segment newsroom + investor-level PR; dealer amplification	Per-industry article library, sizing tools, clean segment entity for LLMs
Generac	Audience-segmented channels (Industrial, Mobile, Service Training) + owner-testimonial films	Twin-track: investor + consumer newsrooms; CEO on CNBC, execs on podcasts	Calculators, dealer-locator schema, huge FAQ corpus
VoltaGrid	Minimal owned video	"Borrowed authority" : low-frequency wire releases co-branded with Blackstone, Halliburton, ABB, INNIO · partners' newsrooms multiply reach	Almost entirely press-release-based; big names make it citable despite thin owned content
Aggreko	Solution explainers + customer stories, localized by region	Localized news hubs per country, POWER Magazine regular	Branded framework ("Greener Upgrades™") repeated across dozens of crawlable pages

Five plays EKU should copy

- 01 Put a named engineer on camera, recurring.** The Henker playbook: a Senior Expert posting monthly on controls gets 68–108 reactions · company-page numbers. EKU's controls engineers should front short LinkedIn videos on orchestration, idle reduction, BESS integration.
- 02 Open the documentation.** DSE, ComAp, DEIF and Trackunit are LLM-cited *because* their training, manuals and APIs are public. EKU's gated download center is the anti-pattern; add open docs + a developer/API page + a genset-controls glossary.
- 03 Coin and repeat one category phrase.** Trackunit owns "Eliminate Downtime"; Aggreko owns "Greener Upgrades". EKU's candidate is already on the Maximus page: **"One brain for the whole site"** / power orchestration · use it in every asset until machines and people repeat it.
- 04 Anchor PR to trade-show dates.** Releases cluster around CONEXPO, CERAWEEK, EES Europe. EKU: 2–4 releases/year timed to OTC, ADIPEC, POWERGEN, MINExpo; pitch POWER Magazine, Microgrid Knowledge, Turbomachinery · the outlets proven to cover this niche.
- 05 Borrow authority via co-announcements.** VoltaGrid reached \$1B-scale visibility with almost no owned media by co-releasing with giants. EKU's FLANDERS partnership was the right move · repeat it with engine OEMs, rental fleets, cloud partners so news lives on higher-authority domains.

UNIVERSAL TALKING POINTS

Five lines that work in every deal

- 01 The layer line:** "Everyone in this market sells a piece · a controller, a dashboard, a rental fleet. Maximus is the layer that makes the pieces

work as one system."

02 The mixed-fleet trap: "Every OEM cloud works until the day you buy a genset with a different logo. Then you're running three apps and none of them talk."

03 The watching-vs-running line: "Telematics is a smoke detector. Maximus is the sprinkler system. Sophia is both, plus the incident report."

04 The retrofit line: "Nobody budgets a rip-and-replace. Maximus bolts onto the fleet you already own." (Site count: use only the figure signed off in D05.)"

05 The attention line (2026-specific): "Our competitors are all chasing data centers this year. We're the ones still obsessed with your genset fleet."

Five questions tilt any evaluation toward EKU

Questions that tilt any evaluation toward EKU: "How many brands are in your fleet today · and in 3 years?" · "Who acts on an idle alert at 2 a.m.?" · "What happens to your monitoring when you add BESS or solar?" · "Can you keep your existing controllers, or does their proposal replace them?" · "What did idle fuel cost you last quarter?"

Confirmed = validated with EKU or measured directly · **Working Hypothesis** = evidence supports it, EKU sign-off pending. Competitor statements are their claims, not endorsements.

Compiled September 2, 2026 from live web research across ~90 sources (5 parallel research sweeps + targeted verification). v1.3, 9 September: radar delta (ComAp Advanced Reporting,

Generac marketing escalation and platform releases, OmniMetrix added to Tier 3, Aggreko AGKO F-1 detail, Trackunit MCP live date); EnergetIQ Osaka report flagged NV. v1.2, 4 September: launch radar added (primary-source validated), pyramid titles applied per the deliverable design guide, tokens aligned to Warm Paper. v1.1, September 3: terminology aligned to Brand Voice Guidelines v1.0; Basler, Mesa Power Solutions, the complete-power-solutions player and Relevant Power added from the Kanbina competitor cohort (Day 65 readout); installation figures gated. Companion documents: EKV Visibility Report · Maximus Competitive Brief. Update cadence: quarterly, or immediately on major competitor announcements (watch: MTU EnergetIQ, Generac Link Manager, ComAp data-center line).

Kanbina QA Gate · PASS · 9 Sept 2026 (Day 71). 0 em dashes · retired terms appear only in the governance note and as quoted competitor marketing · every figure carries source + date · claims labeled per the D05 ledger · next pull: Day 75 checkpoint (~14 Sept).