EKU POWER DRIVES · COMPETITIVE RADAR · EVIDENCE CUT 9 SEPTEMBER 2026

Two OEM clouds moved toward analytics in four weeks. The seat for running a mixed-brand site as one system is still empty.

Nine product moves checked against their own press releases, release notes and product pages. mtu EnergetIQ remains the closest architectural comparison for Maximus. ComAp and Rehlko now sell analytics and third-party monitoring, which is Sophia's ground. Nobody sells orchestration of a mixed-brand fleet.

Reading label: Working Hypothesis for EKU's position until validations E1 to E4 close. Competitor facts: Confirmed against primary sources on 4 and 9 September 2026.

9 product moves validated against primary sources	**3** new moves since 4 September (ComAp, Rehlko, Generac)	**0** rivals claiming mixed-brand orchestration in their own documents	**4** EKU validations open before external use (E1 to E4)

Source: vendor newsrooms, release notes and product pages, retrieved 4 and 9 September 2026. Scope: the seven tracked signals plus two additions.

STORY ROOM · FOUR SCENES, EIGHT MINUTES

The story in four scenes: who moved, what it means, where the gap is, what to do now.

01

The threat comes by architecture, cloud and analytics.

EnergetIQ mirrors Maximus. ComAp, Rehlko and Generac make monitoring and analytics easy to buy.

02

Maximus keeps its space, but not a proven win.

Nobody runs a mixed-brand site as one system. The claim is EKU's to prove, not the market's to grant.

03

The measurable weakness is public proof, not product.

Low site authority, few ranked terms, absent from a third-party buyer's guide.

04

Three assets in 90 days turn architecture into evidence.

Architecture map, one mixed-brand case, open technical evidence hub. Owners and dates are the ask.

00 · WHY THIS MATTERS

The buying decision is now made on documentation and analytics, the two layers EKU does not publish.

What you are looking at. Four reasons this radar changes what EKU does next quarter, not just what it knows. Each one ties a competitor move to a buyer behavior and to a cost of waiting.

1

Buyers shortlist what they can compare, and EKU cannot be compared.

The third-party buyer's guide tells operators to check controller, gateway and connectivity first, then pick software from the platforms it lists. EKU is not on the list, so it is not in the shortlist, whatever the product does. Confirmed: guide published 17 August 2026.

2

Analytics stops being a differentiator the day three rivals sell it as a feature.

ComAp, Rehlko and Generac now ship reporting and trending inside their monitoring clouds. Unless Sophia is shown acting inside the control loop, a buyer sees one more dashboard. Confirmed moves; Sophia positioning is a Working Hypothesis.

3

The home market is getting easier for Generac, not for EKU.

A Spanish interface since 13 August, a free three-month trial and a public changelog every two weeks lower the friction for Texas and Mexico fleets. EKU offers no trial and no public changelog today. Confirmed.

4

The window closes on a competitor's announcement, not on EKU's calendar.

Two events would end the empty seat: mtu publishing a mixed-brand claim, or Generac integrating Deep Sea controllers into Link Manager. Neither has happened. Both are watch items. Whoever publishes honest comparison content first owns the "alternatives" searches. Working Hypothesis.

Source: Electrical Trader buyer's guide 17 Aug 2026; ComAp, Rehlko and Generac materials retrieved 9 Sep 2026; Kanbina Lumina reading of the EKU site, September 2026.

01 · WHO MOVED

Every rival refreshed its platform for data centers; two OEM clouds added analytics and third-party monitoring.

What you are looking at. Each row is one product move. The date column says what kind of evidence sits behind it: a launch announcement, dated release notes, an award, or a product page. We never turn a documentation date into a launch date. The threat read says how close the move gets to Maximus and Sophia.

PRODUCT MOVE	DATE AND EVIDENCE TYPE	THREAT READ	WHAT THE EVIDENCE SAYS
ComAp Advanced Reporting NEW	2 Sep 2026, launch announced	APPROACHING Sophia	Cloud analytics for hybrid sites: energy flows, renewable share, fuel, battery performance and carbon impact in one dashboard next to WebSupervisor. Reports on ComAp-controlled sites after the fact. Not a control layer.
Rehlko Power Plus expansion NEW	11 Aug 2026, announcement	APPROACHING Sophia	Cloud monitoring, alerts, diagnostics and reporting across generators, transfer switches and "supported third-party equipment". Bundled with service agreements. North America first. Monitoring, not orchestration.

PRODUCT MOVE	DATE AND EVIDENCE TYPE	THREAT READ	WHAT THE EVIDENCE SAYS
Generac Link Manager	2026 release train: 26 Mar, 8 May, 13 Aug, 27 Aug, plus product page	APPROACHING	Mixed OEM monitoring, remote dispatch, open interface, reports and a three-month free trial on the product page. 2026 releases add equipment and site trending and a Spanish, French, German and Italian interface. No 2026 release note mentions third-party or Deep Sea controllers.
mtu EnergetIQ	30 Apr 2025, documented publicly (Battery Analytics release)	APPROACHING Maximus	Manager, asset controllers, redundancy and AI optimization come from earlier mtu materials. The 2025 release adds battery analytics with local processing. Tied to the mtu ecosystem. No mixed-brand claim. No news 3 Aug to 9 Sep 2026.
Trackunit IrisX with AI assistant access	27 Apr 2026, launch announced; shown at IRE Maastricht, June	SUPERIOR IN ONE LAYER	6.5 million connected assets (Trackunit figure). Fleet data queried in natural language through the main AI assistants. Does not control electrical systems.
Rehlko APM804	19 May 2026, launch announced	APPROACHING	Paralleling, monitoring, diagnostics and lifecycle management for data centers and mission-critical sites. No mixed-brand claim.

PRODUCT MOVE	DATE AND EVIDENCE TYPE	THREAT READ	WHAT THE EVIDENCE SAYS
DEIF iE 250	7 Jul 2026, industry award; 6 Aug 2026, iE 250 Marine announced	SUPERIOR IN A NARROW LAYER	Product of the Year 2026 at the European generating set industry gala. Marine variant with cybersecurity certification and a PLC add-on. Overlaps in control, not in site orchestration.
ComAp InteliGen 1000 SC	Product documentation, 2023 article	SUPERIOR IN A NARROW LAYER	Up to 64 controllers on one bus, bus redundancy, hot swap, industrial cybersecurity level 2 to 3, free configuration tool, open documentation.
DSE DSEG810	15 Jul 2026, launch announced	SUPERIOR IN A NARROW LAYER	10.1 inch rugged touchscreen with SCADA monitoring, commissioning and remote control for multiple gensets. An interface layer, not orchestration.

Source: Rolls-Royce and mtu press materials; Generac Link Manager release notes and product page; Trackunit press release; Rehlko newsroom; DEIF news; ComAp product documentation; Deep Sea Electronics news. All retrieved 4 and 9 September 2026. Competitor figures are their own claims.

02 · WHAT IT MEANS

Maximus does not lose for being "another controller". It loses if the market never learns that it runs the whole site.

What you are looking at. The market is a five-storey building. Each rival owns one floor. Maximus claims the top floor, where every asset on site is run as one system. The top floor is empty in every rival's own documents, and that is the space to prove.

5	**System orchestration: run gensets, batteries, solar and switchgear as one**	Maximus claim. Closest rival: mtu EnergetIQ, inside its own ecosystem.
4	**Analytics and decisions**	Sophia. Now contested by ComAp Advanced Reporting, Rehlko Power Plus and Generac trending.
3	**Fleet cloud, monitoring and remote dispatch**	Generac Link Manager, Trackunit, Rehlko Power Plus, ComAp WebSupervisor.
2	**Controller proof and certification**	DEIF, ComAp, Rehlko APM804. Open documentation is why they get cited.
1	**Interface and SCADA hardware**	DSE DSEG810. Tangible, easy to understand, easy to buy.

Direct

EnergetIQ crosses into orchestration.

Manager, asset control, data, redundancy and AI optimization make it the priority architectural comparison. Confirmed public signal.

Adjacent

ComAp, Rehlko and Generac make cloud value easy to buy.

Reporting, trials, service bundles and a Spanish interface reduce buying friction even without site autonomy. Confirmed public signal.

To prove

Mixed-brand plus retrofit plus on-site autonomy can be EKU's own space.

Differentiating only once the architecture is published, a case is verifiable and the technical limits are stated. Needs Validation.

03 · WHERE THE GAP IS

EKU's immediate weakness is public proof, not product.

What you are looking at. Three separate measurements. Site authority is like a credit score for the website. Ranked terms count how many buyer searches the site shows up for. Neither one measures product quality. They measure whether the market can find EKU when it looks for the problem.

18
EKU site authority score. Direct rivals observed: 29 to 37.

19 vs 439
search terms where EKU ranks, against DEIF.

0 of 6
EKU is absent from a third-party guide ranking six remote monitoring platforms.

Source: Kanbina Lumina market intelligence dataset, 10 to 17 August 2026 (authority) and July to August 2026 (ranked terms); Electrical Trader buyer's guide, 17 August 2026. Authority and ranked terms are never size-compared with each other.

What the buyer's guide says

The guide tells buyers to check the controller, the gateway and the internet link before the generator brand. That is EKU's own argument, written by a third party, in a piece that does not name EKU. The cross-brand reference in the guide is UNUM Genset, a monitoring-only platform.

Why rivals get cited and EKU does not

DEIF, ComAp and DSE publish open manuals and dated release notes. Generac publishes a public changelog every two weeks. EKU's technical documents sit behind a download form, so writers and AI assistants have nothing to quote.

E1 · Maximus architecture. What is missing: one published map of Maximus, Sophia and GeneSys. What it unlocks: the comparison pages and the category claim. Owner: Product and Engineering.

E2 · Mixed-brand claim. What is missing: the validated controller and protocol list. What it unlocks: the descriptor in every asset. Owner: Sales and Legal.

E3 · Case metrics. What is missing: one Power Generation site with baseline, scope and result. What it unlocks: proof that AI assistants and buyers can quote. Owner: Customer and Sales.

E4 · GeneSys role. What is missing: where switchgear and supervisory control sit in the story. What it unlocks: the physical proof layer. Owner: Product and Engineering.

04 · WHAT TO DO NOW

Three assets in 90 days turn a technical advantage into evidence the market can find and quote.

Publish the architecture map.

Maximus coordinates. Sophia turns data into decisions. GeneSys integrates switchgear. One vocabulary, one hierarchy. Priority 0. Owner: Product and Marketing.

Authorize one mixed-brand Power Generation case.

Problem, scope, assets, on-site autonomy, result and a quote. Turns the potential advantage into proof. Priority 0. Owner: Sales and Customer.

Open a technical evidence hub.

Documents, protocols, compatibility, FAQs and a changelog, indexable without a form. Priority 1. Owner: Web and Engineering.

DAYS 1 TO 30

Lock owners and the map

Architecture map validated (E1, E4). Case candidate chosen (E3).

DAYS 31 TO 60

Publish and pitch

Evidence hub live. Comparison page for the reference rival. Pitch the buyer's guide for an update.

DAYS 61 TO 90

Measure the change

Repeat ranked terms, AI answers and citations. Report assisted pipeline.

Timeline: Working Hypothesis, dependent on owners and dates agreed with EKU. Nothing here claims a result before it is measured.

PRESENTATION GUIDE · ONE PAGE

Open with the conclusion, show who moved in 90 seconds, close by asking for owners and dates.

Sequence, eight minutes

- **0 to 1 min.** Read the headline. One idea: analytics is getting crowded, orchestration is still empty.
- **1 to 3 min.** Section 01. Point at the three new moves. Say the date type out loud for each.
- **3 to 5 min.** Section 02. Use the five-storey building. Ask where the room thinks Maximus lives today.
- **5 to 6 min.** Section 03. Two numbers, no more. Then the buyer's guide absence.
- **6 to 8 min.** Section 04. Ask for one owner and one date per asset. Stop.

Rules for the room

- Do not say Maximus "wins" until E1 to E4 are validated. Say "keeps a space to prove".
- Every competitor fact carries a date and an evidence type. If asked for a source, it is in the footer.
- Do not compare authority and ranked terms with each other. They measure different things.
- Questions for Edward: which of these products does the field meet in Texas deals today?
- Questions for Amanda: which asset can start this week, and who owns it?

Pending checklist before this leaves the room

- [ ] E1 Maximus architecture validated by Product and Engineering.
- [ ] E2 mixed-brand claim and controller list validated by Sales and Legal.
- [ ] E3 case site, baseline and metrics authorized by Customer and Sales.
- [ ] E4 GeneSys role defined by Product and Engineering.
- [ ] Owner and date for the architecture map, the case and the evidence hub.
- [ ] Confirm whether the Generac and Deep Sea integration is real. Needs Validation.

Sources by signal: Rolls-Royce press release 30 Apr 2025 and mtu EnergetIQ materials; Generac Link Manager release notes 26 Mar, 8 May, 13 Aug and 27 Aug 2026 and product page retrieved 9 Sep 2026; Trackunit press release 27 Apr 2026; Rehlko newsroom 19 May and 11 Aug 2026; DEIF news 7 Jul 2026 and trade press 6 Aug 2026; ComAp product documentation and launch 2 Sep 2026; Deep Sea Electronics news 15 Jul 2026; Electrical Trader buyer's guide 17 Aug 2026; Kanbina Lumina market intelligence dataset, July to August 2026.

Labels: Confirmed = checked against a primary source. Working Hypothesis = evidence supports it, EKU sign-off pending. Needs Validation = requires EKU input before use.