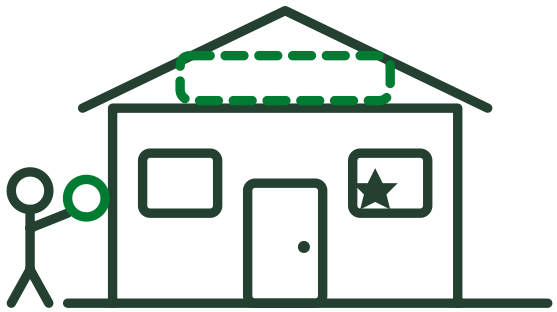
Buyers who know EKU find it; buyers with a problem do not

The product is not the problem. The sign on the street is.



What you are seeing. A starred kitchen with no sign on the street. Regulars walk in by name. A hungry buyer who searches for the dish never finds the door.

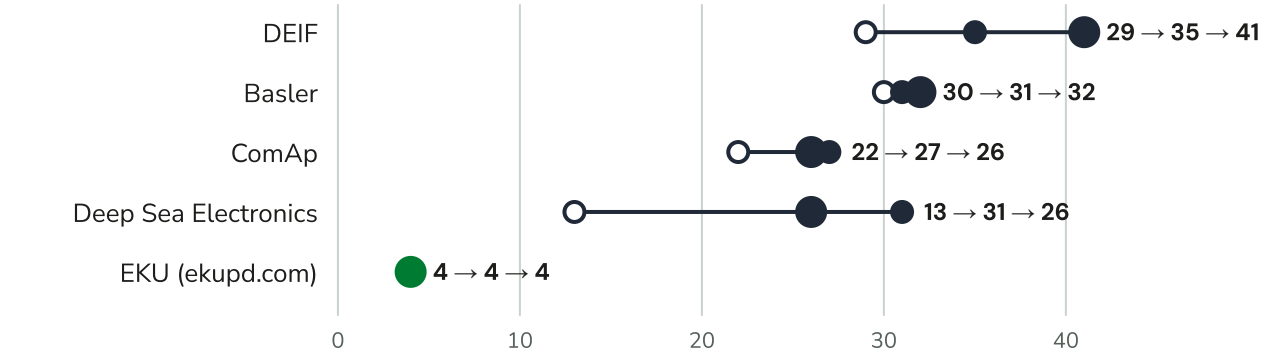
99%
of the Google searches that reach EKU already contain its name

0 of 5,176
AI answers name EKU when the buyer describes the problem

503 of 744
AI answers describe EKU correctly when the question names it

4 vs 26 to 41
appearances in Google's AI answers: EKU against four specialists

In the same 90 days the specialists moved; EKU stayed at 4, with nothing built on the site yet



Hollow dot: Jul · small dot: 22 Sep · large dot: 30 Sep. Line joins the three readings of one company.

Caterpillar and mtu, separate ruler: on the 120 buyer searches EKU tracks, each ranks in the top ten for about one in twelve (5 Aug 2026).

Google Search Console, 31 days to 23 Sep 2026 · AI prompt panel, Power Generation, July 2026, one wave · Market intelligence dataset, Google US desktop, 15 Jul, 22 Sep and 30 Sep 2026. Instruments are never merged. Appearances are not visits or customers.

No one yet has the proof in hard data; the growth intelligence to win it is built

Rivals reached the site layer with words, websites, video and single cases. A measured mixed-brand site with the cloud link down is still open ground.

Cloud layer: the fleet seen from anywhere

Monitoring, analytics, reports. Where most rivals added "any manufacturer" this year.

Sophia Cloud · Generac Link · DSEWebNet · mtu Go · Cat VisionLink

Site layer: who decides for the whole site

the contest is here

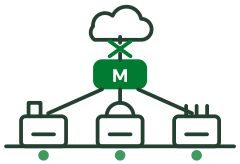
Dispatch, load sharing across brands, behavior when the cloud link drops.

Maximus · ComAp ICCC + InteliNeo 5500 · Generac ARC · Cat ECS · mtu EnergetIQ

Genset layer: one controller per engine

Start, stop, protect and parallel one machine. The specialists' home ground.

ComAp · Deep Sea · DEIF · Woodward · Basler



The opening is a measurement: response, duration, repeatability and link loss on one real site, confirmed by engineering. Eight weeks. It replaces every exclusivity claim.

What EKU now knows and can use

Umbrella brand and approved language	Commercial landscape report
White space matrix	Live competitive radar and its 30 Sep update
Maximus master battlecard	Buyer segment map and field voice
Team session kit: Story Room and Battlecard Arena	Baseline against 30 September
Search scorecard (22 Sep)	Messaging system and on-page pack
Website change plan, 42 changes	Content briefs, field terms and press map
Partner map and ecosystem 2026 to 2029	Revenue opportunity map
12-month roadmap and priority stack	Data workbooks

Each piece has a role that owns it and a moment of use.

Layers: Kanbina Lumina reading of public product documentation, 23 to 30 Sep 2026; placement is a Working Hypothesis. The absence of a measured report is an observation about the documents read, not about capability. The whole-site behavior of the Maximus ecosystem is a Working Hypothesis until measured.

EKU POWER DRIVES

Start now, on what is known: a year of work on one line per owner

Better done on sound facts than perfect and late. Leadership's inputs sharpen the plan as they arrive.

Start now
First website changes, key events, the Monday radar

→

Leadership sharpens
Case figures, wording, ranges, four names

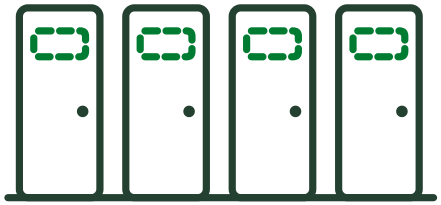
→

One line per owner
Proof, pages, sales and channel, measure

Twelve months on one line per owner

	Sprint 0 · Oct 1 to 16	Q4 2026	Q1 2027	Q2 2027	Q3 2027
Leadership inputs	Figures, wording, names				
Published proof		Case one, FAQ, press, site proof	Cases two and three	Trade features, talks	
Buyer-language pages	Access	10 changes, 2 pages, content	Data-center page if validated	Second content wave, 100+ ranked searches	
Sales and channel		Upsell, packagers, radar	Partner activation and kit		Rival re-sweep, battlecard v2
Measure	Key events, baseline frozen	Prompt wave 1, two reviews	Quarterly review, wave 2		Annual re-read, re-rank

One row per line of work, October 2026 to September 2027. Working version of 30 Sep 2026; roles own each line until leadership writes names.



Four doors, four names. The roadmap has four lines of work and four roles. Leadership writes a name on each door; a role does not attend a Monday review.

Two waves. 24 website changes now, with the team EKU has. The other 18 in the first quarter of 2027.

Roadmap: working version of 30 Sep 2026; leadership writes the names.

5 MEASURE

One table, the same ruler, every month: the next mark is the monthly review

Six lines of the baseline, three readings each. EKU's count in Google's AI answers stayed at 4 across the three readings.

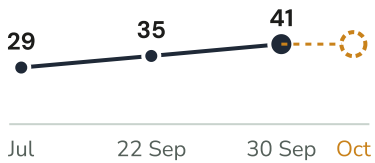
Working Hypothesis: the first published pages are what change the next reading.

EKU in Google's AI answers



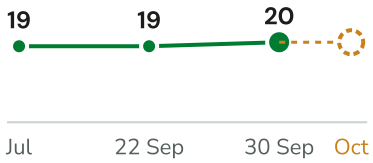
Appearances. Did not move.

DEIF in Google's AI answers



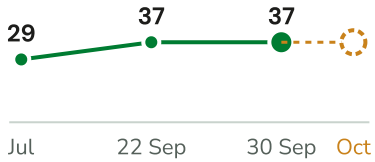
Appearances. Rose at both readings.

Authority score of ekupd.com



0 to 100. One point is noise.

Searches where EKU ranks, all intents



Growth is a home-heater name collision.

Website key events configured

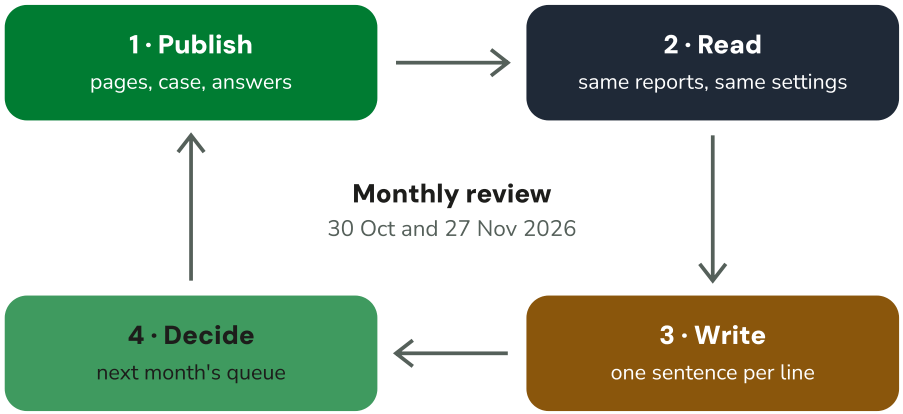


Nothing reports a business signal yet.

Published cases with figures



The case waits for corrected figures.



Scoreboard	Baseline	12 weeks	Mid-2027
Informational pages indexed	0	14 or more	30 or more
Mentions in the seven-prompt panel	0 of 7	2 of 7	4 of 7
Named reference cases published	0	1	3

Strategic conclusion. The baseline is on record and the publication plan is ready. **Commercial implication.** Working Hypothesis: the first published pages are what change the next reading. **Recommended use.** Follow the roadmap and add one column to the numbers table each month.

Validation status: working targets, never forecasts; publication and the measured site report are still ahead. Own scale per tile; baselines dated in July, later readings 22 and 30 Sep 2026; the seven-prompt panel baseline was read on 2 Sep 2026 and is a separate instrument: the numbers table. Working foundation for executive review.