EXECUTIVE SUMMARY AND DECISION BRIEF

EKU now knows where it wins and where buyers cannot find it

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

> *If the engineering is this good, why do new buyers go to a controller maker first?*

Executive summary · program of 1 July to 30 September 2026

The four-pager → | PDF Four-pager, PDF | PDF This page as PDF

The product is not the problem. The sign on the street is. Buyers who already know the name find **EKU**; buyers who describe their problem are sent to controller makers and to complete-power companies.

1

Understand

Commercial landscape, Buyer segments, Digital authority, Positioning. Folders 01 to

2

Build

Messaging system, Channel architecture, AI and search content, Partner map. Folders 05

3

Scale

Revenue map, Roadmap, Priority stack, Handover. Folders 09 to 12.

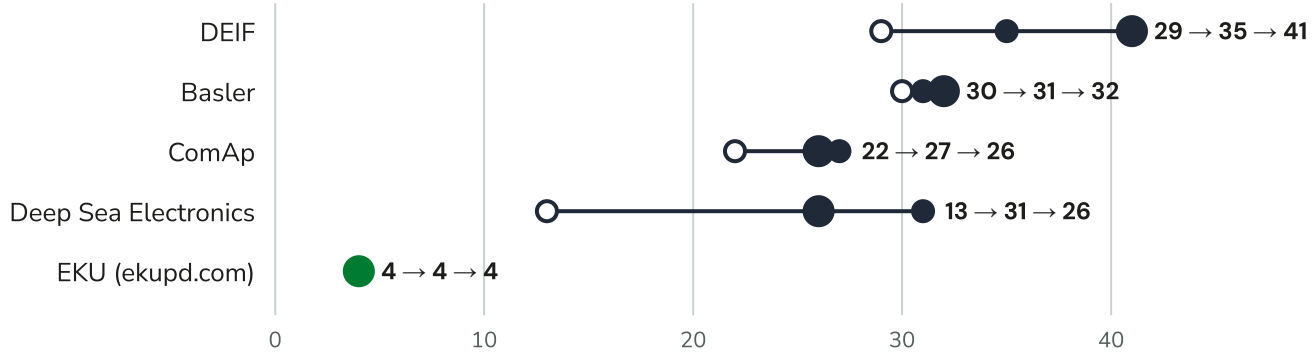
04.

to 08.

The five-step thread →

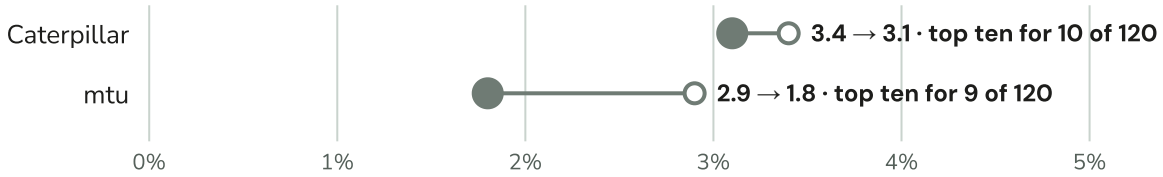
All numbers in one table →

The one picture of the 90 days: EKU at 4, the specialists moving, Caterpillar and mtu on the same buyer searches



Hollow dot: 15 Jul · small dot: 22 Sep · large dot: 30 Sep. Line joins the three readings of one company.

Caterpillar and mtu, a different ruler: share of visibility on the 120 buyer searches EKU tracks, in percent



Hollow dot: 8 May · large dot: 5 Aug 2026. Rank tracking, Google US desktop, one location. Not read again in September.

Appearances in Google's AI answers across the tracked buyer searches, three readings. Market intelligence dataset, Google US desktop. Caterpillar and mtu sit below on a separate instrument, because their AI-answer count is a whole-company number (13,676 and 225 on 5 Oct 2026, one reading, websites that also cover machines, marine and rail). On the 120 buyer searches EKU tracks, both lost share between May and August and each still ranks in the top ten for about one search in twelve. EKU reads 5.2% on that ruler, almost all of it from searches for its own name. The two instruments are never compared. Every other number lives in the baseline table.

On the radar, no rival read launched a controls product; engine makers now sell data-center power as a package

Date	Who	What moved	What it means for EKU
5 Oct	**Wartsila**	A 282 MW on-site plant ordered for a US data center; its seventh US data-center order.	Engine makers are selling data-center power as a complete plant, with their own control inside.
30 Sep	**Wartsila with Schneider Electric**	A joint offer: engines from one, electrical design and power management software from the other.	The control layer is being bundled. Ask who controls the site when the next block comes from another maker.
To 5 Oct	**Caterpillar**	No release on site controls in the sources read. Its press page could not be opened on 5 Oct; last read 30 Sep.	Its site controls already accept other makers' genset controllers, one controls group per site. Sales should not call it single-brand.
23 Sep and 1 Oct	**mtu (Rolls-Royce Power Systems)**	A second remote monitoring centre; a marine engine licence. Nothing on plant control or data centers.	Service build-out inside its own brand. No sign of control across makers.
24 to 30 Sep	**DEIF and Generac**	DEIF at two data-center events in one week. Generac Link added warranty registration.	No new controls product. Both keep building presence where buyers look.

Twelve dated signals between 23 Sep and 5 Oct 2026, each read at its source; four of eight rival news pages could be re-read on 5 Oct. Open the radar update for every signal, the watch list and the limits.

Leadership saw the full story in the closing presentation

Open the presentation as it was shown, with the opening film and nine annexes: before and after, the market in four orbits, the white space, evidence ready to publish, the website as one system, the thirteen folders, the visual guide and the Power Generation pages.

- MP4 Opening film (36 seconds) · Visual guide: EKU explained simply · PDF Visual guide, PDF · PDF Video brochure, PDF
- Results story, 1 July to 30 September: the 90 days scene by scene.

The presentation keeps its own date and carries the label "Internal use only · Confidential", on the page and on every page of its two PDFs. Its radar, scorecard, website plan and ecosystem annexes open from folders 01, 03, 06 and 08, where the single copy of each lives.

Leadership gave three directions that now shape every message

New in this race

with history as a company. Both are said together.

More than a controller maker

explained so a non-engineer understands it.

A large, confident B2B company

is what the website has to show.

Leadership session, 25 September 2026. Leadership will review the material internally and define next steps; no decision was taken in the session.

Leadership's inputs sharpen the plan; none of them stops it

Input	Why it matters	Where to act
Return the field case with corrected figures	The case page and the pitches carry EKU's own numbers.	Priority stack, P0
Confirm the technical wording with engineering	Website copy and battlecard lines use it.	Leadership inputs
Confirm the revenue-map inputs in writing	Targets inherit these numbers.	Revenue map closing note

Grant access and name four owners	The website changes and the measurement need both.	Roadmap
Decide public use of "Power Asset Readiness" and the data-center segment	Both organize content now; neither is public yet.	Approved language

CLOSING

Strategic conclusion

EKU has the engineering; the gap is visibility where buyers ask.

Commercial implication

The shortest route to connected units runs through fleets that already operate GeneSys or Sophia. The new-buyer route opens when proof is published where buyers ask.

Recommended use

Leadership reads this folder, then folders 09 and 11. Marketing runs from 04 to 07. Sales uses 01 and 02.

Validation status. Phases 1 and 2 accepted in session; the meeting records are the reference. The revenue map ranks on leadership's estimated ranges. Leadership writes the names on the roadmap. No confirmed case with figures is published yet. The idle-reduction figures in the case template are model text, with two still to confirm.