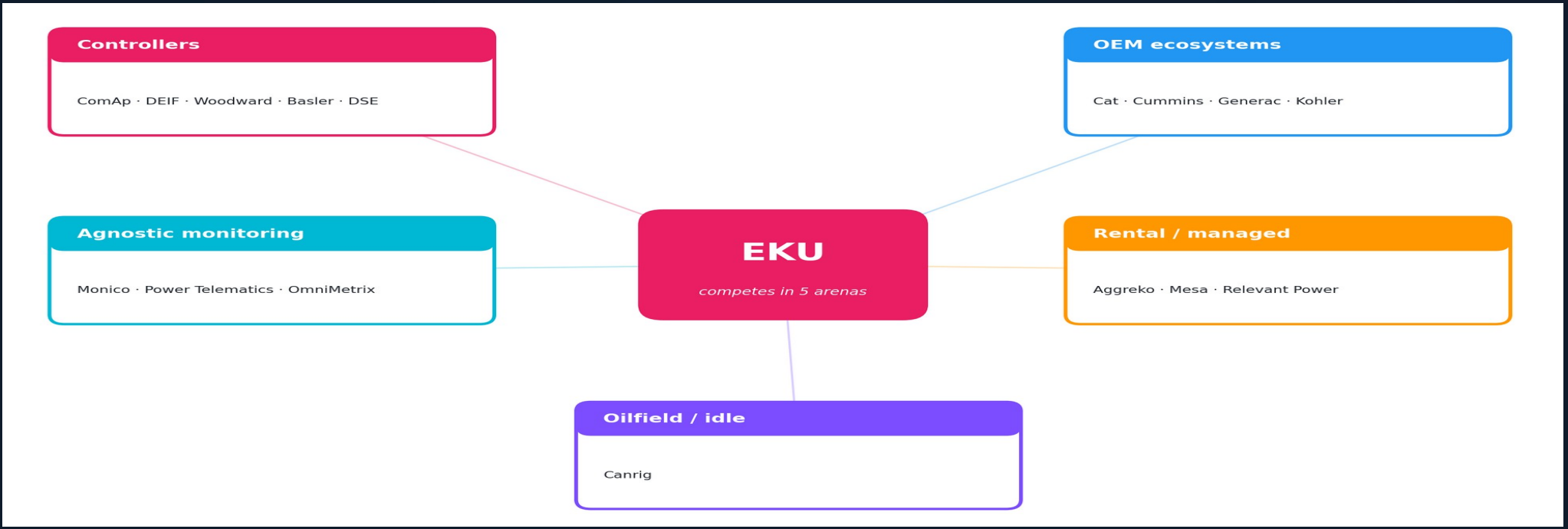
COMPETITIVE ARENAS MAP · PUBLIC EVIDENCE

EKU doesn't fight in one ring. It fights in five.

Talking about "EKU's competitors" as one block hides the truth: depending on the customer's case, EKU faces very different rivals. Seeing them as five separate arenas clarifies where it wins and where it shouldn't enter.



→ **The lesson: EKU should not define itself against "generation competitors". It should map by arena: and choose which ones to play in.**

Source: Working foundation for executive review. Not approved external copy.

THE FIVE ARENAS · WHERE EKU SHOWS UP

In each arena, a different rival and a different space.

ARENA	WHAT THEY DO	WHERE EKU WINS
Generation controllers	ComAp · DEIF · Woodward · Basler · DSE: technical rivals in paralleling, protection and control	✓ EKU competes; can move from component to system
OEM ecosystems	Cat · Cummins · Generac · Kohler: block when the customer is already in their brand	✓ EKU wins in mixed fleets the OEM doesn't reach
Agnostic monitoring	Monico · Power Telematics · OmniMetrix: enter through multi-brand fleets	✓ EKU must beat "monitoring" with operational decisions
Rental / managed power	Aggreko · Mesa · Relevant Power: sell uptime + operation, not control	✓ EKU is more partner than rival here: potential channel
Oilfield / idle optimization	Canrig: vertical for idle reduction and emissions	✓ EKU already has won visibility in idle management

Source: each company's public pages + research agent (2026-07-22). Competitive discovery map, not a market-share measurement. Validate against real opportunities (CRM, win/loss) before external use.