Knowing who decides isn't enough. You must know how EKU enters.

In industrial decisions no one buys alone. Each role needs a different proof: and for each one, EKU has a concrete answer with a specific product or piece of evidence.

ROLE	WHAT WORRIES THEM	HOW EKU ENTERS	THE PROOF
CFO	*Is the investment justified?*	**Shows the hidden cost of not integrating: downtime, rework, site visits**	Business case with real data + certifications
Operations	*Will it run reliably?*	**One view to operate and see the fleet, instead of loose systems**	Maximus and Sophia demo in a real scenario
Technical	*Does the architecture hold?*	**The missing control and integration layer between equipment and operation**	Diagram, interfaces, protocols and sequences
Procurement	*Viable, compliant supplier?*	**A single coordinated scope instead of coordinating five vendors**	ISO/UL/CE + a clear responsibility matrix

→ **The connection: each role enters through a different concern, but all arrive at the same integrated EKU system. That is the sale.**