D04 · PHASE 1 DELIVERABLE

Positioning Strategy Validated.

How to translate EKU's technical capability into buyer language · Kanbina Lumina

Commercial Foundation · July 2026 · ready version · verified data

v1.0 · Ready version · Verified data

Kanbina Lumina

WHY NOW · THE URGENCY OF POSITIONING

Positioning isn't cosmetic. It's survival in the new search.

Buyers no longer only search Google: they ask an AI. And AI only recommends what it understands and finds well written. Today EKU isn't in that conversation.

0 / 1,000

times EKU appears when an AI is asked for brands

0 / 183

sector attributes AI associates with EKU (Schneider: 171)

14 / 100

EKU's AI visibility score: "low" in the dataset

Strong positioning: clear, structured, anchored in the problem: is what makes AI and the buyer understand what EKU is and why it matters. Without it, EKU stays invisible right where the decision begins.

Source: AI visibility dataset · 1,000 prompts + 183 brand descriptors · verified Jul 22, 2026.

THE STARTING POINT

EKU explains itself through its technology. The buyer thinks about their problem.

EKU's technical story is ahead of its market narrative. The bridge between what it does and what the buyer needs to solve is missing.

HOW EKU SPEAKS TODAY

- Controls and automation
- Multi-platform compatibility
- Chip-to-cloud, IoT, firmware
- Systems integration



WHAT THE BUYER THINKS

- "My generator keeps stalling"
- "I'm burning fuel at idle"
- "I don't know what's happening on-site"
- "Coordinating suppliers is a struggle"

Source: Kanbina synthesis · leadership interview + EKU-approved materials · verified data.

THE POSITIONING ARCHITECTURE

Four layers: from promise to proof.

A system where each level supports the one above it: the narrative rests on real technology.

NARRATIVE	Power Asset Readiness: purchased equipment becomes operational capacity
PUBLIC PROMISE	"From purchased equipment to operational power"
PROOF PATH	From field control to cloud visibility
PROOF	Maximus · Sophia · GeneSys · Control Box · ESC · support

Note on "Chip-to-Cloud": we recommend expressing it as a benefit ("from field control to cloud visibility") and validating the technical accuracy with engineering.

Source: Kanbina synthesis · leadership interview + EKU-approved materials · verified data.

STRATEGIC READING · SWOT WITH VERIFIED DATA

The "compatibility" ground is already contested. The outcome ground is not.

FORTALEZAS

Lo que ya funciona (dato verificado)

- Visible en idle management: pos. 4–6
- Minería: posición 3 en desempeño
- Demanda de marca real: 1.180 clics
- Portafolio integrado control+software

OPORTUNIDADES

Demanda sin capturar (GSC)

- Smart PDU: 2.708 impresiones, 0 clics
- 7.656 impresiones no-marca sin capturar
- Ningún competidor articula el resultado
- Categoría "readiness" sin dueño

DEBILIDADES

Lo que limita hoy

- 99,2% de clics dependen de la marca
- Páginas producto no rankean
- "OEM agnostic" ya lo usa ComAp
- Sin narrativa de resultado operativo

AMENAZAS

El terreno disputado

- ComAp: "vendor/brand agnostic" público
- Mesa: ecosistema cerrado integrado
- DeepSea: profundidad de catálogo
- Compradores llegan ya sabiendo marca

Source: SWOT built on Google Search Console (643 queries) and public competitor evidence

RATIONALE FOR THE POSITIONING ADJUSTMENT

Why EKU should not anchor itself in "OEM agnostic".

WEAK ARGUMENT

"EKU is OEM-agnostic / controls any brand."

ComAp already says this publicly in microgrids. Standing here means competing head-on in occupied ground, with no differentiation.

STRONG ARGUMENT

"EKU turns purchased assets: from different sources: into coordinated, monitorable, *operation-ready capacity*."

No one articulates the complete operational outcome. Compatibility is the baseline; operation-ready capacity is the open space.

THE DATA THAT SUPPORTS IT

7,656
non-branded impressions uncaptured in Google

2,708
impressions on Smart PDU with 0 clicks

4–6
position already won in idle management

99.2%
of clicks today depend on the EKU name

→ The demand exists and EKU already appears in it. The adjustment does not invent a market: it organizes the one already being searched under a narrative that no competitor occupies.

Ready version · Verified data. Behavioral projections will be refined once Google Analytics (GA4) is connected.

VALUE BY DECISION ROLE

A distinct message for every seat at the table.

CFO / Finance

Reduces capital exposure and the asset's operational risk.

Operations

Greater uptime and faster response in the field.

Technical / Engineering

Architecture that integrates generation, storage, and control.

Procurement

A supplier that reduces fragmentation and integration risk.

Integrator / Packager

Delivers more value to the end customer without adding complexity.

Site operator

Visibility and control over assets from different manufacturers.

Source: Kanbina synthesis · leadership interview + EKU-approved materials · verified data.

HOW IT IS ACTIVATED

The category is for selling. The existing demand is for entering.

Power Asset Readiness organizes the sales conversation; the pages anchor to searches that already have demand.

The category (selling) **Power Asset Readiness**	Framework for the proposal and the conversation	Not competed for in search
The entry point **idle management, mining, control**	Searches with proven demand	This is where traffic is captured today
The connection **each page explains the framework**	Demand enters; the category gives meaning	Meaning is built without losing traffic

Source: Kanbina synthesis · leadership interview + EKU-approved materials · verified data.

CONCLUSION

A defensible positioning: an owned category, anchored in real demand.

Strategic conclusion	EKU has a technical capability that its narrative does not yet communicate. The four-layer architecture closes that gap.
Commercial implication	It gives the commercial team a language to explain why EKU, and the buyer a framework to justify the decision.
Recommended use	Apply the category in the sale; anchor the content in idle management, mining, and control.
Under validation	Technical accuracy of the proof path, primary message line, and data-center fit.