How public to make the packager message: with the data behind it.

The packager is the strategic channel (leadership insight): it places EKU's hardware and opens the door to the end customer. The question is how much visibility to give it: and each level has a different rationale, data point and open space.

WHY THIS DECISION MATTERS

If the message is too public, competitors see the channel play. If too internal, it depends only on EKU's network. The right level balances reach and control.

Public

On the website and open material

STRENGTH / WEAKNESS

S: maximum reach · W: exposes the strategy to competitors

Whitespace: be first to publicly name the packager's role in readiness

Soft-public

In sales and targeted conversations

STRENGTH / WEAKNESS

S: control over who it reaches · W: lower mass reach

Whitespace: targeted technical content no competitor produces for packagers

Internal

Only in the direct commercial relationship

STRENGTH / WEAKNESS

S: maximum control · W: depends on EKU's network and reach

Whitespace: deep 1-to-1 relationship hard for large competitors to replicate

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

THE DATA BEHIND IT

The backing, in three facts.

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competitors with packager-targeted content in search

Channel

described by leadership as the route to the end customer

Soft

the level that activates without revealing the full play

WORKING RECOMMENDATION

Start soft-public. It activates the channel and captures the targeted-content whitespace, without exposing the full strategy. The final level is validated with EKU before any publication.

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