COMMERCIAL PRIORITY STACK

Start with what is known; leadership's inputs make it sharper

Waiting for perfect figures costs more than acting on sound ones.

> *What can start tomorrow morning without asking anyone?*

Priority stack of 30 September 2026

PDF This page as PDF

P0

By 16 and 31 Oct

Inputs, access and the first two pages. Nothing downstream moves without them.

P1

Q4 2026

Installed-base upsell, packagers, radar, the proof asset, press.

P2

Q1 2027

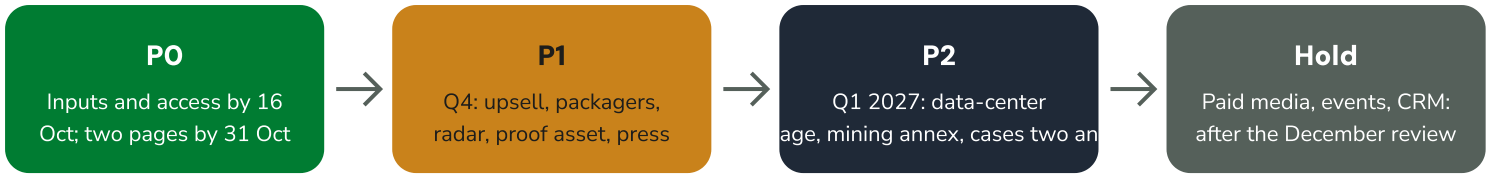
Segments and cases that need a validation first.

Hold

Not now, and never

Spend that waits for results, and practices EKU does not use.

The order of attack, left to right



Each stage starts when the previous one delivers its input. Dated 30 September 2026.

Who does what, and when: the framed box starts now

Starts now, on what is known

- Mark the five key events
- Ship the website changes marked ready
- Publish the Power Generation landing and the Maximus hub by 31 Oct
- Start the Monday radar read
- Capture wave 1 of the locked prompts

Runs through the year

- Upsell play on the installed base
- Priority packager list
- Measure whole-site behavior with the cloud link down
- Case one, then press; cases two and three in Q1

Inputs that replace estimates

- Return the field case with corrected figures
- Confirm the technical wording

- Confirm the revenue-map ranges
- Grant editor access and write four names

Decisions that open later pages

- Decide public use of the category term
- Validate data centers as a named segment
- Approve the mining positioning sentence
- Decide the Spanish editions for three sellers

Kanbina Lumina classification of the priority stack, 30 September 2026. Now: October 2026. Next: the following two quarters. The framed box starts on what is already in the files; leadership's inputs sharpen it as they arrive.

Priority	What	Who	How	Support in this repository	What for	By when	Done when	Then
PO	**Return the field case with corrected figures**	Leadership, then the marketing lead	Correct the figures in the editable file. Publish the page, the FAQ and the one-page summary.	Folder 07	First published proof. Opens the press path.	16 Oct 2026	The corrected file returned, every figure marked engine data or savings. Publication follows the roadmap, in November.	Send three pitches; add the case link to the battlecard and to every proposal.

PO	**Confirm the technical wording with engineering**	Leadership with the engineering lead	Keep, reword or remove each line of the list.	Leadership inputs, with the full list	Website copy and battlecard lines use it.	16 Oct 2026	Each line of the list marked keep, reword or remove.	Move the confirmed lines to public copy the same week; drop the rest from drafts.
PO	**Confirm the revenue-map inputs in writing, or share the CRM export**	Leadership	Answer the five inputs in the Revenue map closing note.	Revenue map closing note	The ranking becomes the base for targets.	16 Oct 2026	Email or export received; ranking re-run and dated.	Re-run the ranking and update the targets in the roadmap, with a dated note.
PO	**Grant editor access to the website, analytics and social accounts; mark the key events**	Leadership and the web administrator; the analytics owner marks the events	Grant access; mark the five key events of the channel plan, downloads first.	Website change plan	Access starts the website changes; events turn visits into business signals.	16 Oct 2026	Logins working for the marketing lead; the events that need no website change reporting. The kit event is tested the day the kit is published.	Start the changes marked ready the next morning. Follow each remaining row's gate.
PO	**Ship the first buyer-language pages: Power**	Marketing lead with the web administrator	Paste the approved blocks, add FAQ and	On-page pack Approved language	The sign on the street: the first two pages a buyer with a	31 Oct 2026	Both pages live and showing impressions in Search Console.	Check indexing after one week; read the four

	Generation landing and the Maximus ecosystem hub		structured data, request indexing.		problem can find.			open terms at the 27 Nov review.
P1	**Upsell play for the installed base (fleets already running GeneSys or Sophia)**	Sales lead for Power Generation	List the sites; call with the brand-count question; offer the ecosystem as the next step.	Battlecard Revenue map	Shortest path to connected units in 2027.	Nov 2026	Every installed site contacted once; outcomes logged.	Log each conversation outcome; feed objections into the battlecard.
P1	**Priority packager list with one seller as counterpart**	Sales lead with leadership	Rank packagers by upcoming bids; hand each the fleet question and the one description.	Ecosystem and channel roles	About 70% of revenue flows through packagers (leadership interview, 24 Jul 2026).	Nov 2026	Named list with a seller per packager and a first meeting dated.	Review the list monthly; add the packager kit in Q1.
P1	**Weekly radar read, and technical validation of the battlecard comparison table**	Marketing lead and engineering lead	Thirty minutes each Monday, following the routine in the radar update.	Radar update	Turns rival moves into product and sales answers.	from Oct 2026	Four dated radar entries a month; comparison table confirmed by the engineering lead.	When an answer changes, tell the sellers the same day.

P1	**Proof asset: measured whole-site behavior with the cloud link down**	Engineering lead	Record response time, hours sustained, repeatability and the offline sequence on one real site.	Radar, proof section	The rival documents read hold no measured report of a whole mixed-brand site with the cloud link down.	Q4 2026	Dated report with the four numbers, confirmed by engineering, and a page that publishes it.	Publish as a dated page; pitch it as the lead story.
P1	**Press path from case one: three pitches a quarter from an EKU address**	Marketing lead	Use the outlet list and the pitch angles on the map.	Press target map	Third-party citations feed AI answers.	after case one	Three pitches logged per quarter with outlet, date and answer.	Track which outlet answered; reuse every published mention on the website.
P2	**Data-center subpage of Power Generation**	Marketing lead	Use the gated brief once leadership validates the segment.	Brief 6	Segment open in practice, not yet validated for public material.	after segment validation	Written go from leadership; page live with one validated proof.	Add it to the monthly reading.
P2	**Mining and regional annex**	Marketing lead	Approve the positioning sentence first; then publish the annex pages.	Folder 08	Content is ready and waits for approval.	after approval	Positioning sentence approved; annex pages live.	Hand to the regional sellers.

P2	**Cases two and three, Spanish versions of all cases**	Marketing lead	Same structure as case one.	Folder 07	Three reference cases by mid-2027.	Q1 2027	Three case pages live; Spanish versions attached.	Add each case to the press path.
P2	**Spanish editions of the battlecard and the field voice for the Argentina, Chile and Bolivia sellers**	Sales lead, after a leadership decision	Translate the two files from this repository; keep them in the sales team's own space, not in the English repository.	Battlecard Field voice	Three sellers work in Spanish; the repository is English by decision.	after decision		Review the Spanish copies at each battlecard update.
Not now	**Paid media, event sponsorship, a full battlecard library, a CRM build**				Spend and scale wait until the December review reads the Q4 results.			
Never	**Anonymous accounts or invented customer stories on forums**				Only transparent participation with an identified EKU voice.			

Trade-offs only leadership can decide

- **Direct Maximus sales or the route through engine and packaging partners.** The plan serves both; budget and sales time cannot serve both at once.
- **Public use of the category term.** It organizes content now; it appears on the website only after the go-ahead.
- **Data centers as a named segment.** Opportunities exist in practice; the segment is not validated for public material.

CLOSING

Strategic conclusion

The content exists. What comes first is inputs and access.

Commercial implication

Working Hypothesis: the longer publication waits, the longer the four buyer terms stay open. The next monthly reading tests it.

Recommended use

Leadership reads the P0 rows and answers them. The marketing lead tracks every row in the workbook sheet "Priorities".

Validation status. Order derived from the Revenue map verbal inputs and the roadmap; final when the Revenue map confirmation arrives. Owners are roles until leadership names people. Dated 30 September 2026.