CONCLUSION

The system is built. Publishing it is what reaches a buyer.

More analysis will not move the needle. The first published page will.

> *What is the first thing a new buyer will find about EKU next month?*

Program of 1 July to 30 September 2026

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What is true now that was not true in July

One language

Power Asset Readiness as the story, mixed-brand generator fleets as the buyer's words, the Maximus ecosystem as one offer.

One ruler

Each instrument is registered on its own, with its dates and scope. Nothing is estimated from memory any more.

One radar

Twenty-four rivals in five tiers, sixteen moves checked at source, a weekly routine, and a watch list of the companies that set the pace.

One playbook

A battlecard per rival, the opening question, the objections in the sellers' own words, and a session kit to train with.

Ratified by the commercial team on 25 August.

One plan

Forty-two website changes in order, six content briefs, a revenue map, a 12-month roadmap and a priority stack, each with an owner by role.

What is still ahead is EKU's to do

1. **Nothing is published.** The pages, the FAQ blocks, the case and the profile texts exist and pass the language check; none is on ekupd.com. The site still carries the retired wording on four pages. EKU's count in Google's AI answers stayed at 4 across the three readings, while one specialist went from 29 to 41. Other numbers moved a little; none on a term buyers type.
2. **Names come next.** The roadmap has four lines of work and four roles. Leadership writes a person next to each one, because a role does not turn up to a Monday review.



What you are seeing. A bridge with a few planks still to lay. The kitchen is equipped, the menu is written, the sign is painted and leaning against the wall inside. Leadership's inputs lay the planks, and the sign goes up on the street.

The market kept moving while the sign stayed inside



Appearances in Google's AI answers across the tracked buyer searches. Market intelligence dataset, Google US desktop, 15 Jul, 22 Sep and 30 Sep 2026. In the same window, as the radar update records it (23 Sep to 5 Oct 2026): one rival documented load sharing across controller brands, another launched a second cloud that monitors generators from several makers, and the published agenda of Yotta put companies that do not sell controls on the data-center stage. Observed in the sources read; nothing more is claimed.

The one sequence that turns this repository into results

1

By 16 Oct

Leadership's inputs: case figures, the technical wording, revenue ranges, access and four names.

2

By 31 Oct

First 10 website changes and the first two buyer-language pages live.

3

November

Case one with its FAQ, the upsell play on the installed base, the packager list.

4

27 Nov and December

First like-for-like reading after publication; the quarterly review sets 2027.

What to expect, in plain terms

- Working Hypothesis: the first published pages are what change the next reading. The first change should show in the four open buyer terms and in Google's AI answers. The monthly review is where it is checked.
- Installed-base revenue moves faster than new-buyer revenue: the upsell play needs no search visibility at all.
- The rival documents read hold no measured report of a whole mixed-brand site with the cloud link down. EKU's own behavior there is a working hypothesis until engineering measures it; measured and dated, it replaces every exclusivity claim EKU ever made.
- The website plan runs in two waves: 24 changes now with the team EKU has, 18 in the first quarter of 2027.

How to use this repository

Who	Opens	Every
Leadership	Start here, then the leadership inputs and the priority stack	Quarter, plus the five inputs now
Marketing lead	Approved language, website health, roadmap	Monday
Sales lead	Battlecard and the field voice	Before a call where a rival is named
Engineering lead	Radar update and the comparison table	Month
Analytics owner	Baseline table and the workbook	Last working day of the month

CLOSING

Strategic conclusion

EKU has the engineering and, since September, the commercial foundation. The gap is being found by buyers who start from a problem. Publishing closes it. More analysis does not.

Commercial implication

Every month without published proof keeps new Maximus buyers arriving only through indirect channels, while the counts of the specialists in AI answers rose between readings. The installed base is the fastest revenue; the new-buyer route opens with the first published case.

Recommended use

Start on what is known. The day the first two pages go live, this stops being a repository and becomes how EKU sells.

Validation status. Commercial landscape to partner map delivered with verbal acceptance; the revenue map on verbal inputs; roadmap and priority stack are working versions. Measured figures on this page come from the baseline table; rival counts from the radar update; plan counts from the roadmap. Dated 30 September 2026.
