EKU POWER DRIVES · COMMERCIAL GROWTH INTELLIGENCE

Buyers who know EKU find it. Buyers with a problem never reach the door.

How to navigate this site: read the five steps in order, then open Browse for every file.

> *What does a buyer with three generator brands and one outage see when they search for help?*

Program of 1 July to 30 September 2026

Browse every file →

PDF Download this page

Leadership
What comes first, and the inputs only you can give. →

Marketing lead
The website changes, in order, with the text to paste. →

Sales lead
Per rival: the answer and the question to ask. →

Engineering lead
The matrix and the six steps to the measurement. →

1 BASELINE

By name, EKU is found. By problem, it is not.

Regulars walk in. A buyer with a problem never sees the door.

Door one works. Almost every search that reaches the website already carries EKU's name. The regulars find the kitchen.

Door two is closed. When a buyer describes the problem instead of the name, the answers send them to controller makers. Each answer is one measurement, and EKU was named in none of them.

And the specialists kept moving. Each dot is one reading. EKU stayed in the same place three times; DEIF rose at both readings.

OPEN THE TABLE

All the numbers, in one table

Every line with its instrument, its dates and how to read it. →

Search scorecard

The same reading as pictures, with rivals and open terms. →



What you are seeing. A restaurant with a starred kitchen and no sign on the street. Regulars walk in by name. A hungry buyer who searches for the dish never finds the door.

Two doors to the same kitchen: the regulars find it, the hungry buyer does not



BY NAME

99%

of the searches that reach the website already carry EKU's name



BY PROBLEM

0 of 5,176

AI answers name EKU when the buyer describes the problem

Google Search Console, 31 days to 23 Sep 2026 (door 1); AI prompt panel, Power Generation, July 2026 (door 2). Two instruments, shown side by side, never merged.

99%

of the Google searches that reach **EKU** already contain its name

Google Search Console, 31 days to 23 Sep 2026

0 of 5,176

AI answers name **EKU** when the buyer describes the problem

AI prompt panel, Power Generation, July 2026

503 of 744

AI answers describe **EKU** correctly when the question names it

Same panel, July 2026

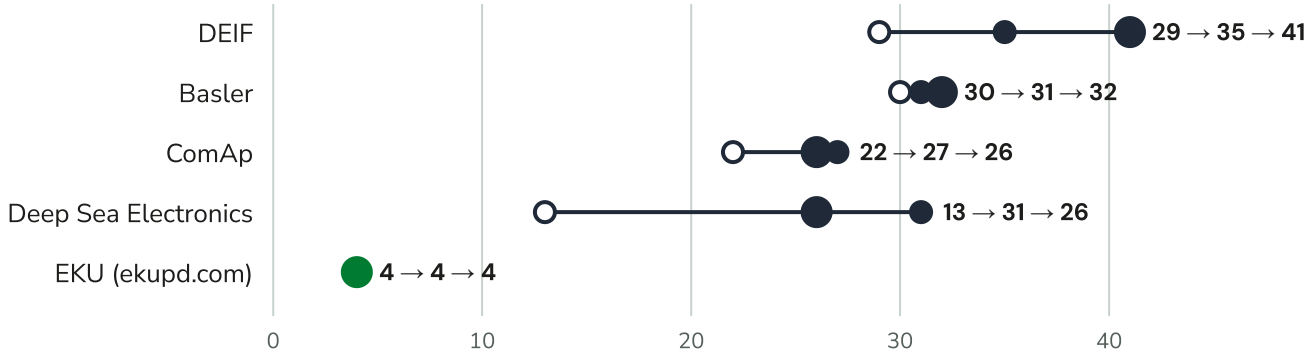
4 vs 26 to 41

appearances in Google's AI answers, **EKU** against four specialists

Market intelligence dataset, Google US desktop, 30 Sep 2026

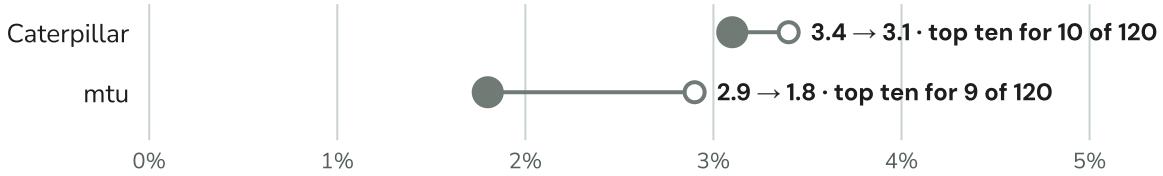
Each answer is one measurement: one buyer question put to one AI assistant, read once. 5,176 were asked from the buyer's problem and 744 by EKU's name.

The one picture of the 90 days: EKU at 4, the specialists moving, Caterpillar and mtu on the same buyer searches



Hollow dot: 15 Jul · small dot: 22 Sep · large dot: 30 Sep. Line joins the three readings of one company.

Caterpillar and mtu, a different ruler: share of visibility on the 120 buyer searches EKU tracks, in percent



Hollow dot: 8 May · large dot: 5 Aug 2026. Rank tracking, Google US desktop, one location. Not read again in September.

Appearances in Google's AI answers across the tracked buyer searches, three readings. Market intelligence dataset, Google US desktop. Caterpillar and mtu sit below on a separate instrument, because their AI-answer count is a whole-company number (13,676 and 225 on 5 Oct 2026, one reading, websites that also cover machines, marine and rail). On the 120 buyer searches EKU tracks, both lost share between May and August and each still ranks in the top ten for about one search in twelve. EKU reads 5.2% on that ruler, almost all of it from searches for its own name. The two instruments are never compared. Every other number lives in the baseline table.

How to read it. *Each dot is one reading of the same count on a different date: hollow for July, small for 22 September, large for 30 September. A longer line means the company moved more.*

No one yet has the proof in hard data

Rivals have the words, the websites, the videos and single cases. A measured mixed-brand site with the cloud link down is still open ground.

The contest moved up one layer. Controllers per engine are the specialists' home. The question buyers ask now is who decides for the whole site, across brands.

Where buyers look, rivals are already there. More pages that rank, more AI answers, more video, published cases. And since September, the words "mixed brand" too.

What the documents we read do not show yet. How a whole mixed-brand site behaves on its own when the cloud link drops. Four numbers, one real site.

OPEN THE PLAN

The proof plan and the matrix

Nine dimensions, four rivals, every cell labeled; six steps to the measurement. →

Radar update

What moved, and who sets the pace. →

Website health and video presence

The same comparison in detail, with the fixes. →

Where AI answers come from

Which pages an assistant read for EKU's buyer questions. →

Battlecard

Per rival: strength, the Maximus answer, the question to ask. →

Three layers of control: the contest moved from the engine to the whole site

Cloud layer: the fleet seen from anywhere

Monitoring, analytics, reports. Where most rivals added "any manufacturer" this year.

Sophia Cloud · Generac Link · DSEWebNet · mtu Go · Cat VisionLink

Site layer: who decides for the whole site — the contest is here

Dispatch, load sharing across brands, behavior when the cloud link drops.

Maximus · ComAp ICCC + InteliNeo 5500 · Generac ARC · Cat ECS · mtu EnergetIQ

Genset layer: one controller per engine

Start, stop, protect and parallel one machine. The specialists' home ground.

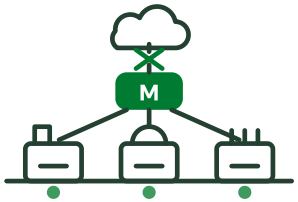
ComAp · Deep Sea · DEIF · Woodward · Basler

Kanbina Lumina reading of public product documentation, 23 to 30 Sep 2026. Product names are placed by what each vendor documents; placement is an inference, not a vendor statement. Sophia works on site and in the cloud.

Where buyers look, the specialists are already there

Company	Website: ranked searches	AI answers on Google	Video subscribers	Published case with figures
DEIF	**921**	**41**	**8,330**	Yes: a hybrid construction site, Houston
Deep Sea Electronics	**841**	**26**	**8,180**	None found
ComAp	**693**	**26**	**6,790**	Yes: an oilfield site, 16 gensets, 6 MW
Basler	**562**	**32**	*not read*	*not read*
EKU	**37**	**4**	**29**	None published yet

Market intelligence dataset and public YouTube statistics, 30 Sep 2026; vendor case pages read 18 Sep 2026. One instrument per column.



The proof. Cut the cloud link on one real mixed-brand site and record what the site does on its own. Measured and dated, it replaces every exclusivity claim.

Response
seconds from a dispatch command to stable output

Duration
hours the site holds the commanded level

Repeatability
the same sequence across at least five events

Link loss
what the site does on its own when the cloud link is cut

The four numbers data-center buyers named on 16 Sep 2026. Rivals publish documentation and single cases; none on the radar publishes these four for a whole site. This is an observation about what is published, not about capability.

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3 BUILT

The growth intelligence is built: EKU knows what to say, to whom, and what to publish first

Strategy that stays in a drawer changes nothing. Every answer here is a file a person can open and use on Monday.

What to say, and to whom. One brand story, one way to describe EKU, the buyers ranked, and what four sellers hear in the field.

What rivals do, and the answer. Who moved, what sales says about it, and the proof that would settle it.

What to publish, in what order, and how it is measured. Page blocks, the website changes, the content briefs, the partner and revenue maps, the year plan and the numbers.

OPEN THE INDEX

Browse every file

Each one with what it is and when to use it. →

Approved language

Settles any wording question in one minute. →

What to say, and to whom

- Umbrella brand and approved language →
- PDF Commercial landscape report →
- White space matrix →
- Buyer segment map and field voice →
- Team session kit: Story Room and Battlecard Arena →

Each tile opens the file.

What rivals do, and the answer

- Live competitive radar and its 30 Sep update →
- Maximus master battlecard →
- The proof plan and the architecture matrix →

Each tile opens the file.

What to publish, in what order, and how it is measured

- Messaging system and on-page pack →
- Website change plan, 42 changes →
- Content briefs, field terms and press map →
- Partner map and ecosystem 2026 to 2029 →
- Revenue opportunity map →
- 12-month roadmap and priority stack →
- Baseline against 30 September →
- XLSX Data workbooks →

Each tile opens the file.

4 IMPLEMENT

Start now, on what is known

Better done on sound facts than perfect and late. Leadership's inputs sharpen the plan as they arrive.

The team starts now. The website changes marked ready can start today. The key events, the Monday radar and the first two pages run on what is already in the files.

Leadership sharpens it. Case figures, the technical wording, revenue ranges and four names replace estimates with EKU's own facts. None of them stops the work.

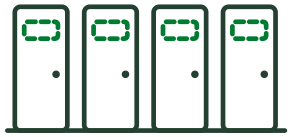
Then a year on one line per owner. Publish proof, speak buyer language, equip sales and the channel, measure with one ruler.

Priority stack
Who, how, with which file, done when, and what next. →

The year plan
Every row with its role, its steps and the file that supports it. →

Leadership inputs
The inputs, and the technical wording line by line. →

Leadership decisions
Each fork, with the recommended path. →



Four doors, four names. Each line of work has a role. Leadership writes a name on each door.

Who does what, and when

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

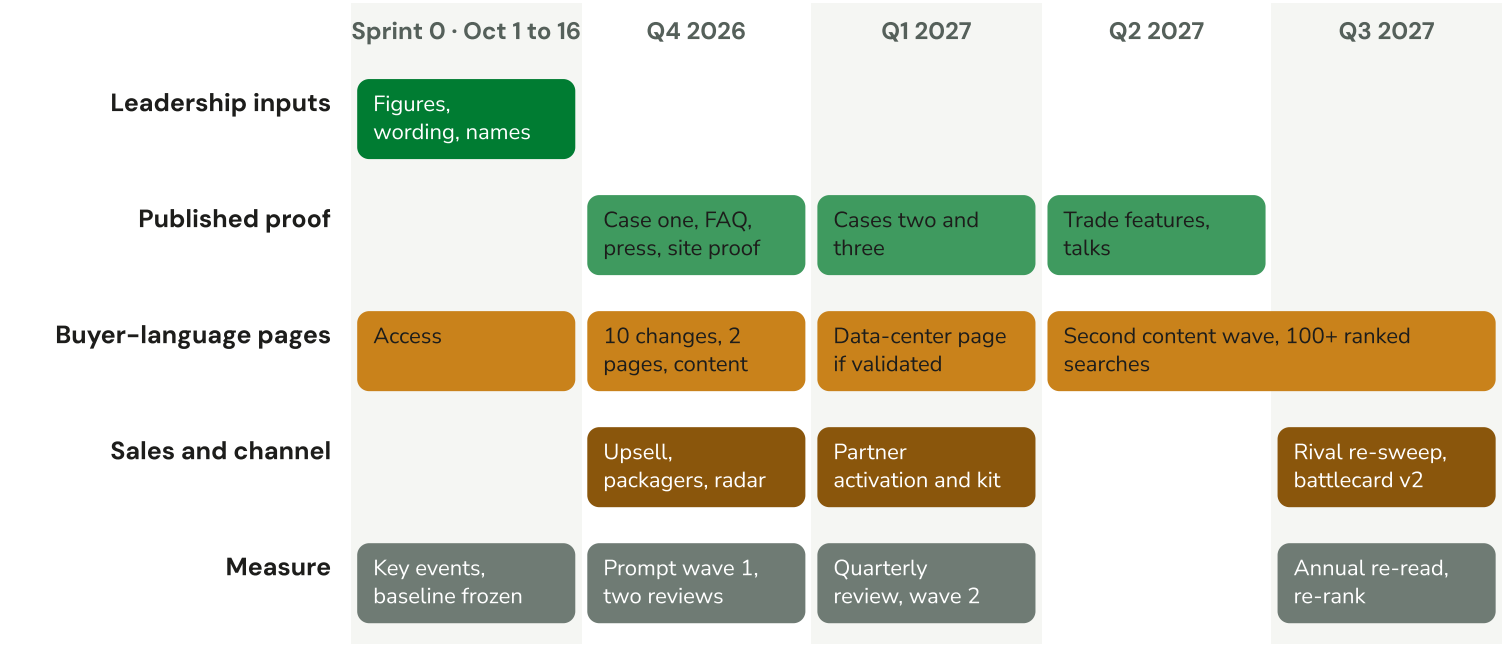
- Return the field case with corrected figures
- Confirm the technical wording
- Confirm the revenue-map ranges
- Grant editor access and write four names

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, 30 September 2026. Now: October 2026. Next: the following two quarters.

Twelve months on one line per owner



One row per line of work, October 2026 to September 2027. Working version of 30 Sep 2026; roles own each line until leadership writes names.

5 MEASURE

One table, the same ruler, every month

If it is not read the same way twice, it is not progress.

Three readings exist. EKU's count in Google's AI answers stayed at 4 across the three readings. Nothing built during the program is on ekupd.com yet. Working Hypothesis: the first published pages are what change the next reading.

The rhythm is four steps a month. Publish, read with the same settings, write one sentence per line, decide the next queue.

OPEN THE TABLE

The numbers table

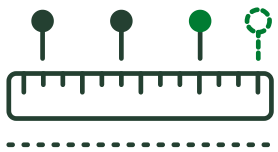
Add one column a month; never overwrite a past one. →

The AI question panel

A lab card: same conditions, every wave. →

Series B

New questions, weighted by what they are worth. →



What you are seeing. A ruler read three times. The next mark is dashed until the monthly review writes it.

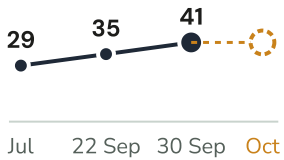
Six lines of the table, read three times

EKU in Google's AI answers



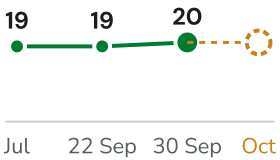
Appearances. Did not move.

DEIF in Google's AI answers



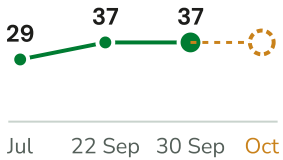
Appearances. Rose at both readings.

Authority score of ekupd.com



0 to 100. One point is noise.

Searches where EKU ranks, all intents



Growth is a home-heater name collision.

Website key events configured



Nothing reports a business signal yet.

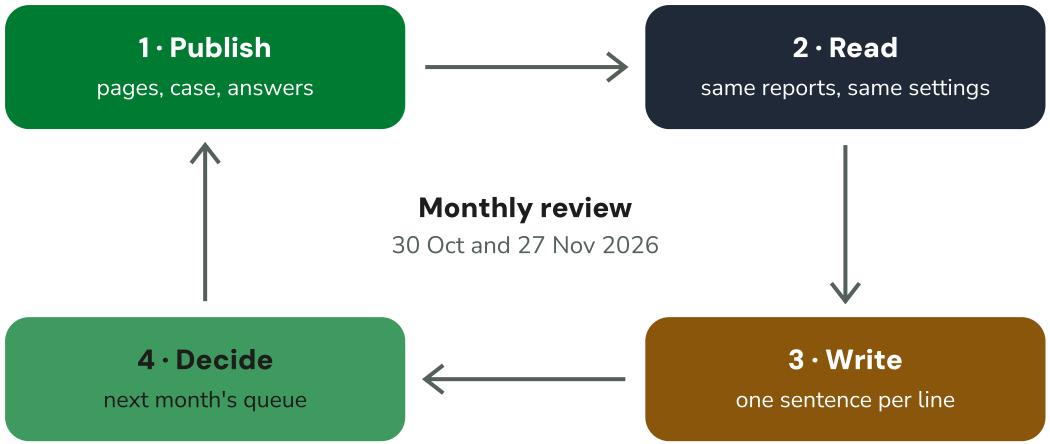
Published cases with figures



The case waits for corrected figures.

Own scale per tile, from zero. Three readings; the amber mark is the 30 October review. Sources in the numbers table.

Every month the same four steps



The monthly rhythm of the "Measure" line. The analytics owner presents; leadership decides.

CLOSING

Strategic conclusion

EKU has the engineering. Now it has the commercial foundation too. What is left: being found, and trusted, by a buyer who starts from a problem.

Commercial implication

EKU's count in Google's AI answers stayed at 4 across the three readings. Nothing built during the program is on ekupd.com yet. The counts of the specialists rose. Working Hypothesis: the first published pages are what change the next reading.

Recommended use

Read the five steps once. Then work from Browse: quote numbers only from the numbers table, write the names in the workbook, add dated versions next to delivered files and never edit a delivered file.

The four-pager
The whole program on four landscape pages, to print or forward. →

Conclusion
What was proven, and the one sequence that matters. →

Validation status. Phases 1 and 2 accepted in session; the meeting records of each review are the reference. The revenue map ranks on leadership's estimated ranges. The roadmap and the priority stack name roles; leadership writes the names. Case figures are under leadership correction and do not appear here.

Working foundation for executive review. Not approved external copy. Prepared for EKU Power Drives, 30 September 2026, by Kanbina LUMINA