



# 2021 Q1 Looking Forward

Global All-Hands  
January 7, 2021



# Agenda

Intro - Robert  
Quality - Robert  
PM & Eng - Cus  
Marketing - Julie  
Operations - Thane  
Q & A  
Closing Words - Robert

# Core Values

## Kudos



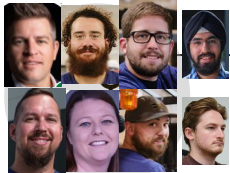
### Big Picture Thinkers

Dave Christenson's incredible talent for photography and video has brought the Enconnex brand and products to life. We present as world-class because of his effort.



### Individual Accountability

Carson Tao took ownership of the chromebook test project when it had to be moved to a new factory. With several visits, he ensured quality and consistency of the product to be delivered to Google.



### Team Mentality

The entire Reno logistics and manufacturing team rolled through numerous bumps in supply chain, quarantine, new hires, PO revisions, and holidays to make sure our customers were supported.

*Daniel Downer  
Gary Miller  
Wally Ogden  
Jason Weber  
Cody Schauer  
Duane Coder  
Byron Golden*



### Work-Life Balance

Diane Hinkley has been one of the highest performers among us, providing a tremendous amount of content and guidance for the Marketing team while taking her personal life to Mexico for a well deserved respite.

# Company OKRs

## Global Top Level 2021 Q1

Building a self-sustaining and growing business



### Obj: Cultivate the Enconnex Culture

- Key Result #1 - Build an internal training program
- Key Result #2 - Build an internal recognition program



### Obj: Improve margins

- Key Result #1 - Build report for reviewing margins
- Key Result #2 - Identify targets for reducing COGS



### Obj: Grow Revenue

- Key Result #1 - New business driven revenue of \$2M
- Key Result #2 - Existing Rahi business revenue of \$6M



### Obj: Optimize Performance

- Key Result #1 - Management Review of Quality System
- Key Result #2 - Complete all QMS process audits
- Key Result #3 - Build all needed Odoo reports & functions



**Quality**

# Quality Policy

The Core of the QMS



## ISO 9001:2015

A globally standardized and recognized platform for building a sustainable Quality Management System (QMS)

Why? - The four C's

- 1) Completeness
- 2) Consistency
- 3) Control
- 4) Cuality



## The Principles



# QMS Status

Where are we in the process?

Quality is everyone's job!

## Plan - till 2020 Q2

Hired Tim and then Ishpreet, set goals, organized the structure, identified responsibilities, and set timelines.

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Operate using the QMS, auditing and adjusting as necessary to continually improve. Focus on customer satisfaction, endless innovation, and total quality management. Confirm through re-audit.

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## Repeat - 2022 Q4 and beyond

The Quality policy is exemplified each and every day in all facets of the organization and shows itself readily to all customers and prospects.

# PM and Engineering

# Integrated Solutions – Q1 Update Products/Roadmap

## EdgeRack 3P series

New name for EdgeRack Advanced/AOIB

Global Design Specification

42U Height

3.5kW Cooling Capacity; 3kVA UPS

Smart EdgeRack, with System management via HMI

Power Module Panel

Simple Installation and Set-up

**Available end of January 2021**

**Currently under testing at CSA Lab and further EMC testing**

## EdgeRack 5M series

New V2 design (new name for EdgeRack/OIB)

5kW Cooling Capacity (RCU)

Custom Side Panels and Roof Exhaust

Includes Sound Dampening Material

Available in 50Hz & 60Hz; 42U, 45U, 48U heights

Configurable with AC6000 & ECX EdgeRack PDU

Plug and Play Unit – easy set-up

**Available for sale now, new stock order in transit ETA end of January to RENO and NL Warehouse**



# Integrated Solutions – Q1 Products/Roadmap

## EdgeRack 7P series

Split DX Configuration (300mm side cart cooling)

Global Design Specification

42U Height

900mm Width

7.2kW Cooling Capacity; 6kW Enconnex AC6000 UPS

Smart EdgeRack, with System management via HMI

Power Module Panel

Simple Installation and Set-up

**Design and costs for prototype under consideration**

## EdgeRack Product Expansion in 2021

[Industrial EdgeRack](#) - Evaluating design and cost for an Industrial

EdgeRack IP54 - PRD Completed

[Quiet EdgeRack](#) - Evaluating design and cost for (lower dB) RCU

for Office Environment application - PRD Completed



# UPS, PDU and Power – Q1 Products/Roadmap

## Extended Run-time Battery Pack for AC6000

External battery module for additional run-time  
12 min (additional) runtime at full load, per module  
Daisy chaining of modules supported  
1st proto designs in house, in 2nd round of development



## Modular Li-Ion UPS - Next Generation UPS Products

Need for lower power UPS - input from Sales team  
Looking to use ECX Universal Controller - Can be leveraged into other products such as PDUs, IRCs, etc.  
PRD written - in review/revision process  
Engineering team in initial design planning phase process

## ECX Designed Basic PDUs

Basic 3-Phase 208V, 30A design in process (30xC13, 6xC19, 3xNEMA 5-15/20R; L21-30P)  
First proto build in Jan  
Infrastructure to build and test PDUs in Reno (drops, busway, etc.) underway  
Showcase our design/production capabilities for TAA Compliant PDUs in Reno



## PDUs - Others in Discovery Phase

Horizontal, Switched, 8xC13 PDU for Edgerack and other applications  
Output Metered/Switched Smart Power Strip - 8x5-15/20R, Surge Protection  
DC Input, Smart PDUs

# Cabinets, Racks and Sheet Metal – Q1 Products/Roadmap

## Standard DC series Cabinet

Available in 42, 45, 48 and 52U, inventory in Reno  
Complete cabinet available for sale now  
In Marketing launch process - sales support docs available soon

## Free standing Cold Aisle Containment

Not dependent on cabinet or ceiling -provides the ultimate flexibility to build the containment  
Specially designed extension rail - one SKU fits all major containment width and height  
Demo unit to be built in Reno at the end of Jan - targeting March release date

## 2 Post Aluminum Rack

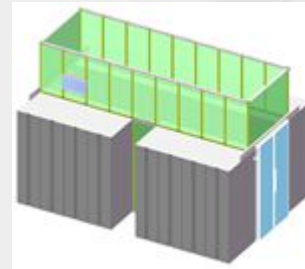
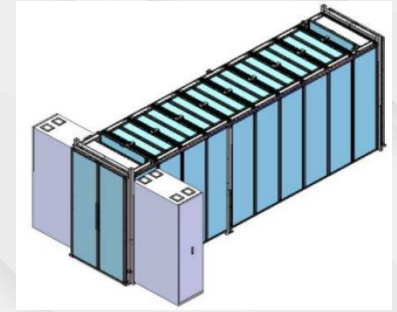
Quick and easy bolt-together assembly takes less than 10 minutes  
Lightweight aluminum construction for easy transport and positioning during installation  
Available for sale now

## HID Cabinet Door Lock

Compatible with all frequency HID badge Card  
Built-in Temp and Humidity sensor  
4 color LED light indicate different door lock status  
PDU version available for sale now; POE version available for sale in Feb

## Prefabricated hot aisle containment

One solution to fit all - hang from ceiling, support from cabinet or free standing  
Rugged, lightweight, specially designed aluminum extrusions  
Easy for field modifications (to any size)  
Under validation process, available for sale in March





# Connectivity – Q1 Products/Roadmap

## Inventory Strategy - Stocking Inventory arriving mid-January

Improve production and shipment lead time - Local regions (US and EMEA) to stock copper and fiber patch cord SKUs based on historical sales data.

Minimum inventory level identified to allow for, or trigger, system auto-buy (starting Q1'2021).

Periodic review of sales data to adjust stocking SKUs as well as minimum inventory levels.

Long term – To minimize shipment lead time (from China), enable Reno team to ramp up on producing low volume, high mix, standard lengths copper patch cords, and bundles.

If air shipment is necessary, i.e. standard lengths sold out - consolidate air shipment on weekly basis to minimize air freight cost.

## Fiber to the Home (FTTH) - Under Investigation

New generation of fiber optics box for a flexible fiber optic termination for indoor or outdoor applications.

The box is suitable for optical fiber splicing, distribution and protection, and can be wall or pole mounted.

Extends FTTH solutions in the customer connection segment and its area of application ranges from single-family homes to building complexes.

## HD Plastic Cassettes and Panels - Available Now

High Density Plastic Cassette saves space - only a fraction of the weight of traditional metallic cassettes.

MTP Pro connector in the cassette allows for field pin and polarity change.

1U Panel houses 6 cassettes and allows for up to 144 fiber cords with integrated cable management

2U Panel can accommodate 12 cassettes.



# Connectivity – Q1 Products/Roadmap

## MTP Pro Fiber Patch Cords - Available Now

Allows for real-time polarity and pin changes in the field  
Convenient feature when end user doesn't know polarity of the backbone cabling



## CS Patch Cords (3.8mm pitch) - Available Now

Optimized for 400G Next Generation Hyperscale data centers  
LC style ferrule increase reliability  
40% size reduction compared to LC Duplex connector; Doubles the density in patch panel compared to LC  
Push/Pull tab for superior manageability in high density applications



## SN Patch Cords (3.1mm pitch) - Available Now

Optimized for 400G Next Generation Hyperscale data centers  
Proven 1.25mm ferrule technology  
Up to 160 Duplex ports in a 1U footprint (vs. 72 with LC connector)  
Designed for OSPF/QSPF-DD breakout application (4 Duplex connectors (8 fibers) in a OSPF-QSPF-DD)



The background features a repeating pattern of white, 3D-style geometric shapes, including elongated cylinders and rounded rectangular blocks, arranged in a staggered, overlapping fashion. These shapes have soft shadows, giving them a sense of depth and volume against the light gray background.

**Marketing**



# Our Brand Becomes a Workhorse

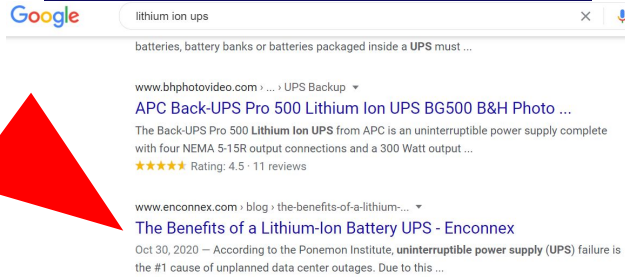
We are on a  
constant content  
mission.



- Increase the value of our brand to drive awareness, leads and sales
- Tell our story in unique and compelling ways
- Rebrand everything
- Develop new materials and marketing vehicles to gain company and product exposure and enable our sales team

# Get Found Online

Organic search: Bingo!



- SEO!
- Keyword commitment
- Social media strategy
- Fresh content. Daily.
- Paid advertising/PPC
- Continuous improvement through analytics and metrics



# Make a Big Deal of our New Products!

Q1, Q2 Product Focus:

- AC6000
- DefenseShield
- EdgeRack
- DC Cabinets

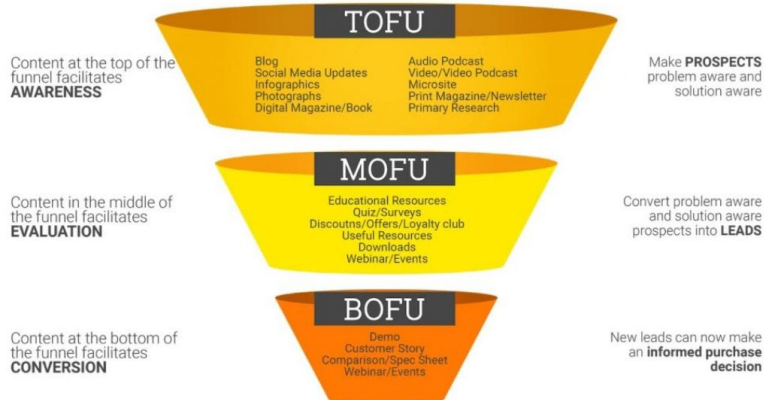
- Constant lead gen campaigns for AC6000, EdgeRack, DC Cabinet, DefenseShield
- Sales enablement packages for new products to help our sales team (and partners) sell more and sell better
- Go big on video
- Content designed for search



# Drive Leads. Help Drive Sales.

Leads=Opportunities  
=Sales!

- Website is hub for everything we do
- Develop marketing funnel content for all segments of buyer's journey
- Landing pages designed to convert visitors to leads
- Paid media strategy.
- Targeted advertising: Online and publications
- Develop scalable campaigns to promote new products





# Go All In On Partners

Our partners are an extension of our sales team

- Help sales recruit partners
- Work with sales to get ECX in consideration set in bids, RFPs, etc.
- Develop partner promotions
- Develop additional value for partners - Partner spotlight program, website, linking, incentives
- Plan out partner portal
- Develop and implement marketing development funds (MDF) and start to co-market with our partners
- Test out new lead gen/engagement programs: Events, Webinars, unique engagement vehicles

# Initiate Our Thought Leadership Positioning.

We need to share our data center expertise.

To help grow Enconnex awareness and to drive search and leads.

- Downloadable content development: White papers, eBooks, Guides, App notes, Pillar pages for new products
- Feature our experienced team in our media: Videos, blogs, stories
- Innovation in Action: Case studies, testimonials featuring our innovative products

# Customer First Mindset

Customers like to do business with us because we are responsive and experienced.

- Customer centric marketing
- Drive engagement with frequent communication
- Emails, eblasts
- Customer satisfaction surveys - partner with Quality
- Partner with biz dev team - Monthly reach out campaigns tied to new products



We are all Born to Innovate.

# Promote our Culture and Drive Employee Engagement

- We are all brand ambassadors. What does that mean?
- Born to innovate videos featuring our products and us!
- New onboarding
- Employee satisfaction surveys
- Initiate corporate social responsibility program. Community involvement. Sustainability.



**SUPER 64**  
**MARIO**



**LET'S**  
**GO!**



# Operations

(Operations / Logistics / Manufacturing)

# **Sales Operations**

# Sales Operations 2021 Q1

**ODOO  
On-Line!**

THANK YOU to  
everyone that helped!

(It ain't over yet!)



### What we get...

- Process Management
- Visibility
- Traceability
- Reporting and Metrics

### How it helps...

- Efficiency
- Easier to do business
- Reduce Ops costs
- Better performing business



# Sales Ops. 2021 Q1 Cont.

Enabling Enconnex to  
provide the best  
customer experience  
possible!



- **Inventory Adjustment**
  - Better business accuracy
- **Partner Program**
  - Better engagement, exponential salesforce
- **Execution Tracking (Odoo)**
  - Measure, Learn, Improve
- **Customer Sat. Tracking**
  - How are we doing? How can we improve?
- **Product Readiness**
  - Right products, ready to ship!
- **Fill the Funnel!**
  - \$2M target requires a large funnel!

# Logistics

# Logistics 2021 Q1

Logistics is the critical gateway between the products and the customers.



- **Integration with Odoo**
  - Clear visibility into what we have, where it is, and where it needs to go!
  - Real-time inventory tracking
  - More efficient order fulfilment
  - Automation and Optimization Reduces MTTR - Increases speed to market!
- **Rack assembly = manufacturing**
- **Revisit warehouse growth**



# Manufacturing

# Manufacturing 2021 Q1

Enconnex  
Manufacturing has  
become a critical  
component in our  
customer offerings.

.....

Manufacturing  
in-house gives  
Enconnex a  
competitive edge in  
the market

- **Continued support of Rahi's Google Project**
  - AV Lecterns
  - AV Rack
  - CFM Trays
- **Ramp up AC6000 production**
  - Orders are coming in!
  - Build initial 100 units
  - Review and improve on processes as necessary
  - Prepare for the next batch!
- **Bring PDU manu. into Reno**
  - Lower cost, improve speed, meet customer needs
- **Set up copper cable manu.**
  - Small batches, custom lengths, custom labels





# Q & A



**Closing Words**  
**Identify Your Strengths**

# Why focus on Strengths?

- Most engaged
- Most productive
- Most successful
- Most satisfied



 ENCONNEX

Born to Innovate

Thank You!