



2021 Q2 Looking Forward

Global All-Hands
April 8, 2021



Agenda

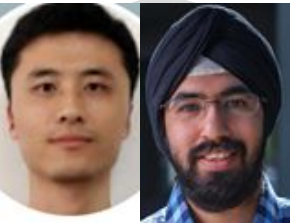
- Intro - Robert
- Code of Conduct - Robert
- Quality - Robert
- PM & Eng - Cus
- Marketing - Julie
- Operations - Thane
- Q & A
- Closing Words - Robert

Back to Office: May 3

- **Vaccination in NV is open for 16+**
- **Safe distancing and masks still required**
- **Any exceptions need to be discussed with your manager and approved by HR**

Core Values

Kudos



Big Picture Thinkers

Tim Liu and Ishpreet Sahani have worked great as a joint force to build up the QMS. All the while, they each have continued to go above and beyond their job description for the greater success of Enconnex.

Individual Accountability

Frank Hauser, our friend in Germany, is always pushing to deliver better results for the customer and for Enconnex. Covering sales calls for half of the world's time zones and creating content of his own to get the job done, Frank exemplifies this value.



Team Mentality

Jordan Furioli has continually adjusted to new and changing responsibilities, even moving to Reno, always with the focus of doing what is best for the team.

Work-Life Balance

Brandon Wheeler and his wife recently had a boy and with all the responsibility that engenders, he still finds time to meet the needs of the team.



Company OKRs

Global Top Level 2021 Q1 & Q2

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

C-



Obj: Grow Revenue

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

C+



Obj: Improve margins

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

D-



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

B+

Sales

The background features a repeating pattern of white, 3D-style geometric shapes, including rounded rectangles and circles, arranged in a diagonal, overlapping fashion. These shapes have a slight shadow, giving them a sense of depth against the light gray background.

Quality



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) Quality

Quality Policy

The Core of the QMS

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.

Do - 2020 Q3 through 2021 Q1

Create Quality Manual and all major procedures, review and audit those documents, identify and measure quality objectives, train, and review with management.

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Act - 2021 Q3 - 2022 Q3

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 – Q2 Update Products/Roadmap

EdgeRack 3P series

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

Working out issues with interface and performance - Target release date pending

UPS is under testing at CSA Labs

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 – Q2 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
In final round of development

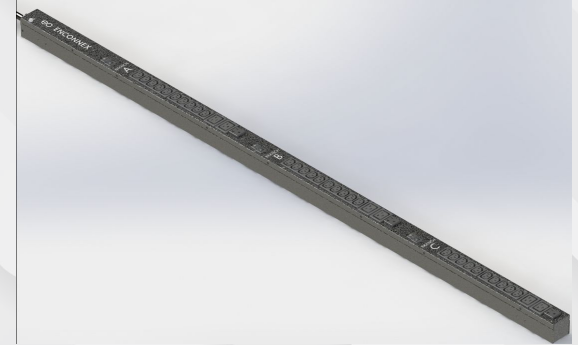


Next Generation - Modular UPS'

AC3000 (and AC1500) in design concept phase in engineering (in Reno)
Models will use ECX Universal Controller - Can be leveraged into other products such as PDUs, IRCs, etc.
Design process kicked off in Q2

ECX Designed Basic PDUs

Basic 3-Phase 208V, 30A proof of design completed (30xC13, 6xC19, 3xNEMA 5-15/20R; L21-30P)
Infrastructure to build and test PDUs in Reno (drops, busway, etc.) now in place in the warehouse/factory
Showcase our design/production capabilities for TAA Compliant PDUs in Reno



PDUs - Others

Horizontal, Switched, 8xC13 PDU for Edgerack - Completed and shipped
Due to arrive in Reno and NL at the end of April

Power Cords

Stocking order for standard power cords approved
Lots and lots of customer specific versions for Facebook, Google (PVC and TPE) on order

Cabinets, Racks and Sheet Metal – Q2 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
In redesign process - new target release date in June

Fan Door - Version 4

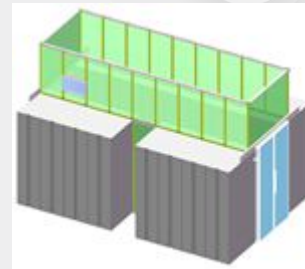
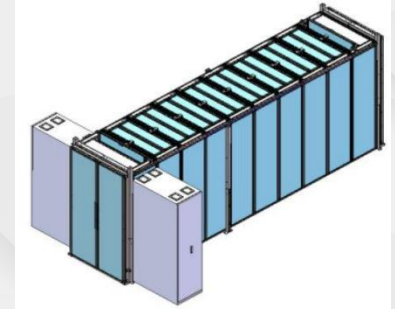
Available in 45U and 48U
Low noise high air flow; applicable for real device testing application
Available for sale now

Shelving System

Heavy duty, multi-layer shelving system
Integrated fans under each shelf; perfect for real device testing
Available for sale now

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 design upgrade process, available for sale in June



Connectivity – Q2 Products/Roadmap

MTP Pro Fiber Patch Cords

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)

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)

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)



Connectivity – Q2 Products/Roadmap

HD Plastic Cassettes and Panels

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.



Inventory Strategy

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

Minimum inventory levels updated to allow for system auto-buy trigger. Initial stocking order in Q1'2021, now placing orders for 2nd round of stocking.

Periodic review of sales data and industry forecast will be used to adjust stocking SKUs as well as minimum inventory levels.

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

Consolidated Shipping - Controlling Freight Costs

For cases where expedited shipment is required, we'll consolidate shipment on regular basis to minimize expedite freight cost.

Connectivity Pricing Adjustments

New fiber SKUs added

Copper and Fiber patch cords pricing adjusted to reflect increased tariffs and freight costs.

Standard SKUs adjusted to reflect market requirements/trends and to reduce excess SKUs.

Special customer pricing adjustments continues for key accounts including Juniper, FB and Google.

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Marketing

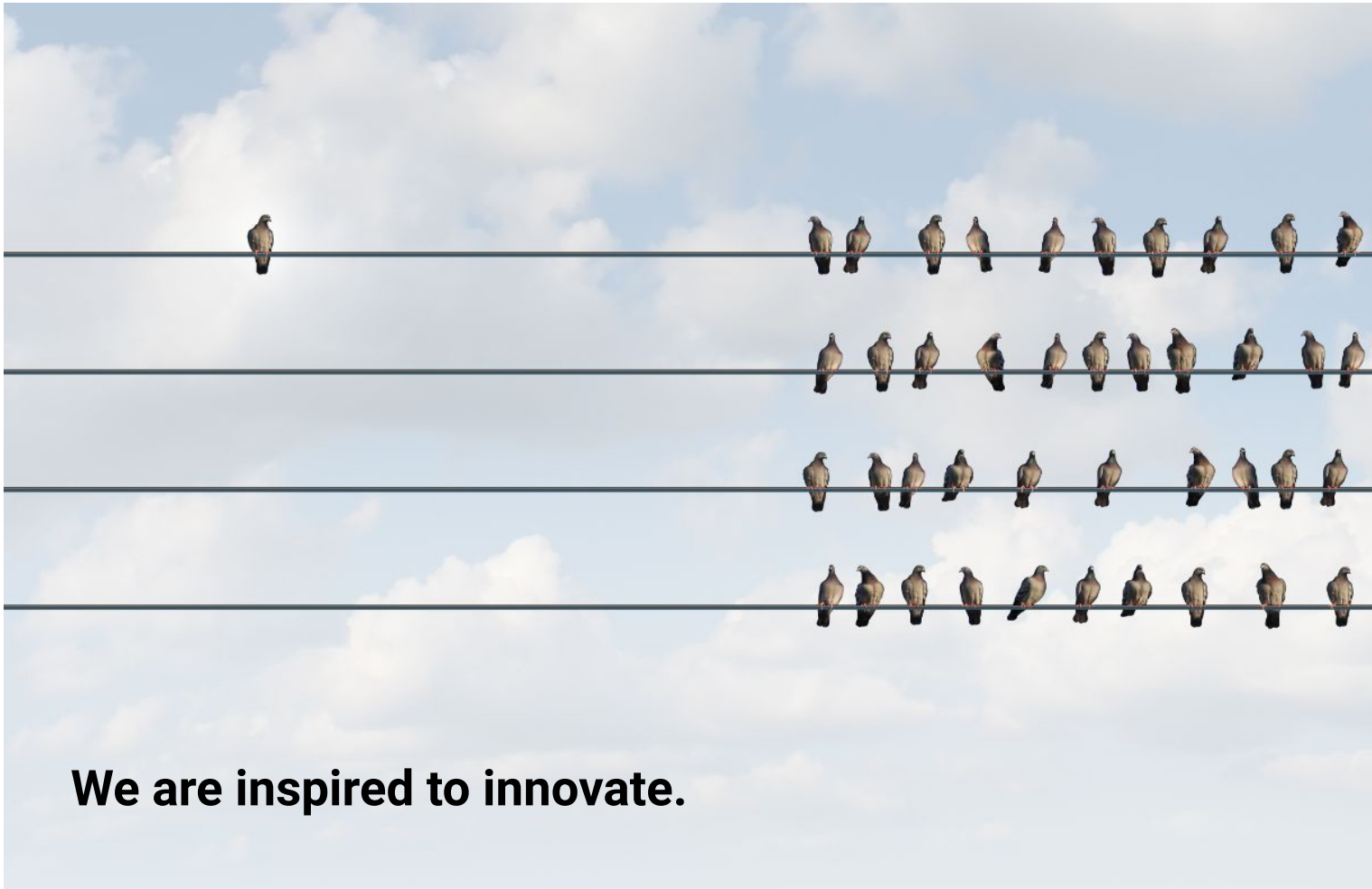
Team News

Welcome Isaac Osborne, new
BDR!



Goodbye to Amanda Bukur. Best wishes!
We will miss you!





We are inspired to innovate.

Building Brand Awareness.

The **key to success** is to find a way to **stand out**, to be the **purple cow** in a field of monochrome holsteins
- **Seth Godin**



Objectives: Increase the value of our brand. Build awareness.

- Tell our story
 - 2x weekly blog posts
 - 2x daily social posts
 - Two new videos per month
- Create new sales tools
 - New Product brochure
 - New PDU brochure
 - New Cabinet brochure
 - New Network Cabling brochure
 - New Power Cords brochure
 - Video data sheets for all new hero products and our most popular standard products

Get Found Online

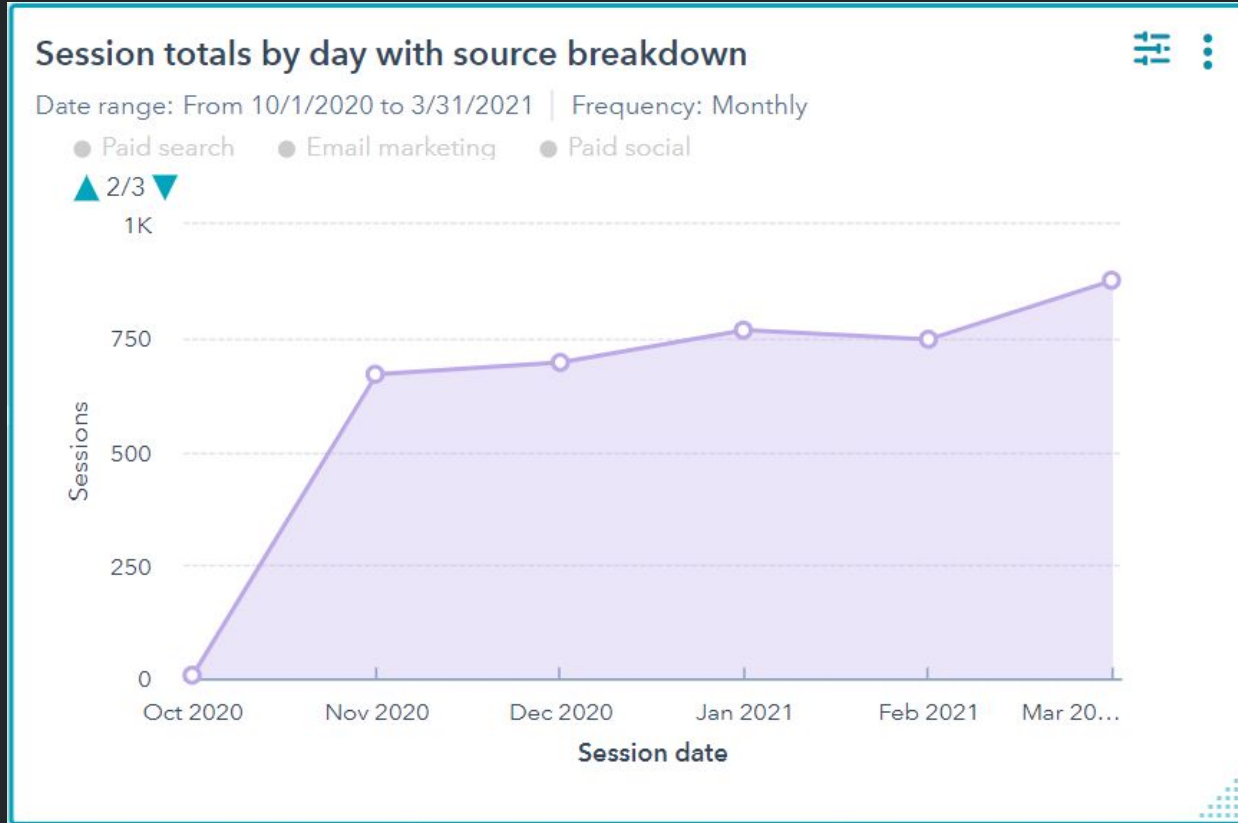


Objective: Become searchable through content & keyword strategy

- SEO. Keyword focus. Lots of marketing activity!
- Fresh content. Daily
- Constant product promotion
- Paid advertising/PPC
- Continuous improvement through analytics and metrics

Increase Organic Traffic

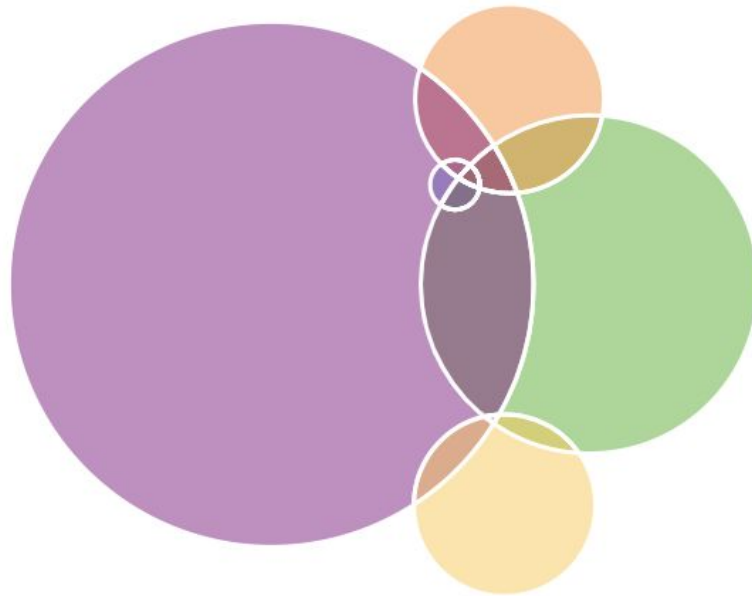
With new SEO strategy we are starting to see success!



Increase in Competitive Positioning

Allowing us to take traffic away from our competitors

Keyword Overlap



 enconnex.com	932
 apc.com	43.1K
 vertiv.com	13.5K
 triplite.com	103.9K
 legrand.com	12.4K

Drive Leads. Help Drive Sales.

ENCONNEX
Born to Innovate

The right data center and IT infrastructure products.

[Learn More](#)

ENCONNEX
Born to Innovate

Born to run. And run.

The AC6000 Li-Ion UPS
by Enconnex.

[Learn More](#)

**DataCenter
Knowledge.**

Objective: Grow the business

- Attention getting messaging designed to drive “learn more” interest & develop our funnel
- Landing pages designed to convert
- Targeted advertising: Online and publications
- Quarterly enewsletter: Enconnex Edge
- New Rocketseed esignature is a lead gen tool
- Marketing/Business development partnership



DEFENSESHIELD

It's a maximum security vault
in a server rack.

Introducing DefenseShield EMC Hardened Enclosure

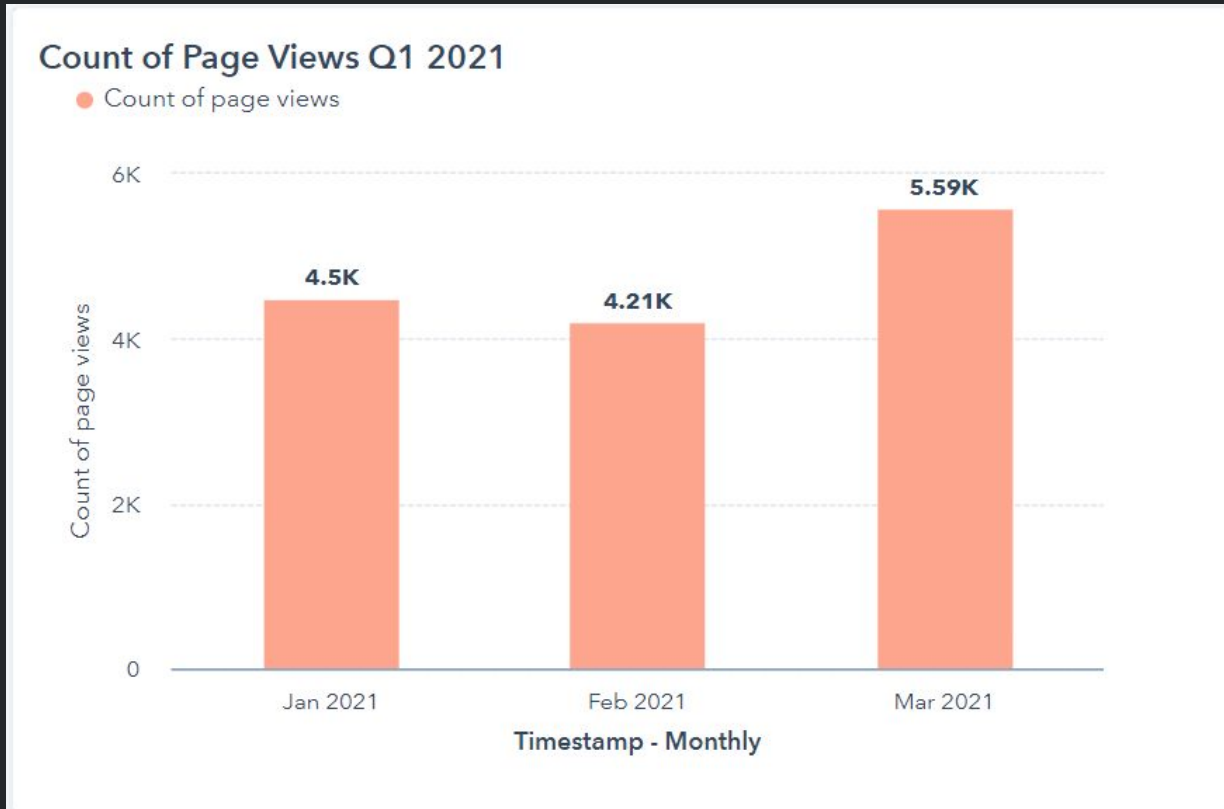
www.enconnex.com | **ENCONNEX**

Military grade performance RF Shielded Cabinet

**MILITARY
TECHNOLOGY**

Continue to Increase Website Views

Month over month page view growth in Q1

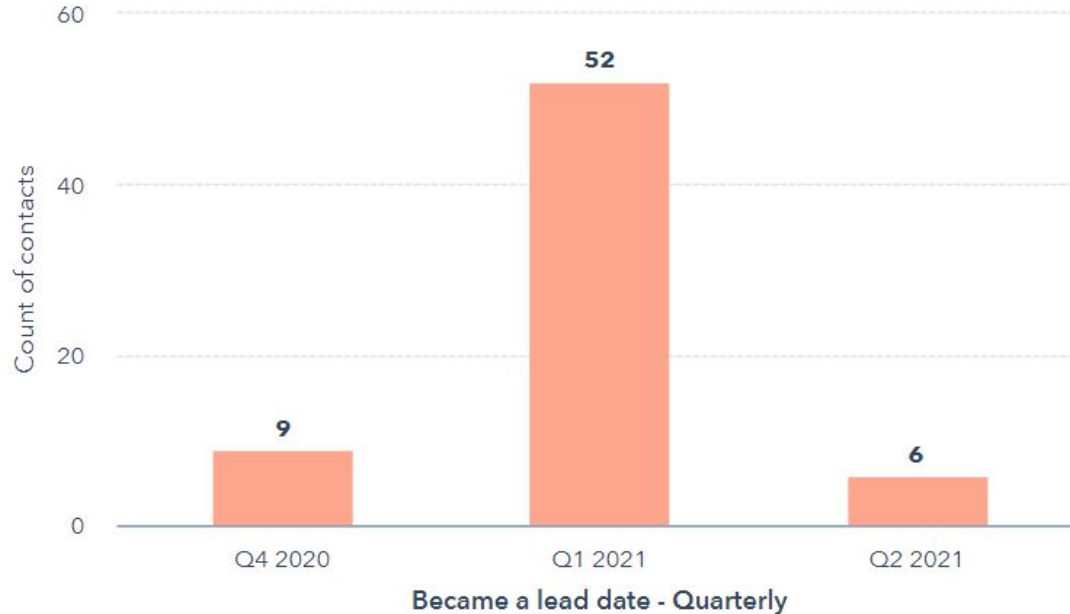


Increase Leads Quarter over Quarter

The shift to an inbound marketing methodology is showing success!

New Leads by Quarter

● Count of contacts



Initiate Our Thought Leadership Positioning.

We need to share our data center expertise.

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

Objective: Position Enconnex as data center experts

- Initiate “downloadable” content development:
 - 2 White papers
 - Two eBooks
 - Work with PM to develop 2 App/Tech notes
 - Two new Pillar pages for new products: DefenseShield, DC cabinets
- Feature our experienced team in our media:
 - Ask the Expert Videos
 - Two partner webinars with Instor - DefenseShield and AC6000
- Plan out virtual demo room



White Paper: The Rising Trend Toward Li-Ion Batteries in UPS Solutions

DOWNLOAD NOW

Make a Big Deal of our New Products!

Q2 Product Focus:

- AC6000
- DefenseShield
- DC Series Cabinets
- EdgeRack

DC Series Server Cabinets

Customized Data Center Cabinets
at Standard Cabinet Pricing



Objective: Drive awareness and interest to buy

- Lead gen campaigns: AC6000, EdgeRack, DC Cabinets, DefenseShield, EdgeRack, Standard products
- Work to develop MobileVault launch
- Develop extensive sales enablement collateral for new products
- Go big on product videos
 - Two new videos per month

Go All In On Partners

Our partners are an extension of our sales team

Objective: Drive business to and connection with our partners

- Help sales drive existing partner business and help recruit new partners.
- Promote Power Ready+
 - Weekly social posts & videos
- Execute new partner co-marketing programs
 - Faber: Product catalog
 - Instor: Solution Spotlight programs: DefenseShield & AC6000
 - DCR: PPC campaign
 - DataSpan: New products intro with all sales reps, joint case study, blog posts



Promote our Culture and Drive Employee Engagement

Coming soon!



Objective: Get Enconnex known as a Best Places to Work kind of place

- We need you to be “raving fans”!
 - Good LinkedIn profiles-we can help. Good for you and us.
 - Like and share our content daily: LinkedIn, FB, Twitter, YouTube
 - We’ll make you look awesome & take your profile photo!
- Working on new product/Born to innovate videos featuring us
- Continue to feature our team on social media and our site
 - Grow our photo and video library of our team
- We’re hiring! Spread the word
- New: Corporate Social Responsibility/Sustainability program
- Promoting our Quality program

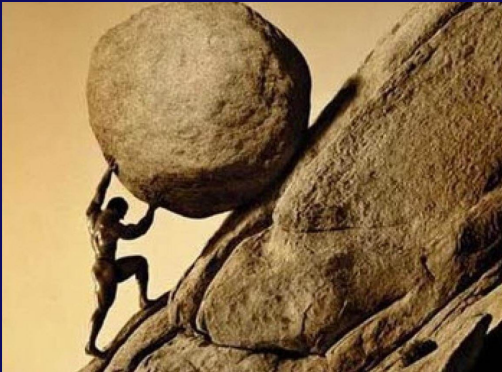
Operations

Sales Operations

Sales Operations 2021 Q2

Q1 Sales Ops Recap

What has Sales Ops
been up to?



- **ODOO went into full production...**
 - Manufacturing inventory uploaded
 - Manufacturing processes executed
 - Base-level inventory uploaded with some pricing
 - Processing Sales orders
 - Managing purchases
- **...But there was still a LOT of work left to do**
 - Inventory! - How many and where is it?
 - Pricing uploaded and / or corrected
 - System features and bugs to be addressed
- **Processing more Rahi and orders through Enconnex than ever before - Keeping Sales Ops BUSY!**

Sales Ops. 2021 Q2 Cont.

Enabling Enconnex to
provide the best
customer experience
possible!



- **Odoos - knock it out of the park!**
 - Dedicated team has been focusing on all of the key pain points
 - Inventory / pricing in process
 - Squashing those bugs!
- **New Ops hire - Deanna Wild!**
- **Turning focus on Operations performance**
 - Partner feedback - how can we perform better?
 - Process review - where are the gaps?
 - Resource eval - Who else do we need?



Logistics

Logistics 2021 Q2

ECX Logistics is no longer “Runnin’ Wild”



We need to be the “Ultimate Warrior” for our business to be successful

- Start to improve order to ship times and process
- Expanding to Hayward, CA and possibly Netherlands!
- Warehouse reorganization (more space, better flow)
- Inventory overhaul and change inventory model (crates everywhere to organized components)
- Rack assembly is being handled per our manufacturing processes (Odoo + teamwork!)
- Continue working with more vendors to remain price competitive and more responsive

Manufacturing

Manufacturing 2021 Q2

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

.....

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



- **Google project wrap-up**
 - Last batch of CFM trays
 - Remaining AV racks
 - Lectern upgrades / testing
- **Continue AC6000 production**
- **Bring PDU manu. into Reno**
- **Set up copper cable manufacturing**
- **Take on more projects!!!**



Great job Cody Schauer!



Q & A

Closing Words

?

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 ENCONNEX

Born to Innovate

Thank You!