



Born to Innovate

2021 Q3 Looking Forward

Global All-Hands
July 14, 2021



Agenda

Intro - Robert

Quality - Robert

PM & Eng - Robert

Sales - Jerod

Marketing - Julie

Operations - Thane

Q & A

Closing Words - Robert

Core Values

Kudos



Big Picture Thinkers

The Enconnex team as a whole - we just had a several meetings with Sales and it's more clear than ever to me that we have a great team of Big Picture Thinkers looking to keep the company moving forward with success.

Individual Accountability

Isaac Osbourne - He has worked diligently to learn our business, our products, and how they benefit customers. He is an aggressive, initiative-taking whirlwind of energy and currently has \$495k in opportunities. "He is a rockstar!"



Team Mentality

Layla Zhang - she's helped with all connectivity stock plans and price analysis on customer's different requests, and become an expert in Excel. She's helping Tim translate in his weekly calls with the US team, and is always willing to help others.

Work-Life Balance

Ishpreet and Komal - two of the most dedicated and pleasant people to work with always going above and beyond at work. And on the flip-side, this married couple shows they know how to disconnect and enjoy the life they have together.





June 2021 Employee Satisfaction Survey Results

Overview



Second Enconnex employee satisfaction survey-Initial survey in December 2020



Sent to all Enconnex employees: 46

7

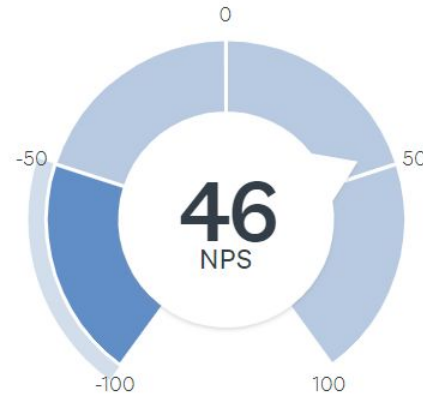
Seven questions plus feedback option



27 responses (58%)
Initial survey: 30 responses (62%)

Question 1

How Likely is it that you would recommend Enconnex to a friend or colleague?

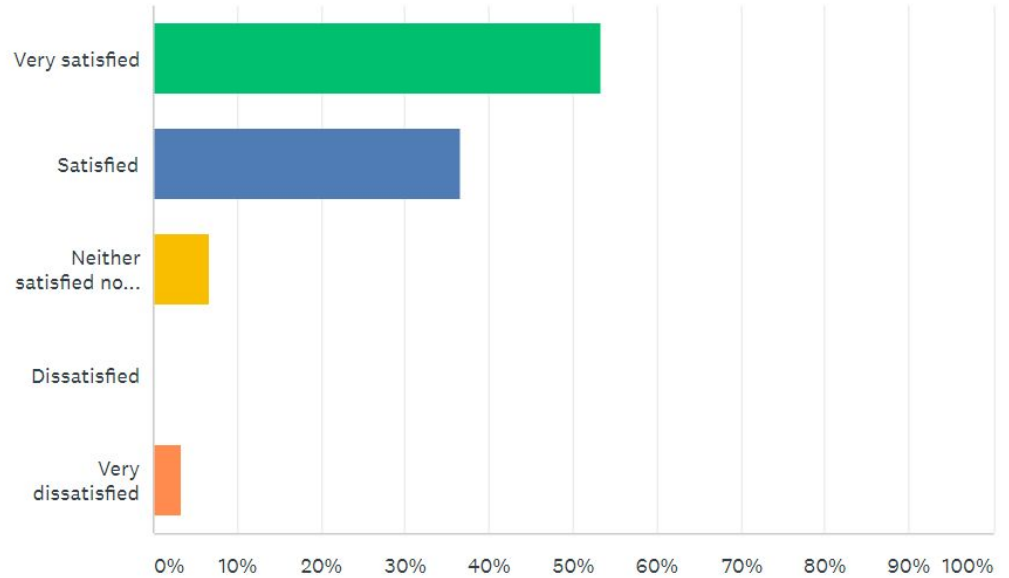


60% positive score

DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
12% 3	31% 8	58% 15	46

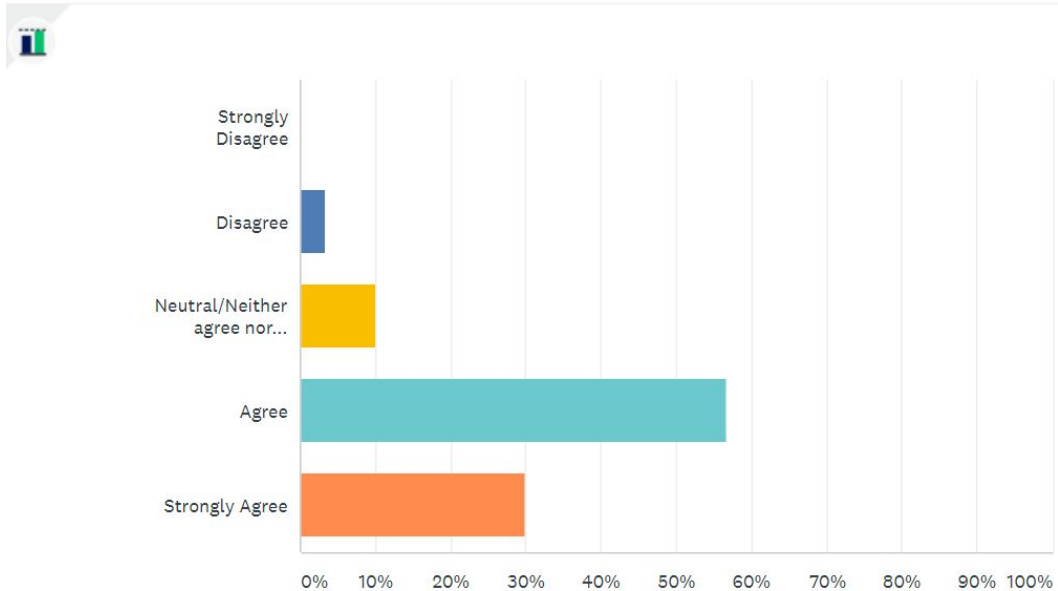
Question 2

Overall, are you satisfied or dissatisfied with your job?



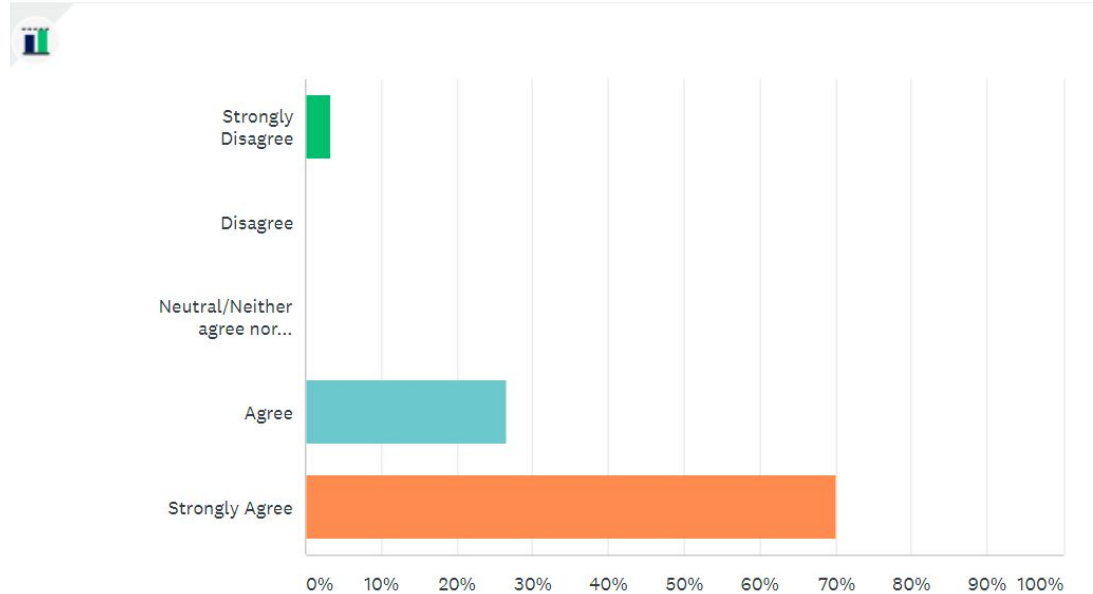
Question 3

I am satisfied with my opportunities for professional growth.



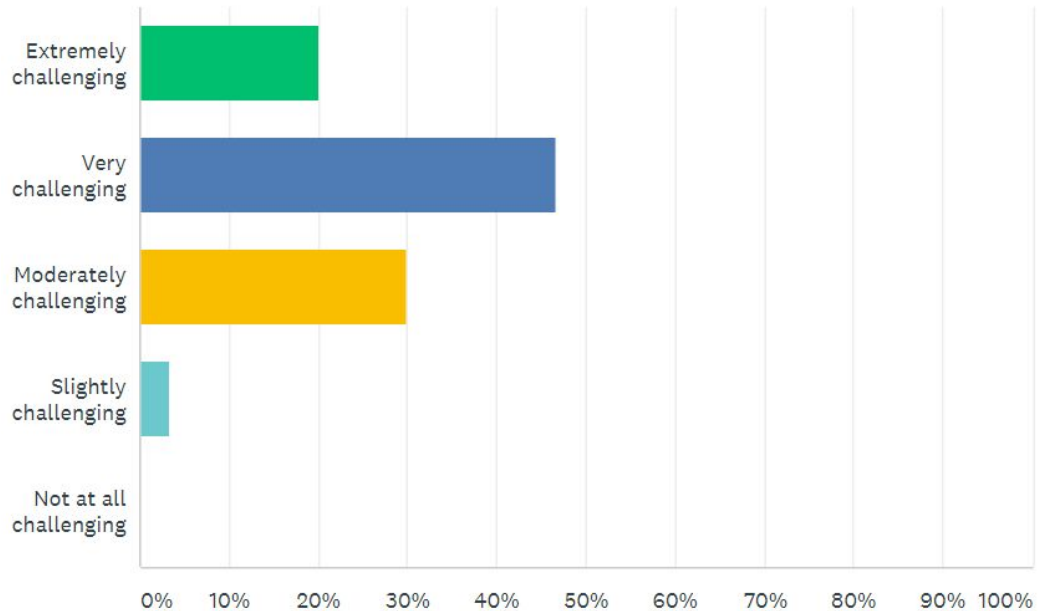
Question 4

My supervisor and I have a good working relationship.



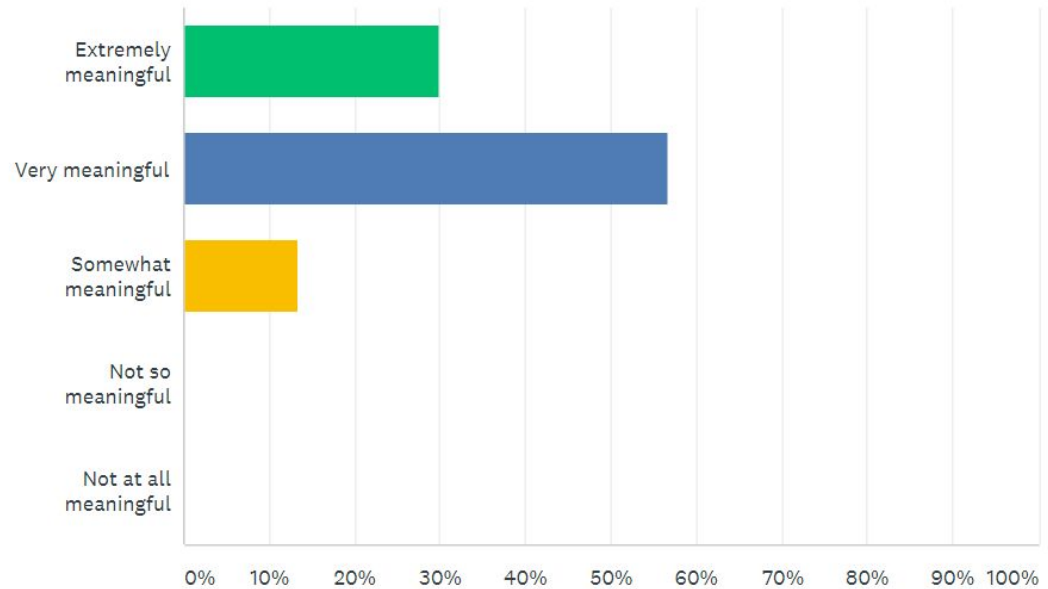
Question 5

How challenging is your job?



Question 6

How meaningful do you feel your work is?



Question 7

Do you have any other comments, questions, or concerns?

Word Cloud:

Best company **work** Great

Best job I've worked. Love my coworkers

Enconnex is the BEST company that I've had the privilege to work for

Good environment, love my coworkers, everyone genuinely seems to enjoy working together. Somewhat concerned about the company performance which impacts my score recommending Enconnex to a friend or colleague

Born to Innovate!

Question 7 (cont.)

Do you have any other comments, questions, or concerns?

I would like to see how engineering is impacting the company more during our quarterly meetings, both good and bad

Every day is a challenge, but I enjoy the work and the people I work with

Great team to work with & thanks

Great job, still learning

It would be amazing if we could work towards having a single location in Reno rather than splitting us between two locations. I think we have an amazing team and everyone is willing to pitch in and help. Management here is receptive to feedback and they're also a visible presence, which is great!

The background features a repeating pattern of white, 3D-style geometric shapes, including cylinders and rounded rectangular blocks, arranged in a staggered, overlapping fashion. These shapes are rendered with soft shadows, giving them a sense of depth and volume 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.

Check - 2021 Q1 through 2021 Q3

Internal audits of the processes that affect quality, corrective actions and risk analysis, adjustments, and 3rd party external ISO audit and certification to 9001:2015

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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

What is the plan for H2



Joyce Lei

Innovation Summit this week

Changes in Product Management

Looking at resources to move faster!

More regular updates to the team

Keeping “Born to Innovate” at the forefront

Sales

“One thing about championship teams is they’re resilient. No matter what is thrown at them, no matter how deep the hole, find a way to bounce back and overcome adversity.” –

Nick Saban

**What has the Sales Team
been up to?**

Growing the team!

Growing the partner network!

Growing the business!

Securing unique wins!

Refining the go-to-market strategy!

Welcome The New Team Members!

Welcome Sue McClurg, New ISR!



Welcome Prabhu Deva, RoW Sales Director!



Q1 2021 Partner Landscape



Q2 2021 Partner Additions



2021 Results so Far

Quick Sales Figures Breakdown:

- From Q1 to Q2 of 2021, revenue increased nearly 73%!
- From Q2 to Q3, we are currently projecting a 28% increase in bookings!



Hot Products



DEFENSE SHIELD

Military-grade
performance RF
Shielded Cabinet

EN CONNEX

Virtually Maintenance Free

Introducing the new AC6000 Lithium-Ion UPS




EN CONNEX

EN CONNEX
Born to Innovate

EdgeRack 5M Series

- Secure
- Soundproof
- Built in cooling system



EN CONNEX

Notable Q2 Wins!

It's not all about cabinets!

Dave

- 10 AC-6000k's to Northrum Grumman

Frank

- 2 RF Shielded racks with AC-6000k's to Frostbite (Electronic Arts)

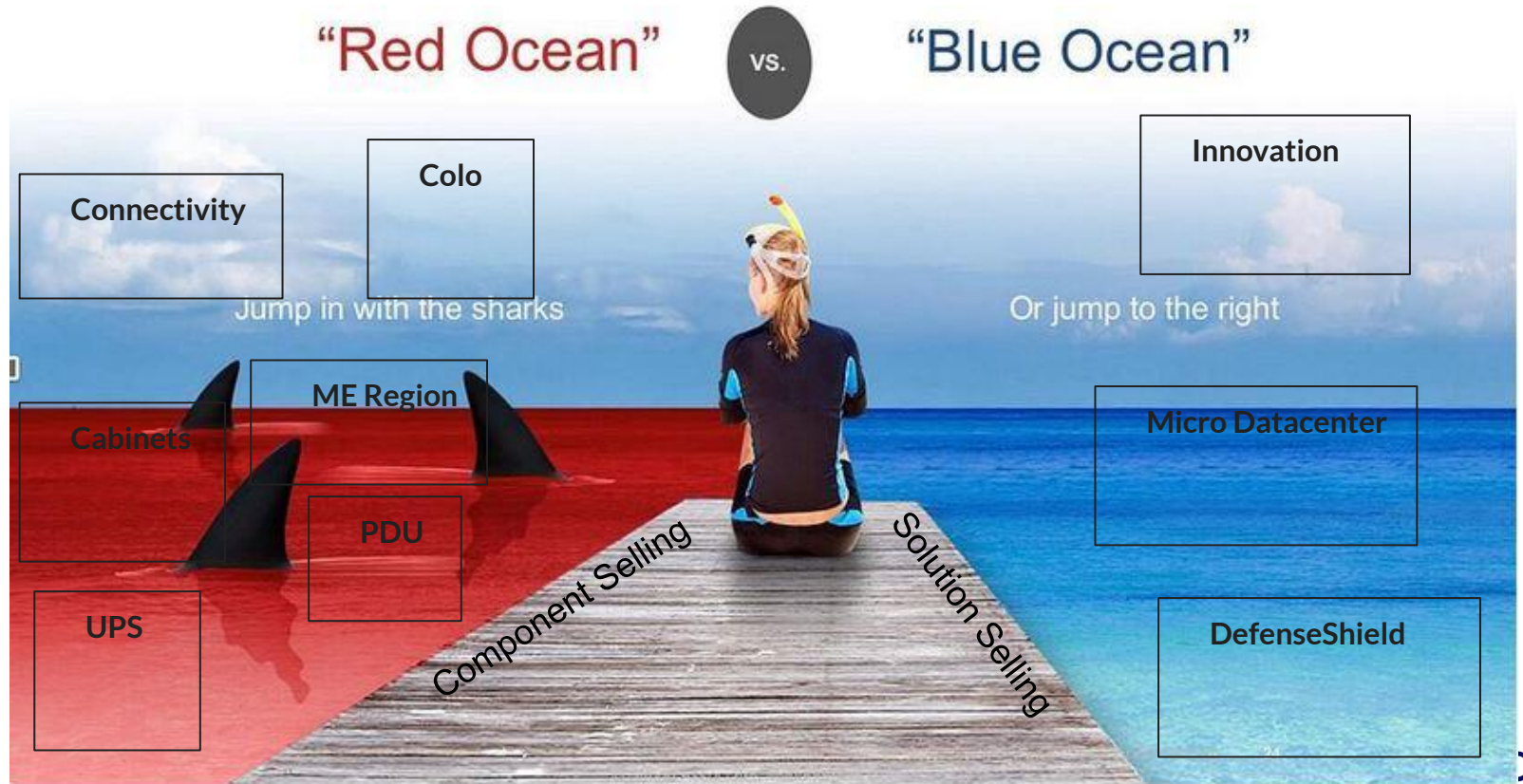
Jerod

- 2 EdgeRacks with AC-6000k's, PDUs, and fire suppression to Seminole Nation

Jordan

- Close to winning first EdgeRack deal!

Selling Strategy



Marketing

Team News

Welcome Andrew Sieracki, new
Graphic and Web Designer!



Welcome Michael Gollaher, new Digital
Content Specialist - starts July 19!

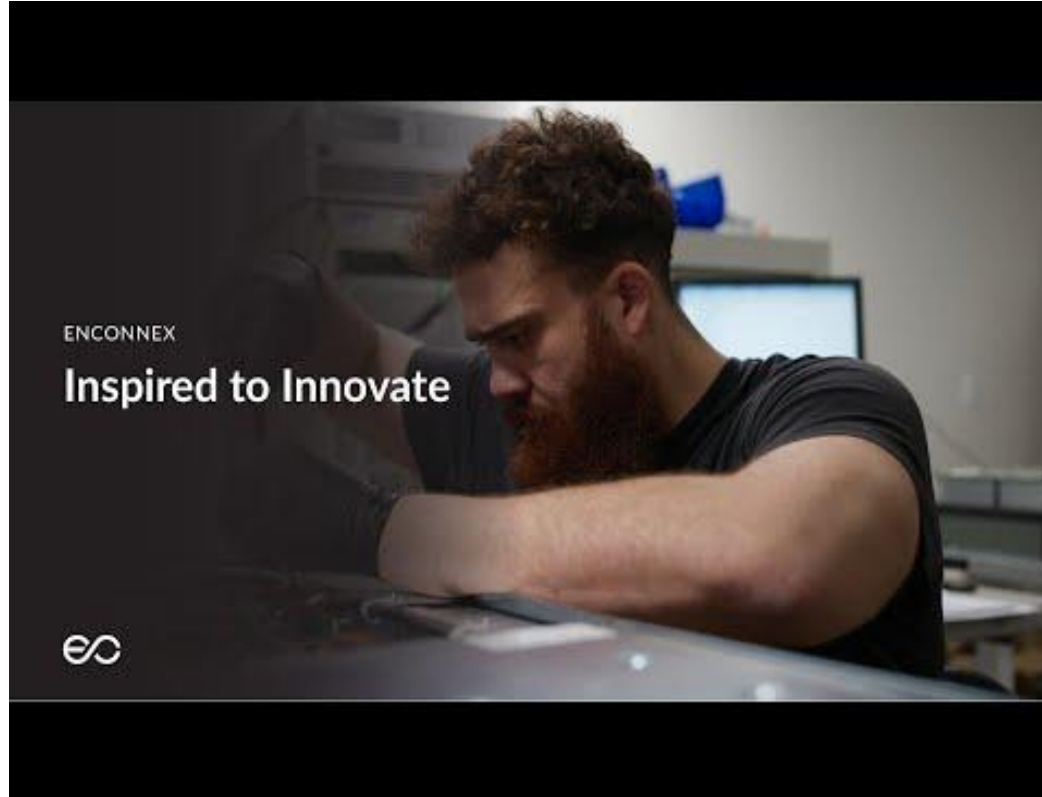


Our Objectives

- Brand building. Get noticed. Define ourselves.
- Drive leads.
- Get found online. Drive organic search.
- Continue to develop our website into a workhorse. Improve site speed. Reduce Catalog site errors.
- Support Sales with Campaigns and Sales Enablement Tools
- Launch new products
- HubSpot inbound marketing & methodology

What are we most proud of this quarter?

Our new Brand video: We are inspired.

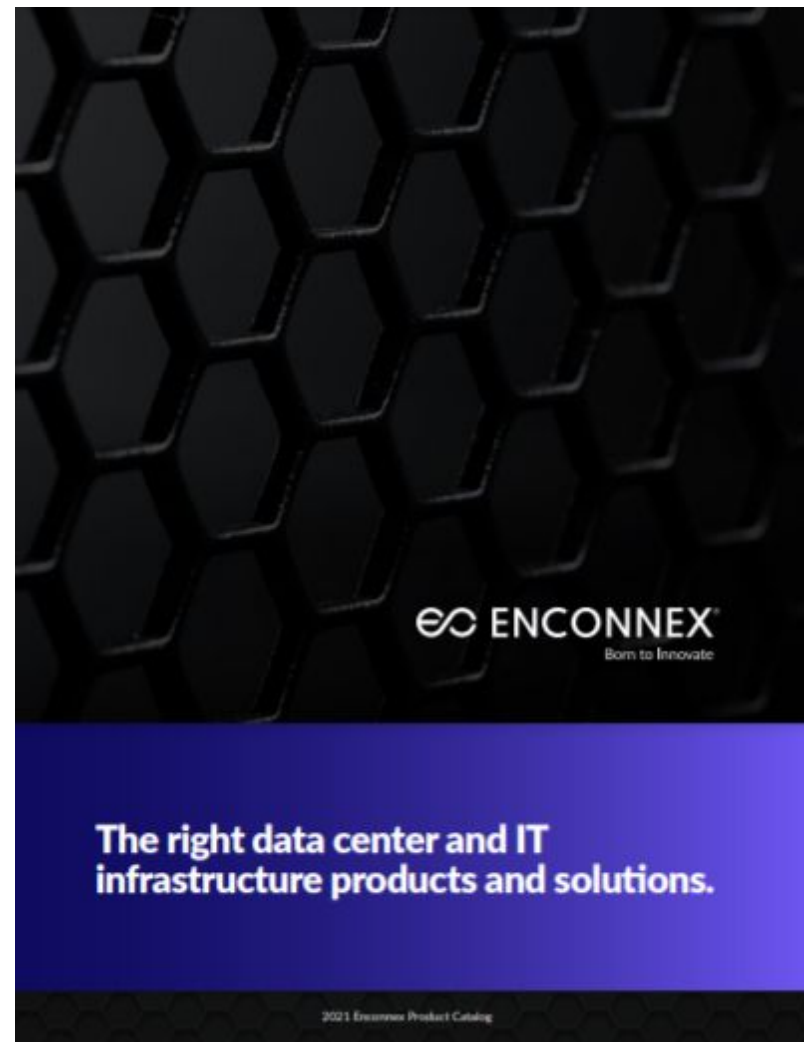


Our new Product Catalog!



28 pages of action and excitement!

<https://drive.google.com/file/d/18M1xy16BI4QsjLHYBNJfP0c9J1r39900/view>



New “Hero” Product Launches



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Military-grade
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EN CONNEX

**DC Series
Server Cabinets**

Customized Data Center Cabinets
at Standard Cabinet Pricing



EN CONNEX

More Activity Leads to More Activity!

This year:

272 projects

222 social media posts

52 blog posts

45 email campaigns

16 new videos



OUR RESULTS

- 417% increase in traffic on website
- 80% of traffic is new visitors
- Leads: 129
- Opportunities: \$495k
- Organic search traffic: 35%
- Social media followers up 200%
- Blog views up: 100%

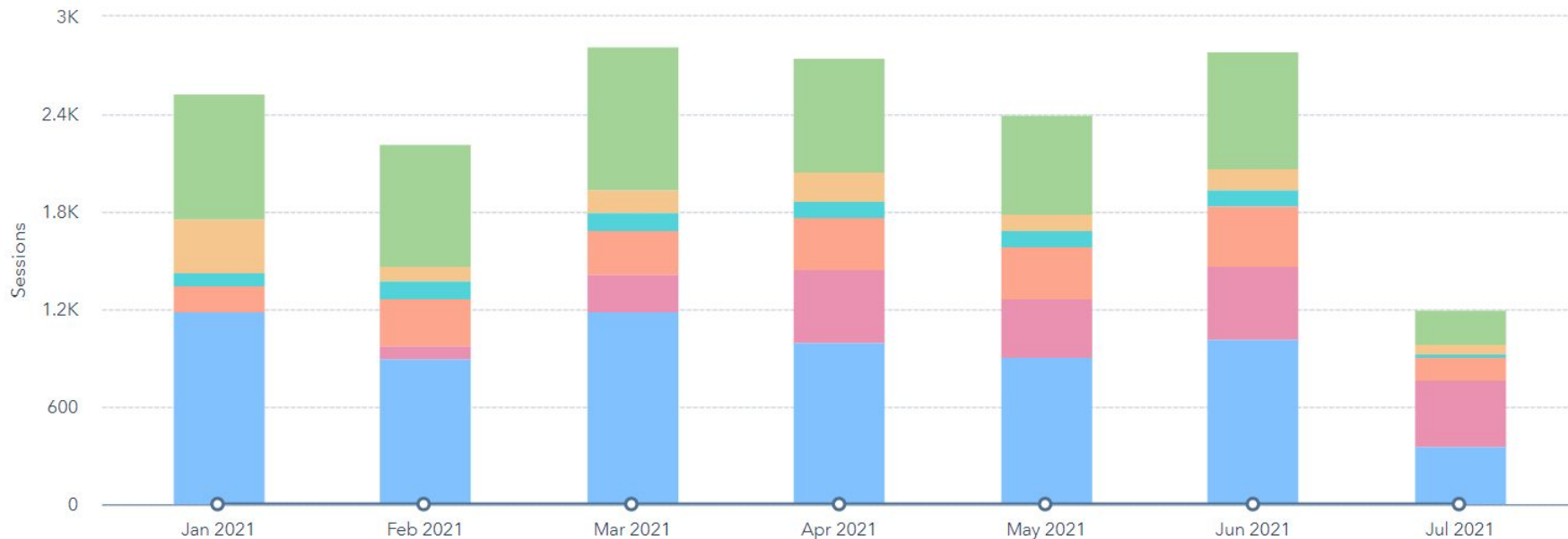


WEBSITE VISITS AND CONVERSIONS

Sessions ▾ and Customer conversion rate ▾

Style:

● Organic search ● Referrals ● Organic social ● Email marketing ● Paid search ● Paid social ● Direct traffic ● Contact to customer rate



Go All In On Partners: New from Faber, Lehmann, Arimax, GoGlobal, MexDCM, DataSpan, Instor

Our partners are an extension of our sales team



DATA CENTER PRODUCTS



lehmann
19 "cabinets Made in Germany"

HOME / PDU'S - POWER STRIPS - CABINET MONITORING / ENCONNEX PDU'S

IT equipment leasing
DigitalPakt School
Digital now
19 "server racks and 19" network racks
19 "soundproof server cabinets
19 "server cabinets with air conditioning
Server safety cabinet with fire protection
Defense-Shield™ server cabinet
Edge computing server cabinet
19 "wall cabinet and 19" wall cabinet
19 "Industrial server cabinets IP 64

ENCONNEX PDU'S

High quality PDU's at a fair price.
Our customers choose these high quality PDU's, which have also proven to be very reliable and inexpensive. ENCONNEX PDU's are used in very large hyperscale data centers and in the classic server rooms and branch offices of our customers.

Objective: Drive business to, and connection with our partners

ENCONNEX faber

DATA CENTRE

DATA CENTRE
PARTNERSHIP ENCONNEX - INTEGRATED SOLUTION
CABINETS / PDU'S / DISTRIBUTION / CONNECTIONS

ARIMAX

AC6000 6kVA lithium-ion UPS

quantity: 1

Please log in to see the prices

ADD TO COMPARISON LIST

lehmann
19 "cabinets Made in Germany"

HOME / UPS - UNINTERRUPTIBLE POWER SUPPLY / ENCONNEX

IT equipment leasing
DigitalPakt School
Digital now
19 "server racks and 19" network racks
19 "soundproof server cabinets
19 "server cabinets with air conditioning
Server safety cabinet with fire protection
Defense-Shield™ server cabinet
Edge computing server cabinet
19 "wall cabinet and 19" wall

ENCONNEX

MEXDCM
DATA CENTRES SOLUTIONS

DATA CENTER SOLUTIONS

MexDcm Data Center Solutions. Your professional solution partner for end-to-end solution and accessories.

Our Solutions

Schneider Electric ENCONNEX

Datacenter Symposium

September 23, 2021
H4 Hotel Munich Trade Fair

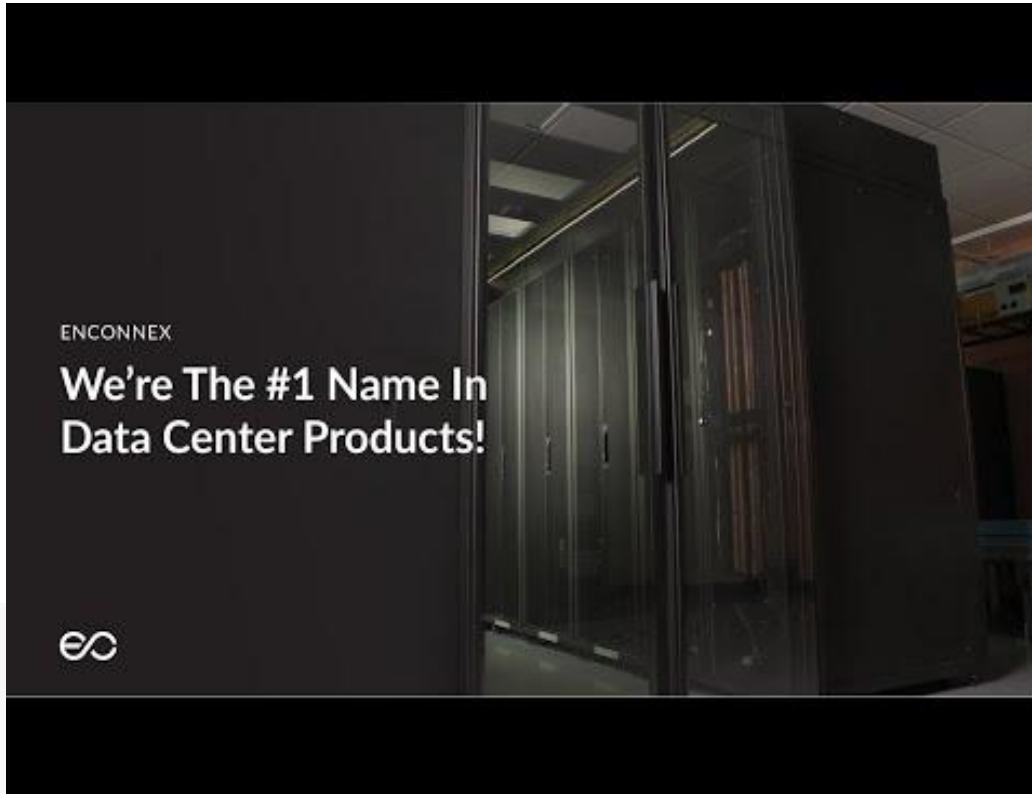
HOME PARTNER LOCATION CONTACT

Where are we going?



- Stay the course
- Build on the foundation we've put in place
- SEO is top priority
- Invest in ppc
- Go all in with Partners
- Website: Next phase planning
- More video: Here's our brand new one!

We're #1 in Data Center Products!



Operations

Operations Overview

MANUFACTURING

SALES OPS

LOGISTICS

Q2 in Review

A look back over the past quarter

Looking Ahead to Q3+

What's in store for Operations for the rest of 2021

Q2 in Review

Success, Growth, and Maturity



Google Project Phase 1 - Great Success!

- 100 AV racks
- 200 Lecterns (plus updates)
- 400+ CFM Trays

Inventory Overhaul

- Inventory Effort Strike Force
- Storage for better JIT builds
- Working towards accuracy

Expansion of WH Space

- Hayward, CA
- Netherlands

Multiple Cable Labeling Projects

- 15,000 cables!
- Juniper
- Google TPE

Operational Costs / Efficiency

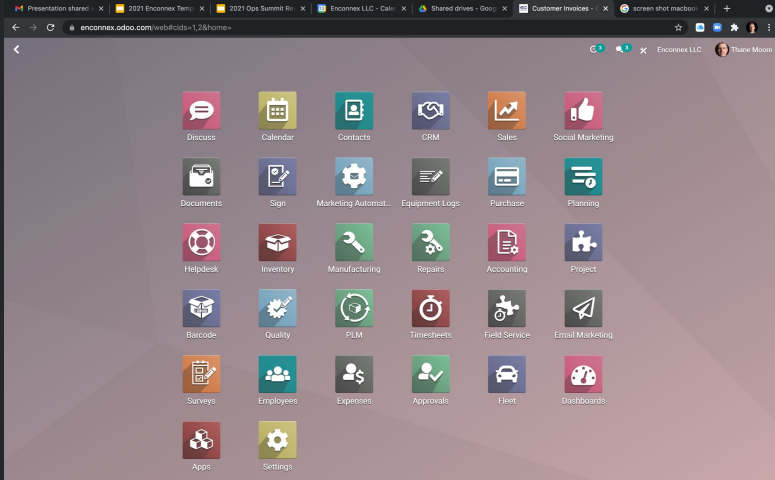
- Vendor eval for service and cost
- Adding equipment
- Scrap / Sale unused goods

Solos to Hayward

ISO Audit Dry Run - Not Great...

Review - 2020 to Now

Success, Growth, and Maturity



Odoo Data Since Jan 1

- 1890 new contacts
- 665 Quotes
- 355 Booked POs
- 428 Invoices

Odoo - Phase 1

Netsuite -> ERPNext -> Odoo in 6 months

Set up all major functional modules

- Sales / CRM
- Inventory
- Manufacturing
- Accounting
- QA
- Engineering

Defined net new Sales / Ordering processes

THANK YOU TO EVERYONE INVOLVED!

Operations Overview



Q2 in Review

A look back over the past quarter

Looking Ahead to Q3+

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Looking Ahead to Q3+

Continuous Improvement, Quality, and Growth

Inventory Improvement Plan

- Task force assigned
- Reno, Hayward, NL

Google Phase 2

- 100 AV racks
- 40 CFMs

Odoo Phase 2

- Inventory update
- HR module
- Quality module
- PLM module
- Fixing bugs

Net New Manufacturing Areas in Reno

- Connectivity line
- Containment
- In-house PDUs

QA Improvements / ISO ready!

- Review audit results
- Improve processes

Measure Work and Success

- Improve customer satisfaction
- Measure work

Inventory Improvement Task Force (Actual Photo)



Brandon Wheeler - Headed to Wally World Thank You - You will be missed!





Born to Innovate

Q & A



**Closing Words
Born to Innovate!**

\$ Contest \$

- What does “Born to Innovate” mean to you?
- Cite an out-of-the-box example of this in action.
- Submit your entries in writing / email to me directly.
- Deadline of July 31.
- Everyone can play.
- Top 3 answers awarded \$1000, \$500, \$250 Spot Bonus!*
- Winners selected by a panel of the leadership team.**

*Spot bonus is paid on the next paycheck and is subject to applicable taxes.

** Tarun, Julie, Thane, Robert



Born to Innovate

Thank You!