



Born to Innovate

2021 Q4 Looking Forward

Global All-Hands
October 14, 2021



Agenda

Intro - Robert
Product Roadmaps - PMs
Sales - Jerod
Marketing - Julie
Q & A
Closing Words - Robert

Core Values

Kudos



Big Picture Thinkers

Mike Chen - He has juggled many roles over the last few years and continues to see the big picture, helping to position Enconnex with major customers like Google, Juniper, and Pandora.

Individual Accountability

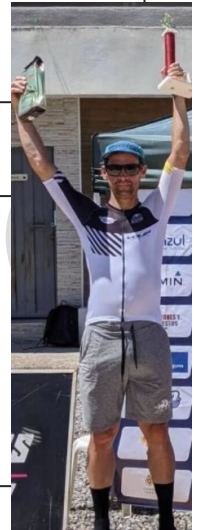
Jason, Cody, Brandon, Reniel, Shawn - Just one prime example of how individuals can show accountability is by volunteering for the tough jobs. Traveling on short notice to Hayward to build racks for Rahi and Google last month exemplifies this.



Jordan, Tyler, Brandon, Thane - The Spartans - trained and ran in one of the toughest physical competitions around. Taxing their bodies and their minds to meet a goal as a team.

Work-Life Balance

Dave C - Always a top performer at work and also a top performer at play. Dave took 2nd place in his age group and 16th overall in the Vuelta a Honduras bicycle race. Congrats!



What's Happening at Enconnex?

News



New hires

None in September

Big Wins!

Jerod to report



Notices

- ISO Certified! Thanks everyone.
- Containment projects heating up
- Taking orders for urgent critical copper CAT6/6A - built in Reno

Heads Up!

Internal Audits of all process will take place for US and China over the next few months. We have much room for improvement. The key priority is to maintain customer satisfaction.



PM and Engineering

Power - Roadmap

AC6000 next generation (no change from September)

- New battery selected for better safety factor and supply chain
- New controller design for much more features and space for future updates
- Expandable design for AC10K and for longer run battery
- Estimated Availability - Q3 2022
- Outsourcing some portions of the design to speed up the development

TAA PDU (no change from September)

- CSA selected for UL testing
- 10 models being developed to cover the wide range of North American circuits
- General availability Q1 2022

Power Cords (UPDATE)

- Standard PVC available now
- TPE available in US now
- W-lock coming Q4 2021
- P-lock DELAYED till end-NOVEMBER (samples available in Reno now)

Real Device Testing - Roadmap

Fandoor for standard cabinets (no change from September)

- V5 to integrate the power cutoff switch into the door
- Estimated availability Q2 2022

DefenseShield 5G (no change from September)

- Covers to 40 GHz (Ka band)
- Replaces standard design
- General availability end of Q4 2021

Metro Cart (Update)

- Shelving system to hold variety size of testing devices
- Optional fan module to help heat dissipation
- Available for sale now

Mini Shield box (Update)

- 6U available for sale now
- 9U under design process
- 12U available end of Q4 2021

Connectivity - Roadmap

Reno manufacturing

- CAT6/CAT6A patch cords pilot production successfully completed!
- Reno now in trial production (with limited capacity)

MPO patch cord option

- Cost effective version of MTP now available

High-Speed Transceivers (no change from August)

- QSFP-DD technology supporting up to 400G
- General availability - now

Fiber-to-the-home (FTTH)

- EU customer provided feedback to our proposal, and is interested in continuing the discussion

Mimic panels

- Project closed (active device requiring power input)

Pricing adjustment for fiber cables planned to compensate import tariffs

Metal - Roadmap

Fully welded cabinet (no change from August)

- High static / dynamic loading (5000/4000 lbs)
- Seismic design to NEBS GR63, 1500 lbs
- General availability Q2 2022

Low cost cabinet for the Asia market (Update the request, to Integrated Cabinet, to cancel.)

- 4-post, w/ optional door, w/ optional side panels
- 3300 lbs load rating
- General availability Q2 2022

Accessories cleanup (no change from August)

- New standard shelves (EOL old designs)
- Universal standard cable management (EOL old designs)
- General availability Q1 2022

Containment (postponed 1 quarter from August)

- HAC/CAC marketing launch Q4 2021
- Control box and lighting system launch Q2 2022
- Automatic door with access system launch Q3 2022

EdgeRack - Roadmap

EdgeRack 5M (UPDATE)

- Re-launched with new marketing collateral Q3 2021
- New replacement design for EdgeRack 5M with optimized design and better supply chain.
- Start the design on November, plan to launch Q3 2022.

EdgeRack 3P (UPDATE)

- New GUI finally updating on Oct
- Marketing launched and Sales training end of Q3 2021
- General availability Q4 2021

Quiet EdgeRack (No UPDATE)

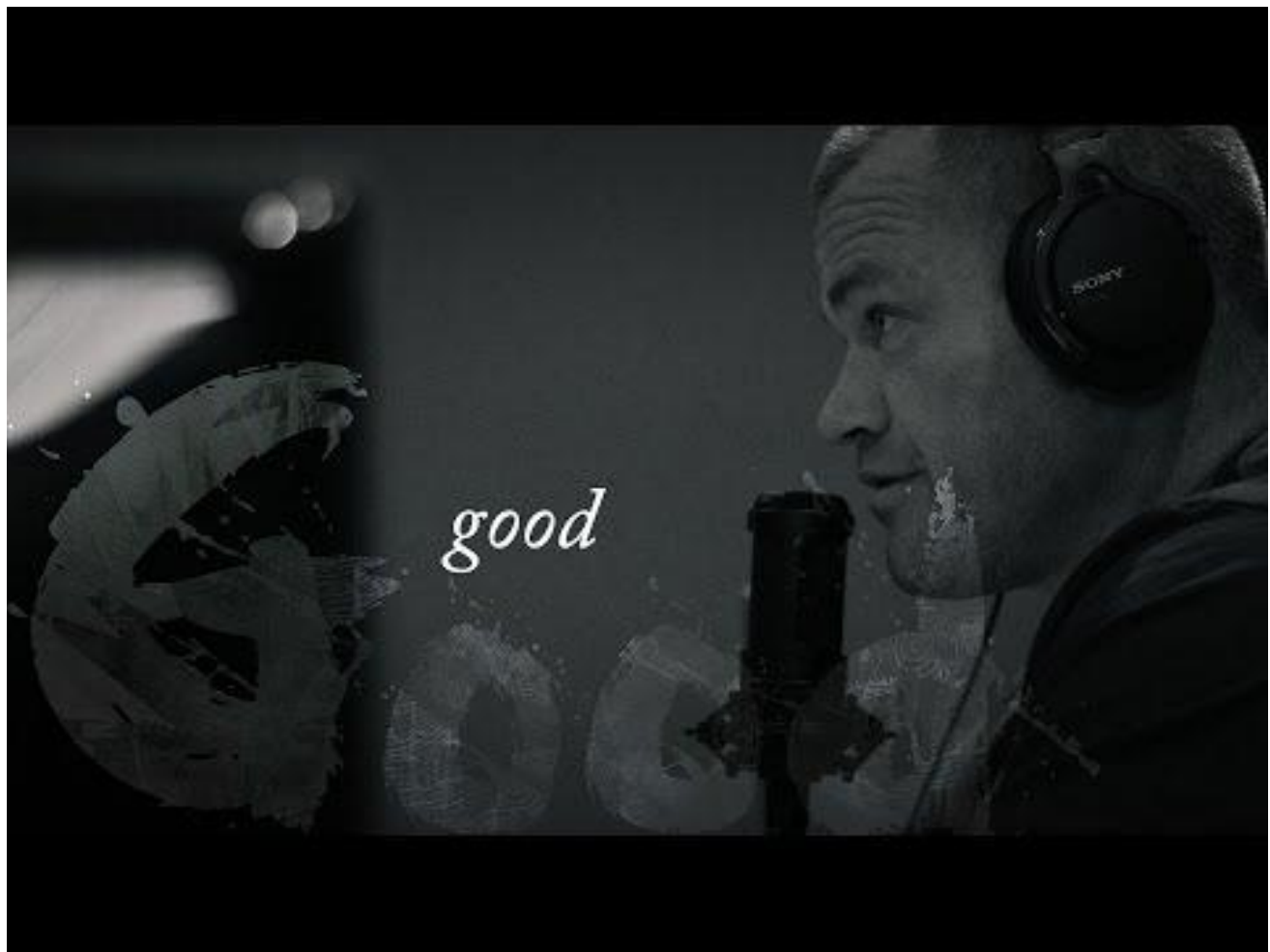
- Further investigation showed it is difficult to meet the target 45 dBA.
- Just hold on the quiet version.

Industrial EdgeRack (UPDATE)

- Confirmed new platform, 800mm x 42U Cabinet, 7kW all-in-one Cooling, IP54.
- Start the design on September, 3D design complete on October and plan to launch Q2 2022.

Sales

“Good.”
-Jocko Willink



Welcome The New Team Members!

Welcome Sue McClurg, New ISR!



Welcome Prabhu Deva, RoW Sales Director!



Q1 2021 Partner Landscape



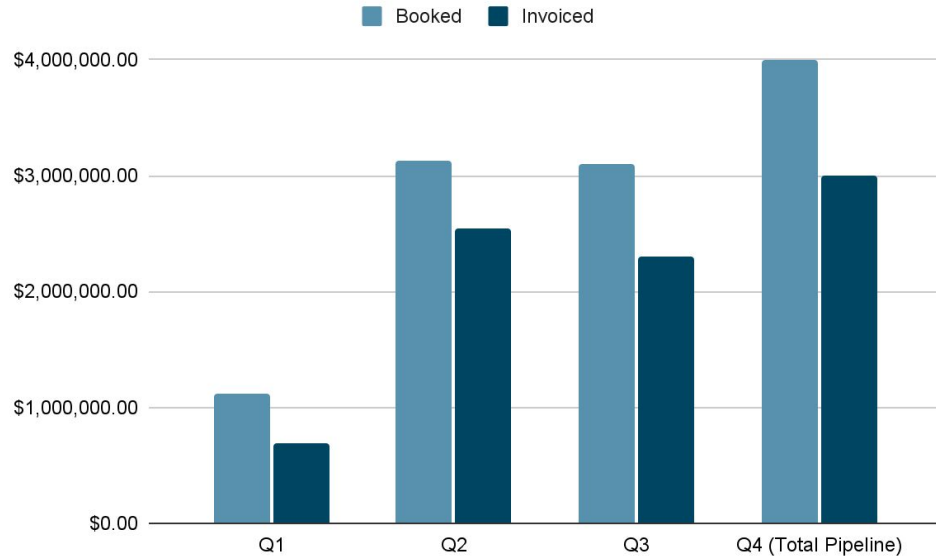
Q2 2021 Partner Additions



2021 Results so Far

Quick Sales Figures Breakdown:

- From Q1 to Q2 of 2021, revenue increased nearly 73%!
- QoQ booking were flat from Q2 to Q3 due to large projects being delayed
- Currently projecting a 29% increase in bookings and a 30% increase in revenue from Q3 to Q4



Notable Q3 Wins!

It's not all about cabinets!

Dave

- 70 Racks - Nova (New Customer!)
- 3 RF Shielded Cabinets and Shelving - Norseman/DoD
- 40 Racks - InMotion Hosting (New Customer!)

Frank

- Schwalm Eder: 45 small server cabinets 24U, 10 server cabinets 42U, 16 Edge Racks, 127 network cabinets 24U, 90 switched PDUs 8-port, 52 metered PDUs 20+4, connectivity (copper + fibre patch cords), locking power cords C13-C14

Jerod

- 2 RF Shielded Cabinets - Wells Fargo
- 14 AC-6000's - Iridium Satellite
- 1 RF Shielded Cabinet/AC-6000 - Premier Technology

Hot Products



DEFENSE SHIELD

Military-grade performance RF Shielded Cabinet

EN CONNEX

Virtually Maintenance Free

Introducing the new AC6000 Lithium-Ion UPS




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EdgeRack 5M Series

- Secure
- Soundproof
- Built in cooling system



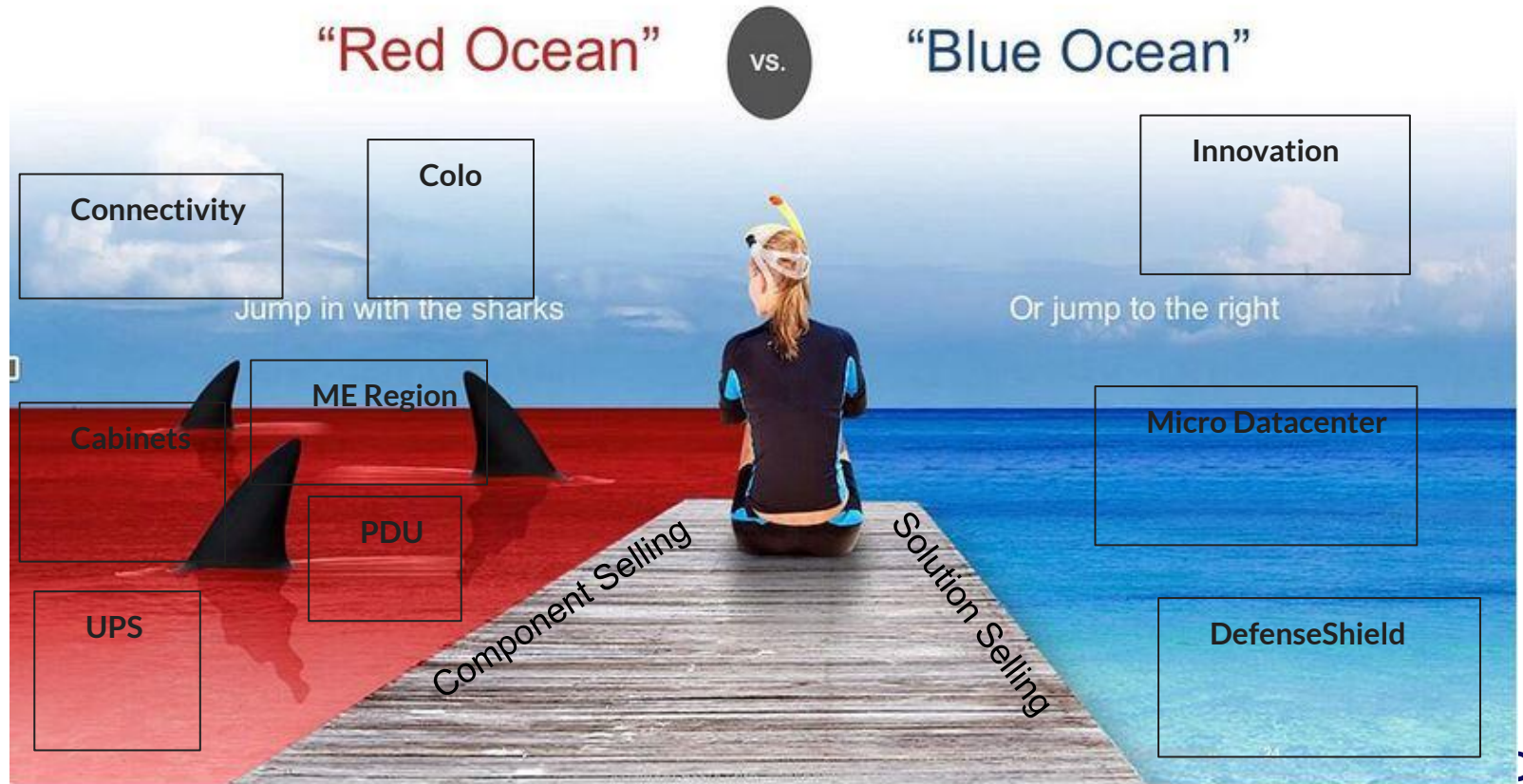
EN CONNEX

Just like peanut butter & jelly.

Enconnex Containment & Cabinets.



Selling Strategy



Marketing



Marketing All Stars



Michael Gollaher, Digital Marketing Specialist



Andrew Sieracki, Graphic and Web Designer



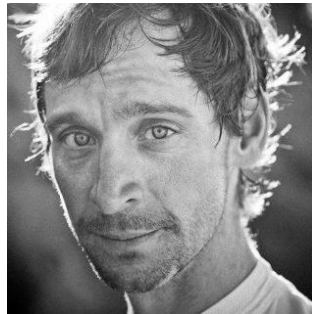
**Honorary team member
Thane Moore, voice of
Enconnex**



Isaac Osborne, Business Development Rep



Ian Ryan, Sr. Technical Writer



**Dave Christenson, Photographer
Videographer**

Q3 Objectives



- Build our brand.
 - Get found online.
 - Support sales with campaigns and sales enablement tools
- More importantly!**
- Launch new products/campaigns: EdgeRack, Network Cabling, Containment, Power Ready Pod Partner Promotion
- Most important of all!**
- Drive leads.

How'd we do?

EdgeRack: 5M & 3P

EDGERACK

Ready-to-go, integrated IT server cabinet.

It's your own personal data center.

As an IT director, you're living on the edge every day. You're running a network for a university or college, a small to midsize company, a test facility, branch, or a retail location. It's a 24/7 fire drill every day, and you need your equipment to perform reliably, on-site, without overheating. You're looking for some general peace of mind. Sounds like you need an Edgerack.

Edgerack is like having an on-site data center. Not all critical business equipment can be managed in a data center because of your location or type of business. You need to have data center networking computing and monitoring ability at your operation—one simple, secure, integrated solution that keeps your equipment quiet, healthy, and happy.

Edgerack is that micro data center solution with a fully integrated enclosed cabinet with power, sound dampening, top mount cooling, and essential monitoring.

Edgerack Micro Data Center Benefits

- **Smart Cabinet Solution** - Built to house your entire IT infrastructure, including networking, storage, and computing.
- **Ease of Access** - Plexiglass doors allow for quick and easy access to your critical equipment.
- **Security** - In addition to locking features on all doors and side panels, Edgerack offers an intelligent magnetic locking system using a user-defined password and fingerprint for maximum security.
- **Enables Edge Computing** - On-premise networking reduces latency and improves network performance overall.
- **Adaptability** - Edgerack has a small footprint. It's designed to work in traditional and non-traditional IT environments.
- **Plug-and-Play** - Operational in hours, not days. The Edgerack enables rapid deployment of IT equipment.
- **Reliability** - The Edgerack comes pre-fabricated and pre-tested, so you don't have to worry about misconfiguration or instability.
- **Efficient Integrated Cooling** - Industry-leading in-rack cooling can cool between 3.5kW - 5kW of computing power in a 10U rack footprint.

Worried about overheating equipment?

[Learn More](#)



Data center at your fingertips.

> Your on-premise networking solution.

[Get the Edge](#)



SIMPLIFY YOUR IT EdgeRack Micro Data Center

> All-in-one power, cooling, monitoring, & more.

[Get a Quote](#)



It's your own personal data center.

Introducing the EdgeRack ready-made micro data center. It's your on-premise, integrated IT server cabinet with power and cooling.

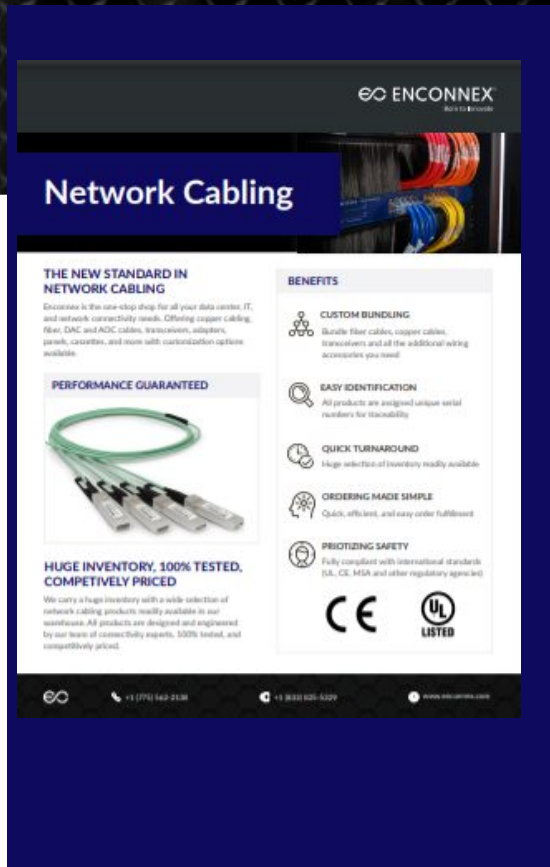
[Learn More](#)



EdgeRack



Network Cabling




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Network Cabling

THE NEW STANDARD IN NETWORK CABLING

ENCONNEX is the one-stop-shop for all your data center, IT, and network connectivity needs. Offering copper cabling, fiber, DAC and AOC cables, transceivers, splitters, patch, couplers, and more with customization options available.

PERFORMANCE GUARANTEED



HUGE INVENTORY, 100% TESTED, COMPETITIVELY PRICED

We carry a huge inventory with a wide selection of network cabling products readily available in our warehouses. All products are designed and engineered by our team of connectivity experts, 100% tested, and competitively priced.

BENEFITS

- CUSTOM BUNDLING**
Bundle fiber cables, copper cables, transceivers and all the additional wiring accessories you need!
- EASY IDENTIFICATION**
All products are assigned unique serial numbers for traceability.
- QUICK TURNAROUND**
Huge selection of inventory readily available.
- ORDERING MADE SIMPLE**
Quick, efficient, and easy order fulfillment.
- PRIORITIZING SAFETY**
Fully compliant with international standards (UL, CE, MSA and other regulatory agencies).

CE **UL LISTED**

ENCONNEX
+1 (770) 562-2138
+1 (800) 820-5229
www.enconnex.com



ENCONNEX

100% TESTED

The new standard in network cabling.

> **100% tested, high-quality connectivity products you need most**

100% TESTED



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Oodles of networking noodles.

(Meaning we have lots of network cabling inventory!)

Power Ready Pod Partner Promotion

Bundle our new aisle containment solution with our cabinets and PDUs. Save an extra 10% on top of the existing 25% partner discount.

INTRODUCING THE Power Ready Pod.

It's the best value of the year! Create a custom bundle for your next data center project. Combine our new aisle containment solutions with cabinets and PDUs to save big. As a registered Enconnex partner, you'll receive an extra 10% off your order and a personal gift card. You can also add in our AC6000 UPS, network cabling, and power cords too, as part of the promotional price.

Place a qualifying order and receive:

- 10% additional discount, on top of your current partner pricing
- A personal \$25 Amazon gift card

What's a qualifying order?

You must purchase an Enconnex containment system and at least one of our cabinets with two PDUs to receive the discount.

Not an Enconnex partner and want to be one?

Partner with Enconnex and get first-call service and hands-on sales, engineering, and marketing support.

Gold Partner Benefits

- Preferential Partner Pricing
- Advanced Deal Registration Protection
- Sales & Deal Support
- Product Training
- Quarterly Business Reviews
- Access to Annual Gold Partner Perks

Silver Partner Benefits

- Special Partner Pricing
- Deal Registration Protection
- Sales & Deal Support
- Product Training
- Quarterly Business Reviews

Contact your sales rep today or [visit us to learn more and place your order.](#)

Promotion Dates: Sep 30, 2021 - Dec 31, 2021 Must be a registered Enconnex partner. Containment system, cabinets, and PDUs must be sold together to receive the promotional discount and gift card.

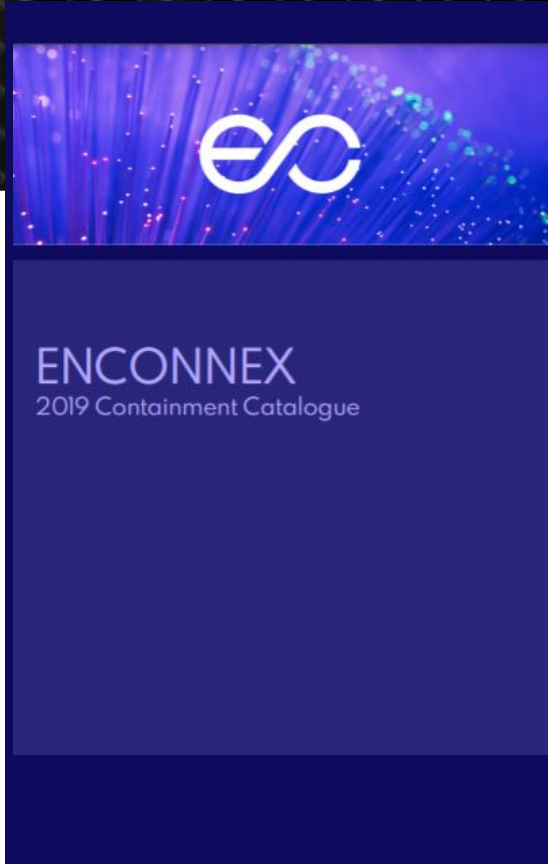
Get the Power Ready Pod. Earn more margin.

Containment
+ Cabinets
+ PDUs
= Savings

PARTNER PROMOTION ALERT! It's the Power Ready Pod.

Containment + Cabinets + PDUs = Savings
**Only for Partners.*


Containment



 ENCONNEX

**Just like peanut
butter & jelly.**

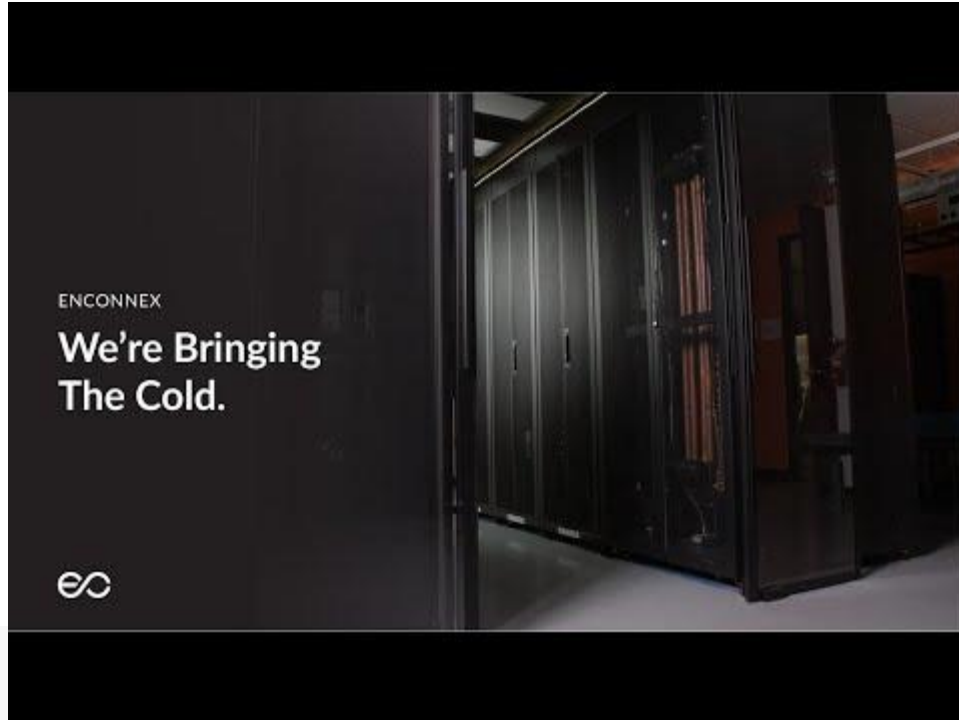
Enconnex Containment & Cabinets.

 ENCONNEX

**The perfect data
center couple.**

Enconnex Containment +
Cabinets=Pure IT Bliss

New! Containment Product Line Launch



Results to date

- Leads: 154
- Opportunities: \$2.1 million
- Website visits: Up 207%
- Organic search: Now 40% of our traffic

What's working:

Organic and paid search

Biz dev cold calls & emails

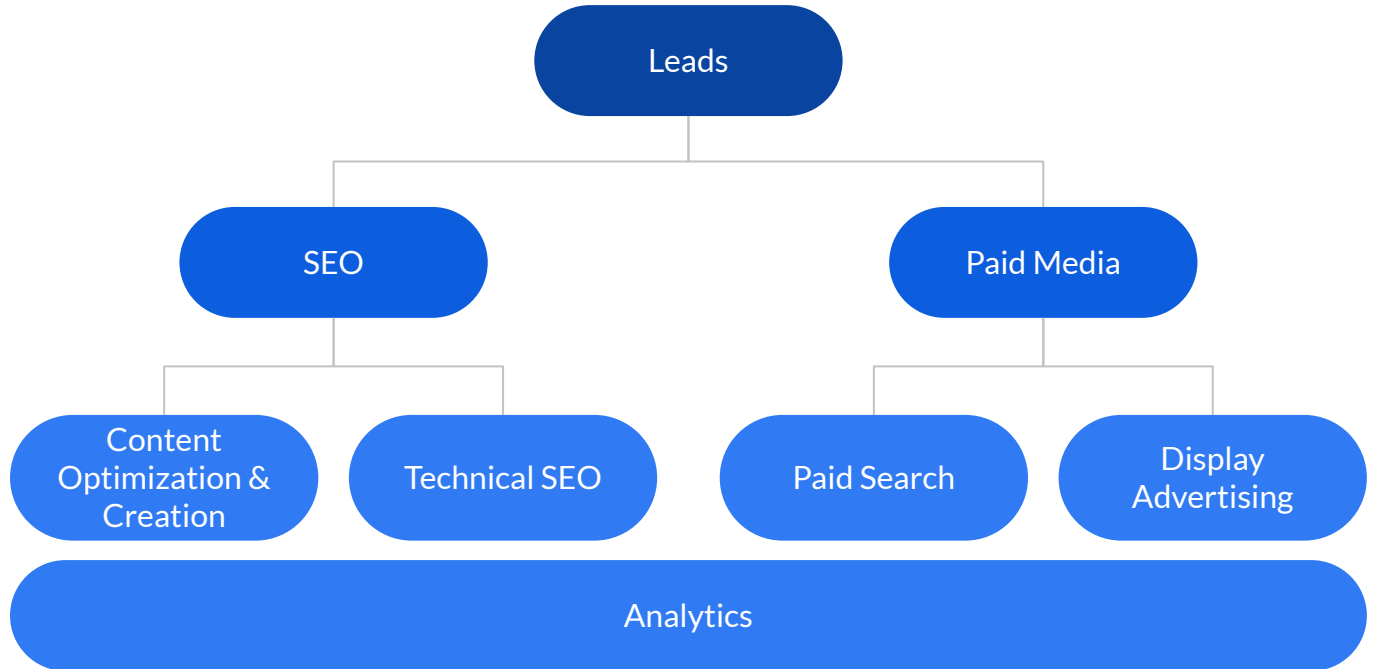


Q4: Where are we going?

- Build on the foundation we've put in place
- **SEO is a HUGE priority**
- Invest in paid campaigns (Google Adwords, Ads)
- Comarket with Partners
- New Campaigns: Cabinets, PDU's, DefenseShield, Power Cords
- Website: 2022 Revamp plan



What's Next?



More Detail:

Study groups and cheat sheets are our analytics infrastructure. The higher quality data we get, the more informed decisions we can make.

Our peers in the class are our competition in the marketplace.

The learnings from this class should be internalized and applied to future classes. SEO never stops, it evolves.

SEO & College, A Metaphor

Goal

Getting an “A” is akin to being ranked #1 on Google for relevant keywords like “server cabinets for sale”. Leads to... more leads.

Professor & Student

Google’s the professor and Enconnex is the student.

Coursework

Technical SEO is the coursework. Each assignment may not make a big difference individually, but the sum does. Websites with lots of errors are like term papers with typos.

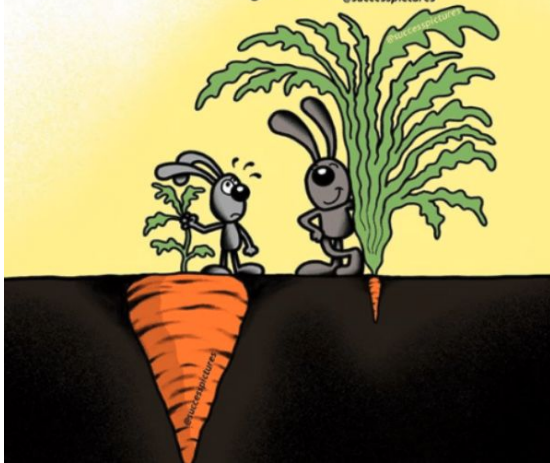
Exams & Quizzes

Content is our midterms and finals. To score well on a final, you need a thorough understanding of the curriculum. In SEO, you need a thorough understanding of what our visitors (and Google) want to see and how they want to see it.

*"Rome wasn't built in a day." - A
French Person in 1190*

And Now... The Details

**Success is not always
what you see.**
@successpictures



In Q3 we:

- Took inventory of website challenges and planned solutions..
- Content mapping. Targeted keyword rankings by page.
- Earned good rankings for DefenseShield and our blogs.
- Started optimizing product pages (Q3 campaigns).

Our focus in Q4 is the website's foundation.

- Bolster product pages with new, focused content.
- Focus on technical health (pagespeed, mobile-friendliness, errors).
- Continue using blog content to attract new visitors.
- Begin integrating the catalog site into the marketing and blog sites for a more seamless experience and better SEO performance.
- Analyze competitors and identify content gaps and opportunities.

Paid Search

The screenshot shows a Google search for "micro data center". The search bar at the top contains the text "micro data center" and has a search icon on the right. Below the search bar, there are navigation tabs for "All", "News", "Images", "Shopping", "Videos", and "More". The search results show "About 1,100,000,000 results (0.60 seconds)". The first result is a paid advertisement for Enconnex, with the URL "https://info.enconnex.com/" and phone number "(833) 825-5329". The ad title is "Self-Contained Data Center - Enconnex EdgeRack". The ad text describes the product as a prefabricated, pretested, and ready-to-serve on-premise micro data center with self-contained cooling. Below the ad text are four buttons: "Contact us - Speak with an expert.", "Browse Product Catalog", "About Enconnex", and "Contact Us".

micro data center

All News Images Shopping Videos More Tools

About 1,100,000,000 results (0.60 seconds)

Ad · <https://info.enconnex.com/> (833) 825-5329

Self-Contained Data Center - Enconnex EdgeRack

Prefabricated, pretested, and ready to serve as your on-premise **micro data center**. With self-contained cooling designed to cool up to 5kW of computing power. Get in touch.

Contact us - Speak with an expert.

Browse Product Catalog
Explore Enconnex product offerings.
Racks, cabinets, cables, & more.

About Enconnex
Born to Innovate.
Custom IT Infrastructure Solutions.

Our Products
Data Center & IT Solutions.
Learn More About Our Products.

Contact Us
Improve Your IT Infrastructure.
Speak With a Power Expert Today.

Paid Search:

- Example of an ad to the left.
- We pay per click so plz don't click on our ads.
- Our ads are triggered when someone searches for a keyword we're targeting.
- Currently running for EdgeRack and Connectivity.
- Cabinets, PDUs and DefenseShield campaigns upcoming.

An advertisement for ENCONNEX EdgeRack Micro Data Center. The background is dark with a blue, wavy, digital pattern. At the top left is the ENCONNEX logo. In the center is a tall, black, self-contained data center cabinet with 'EDGERACK' and '90' visible on its front. Below the cabinet, the text reads 'SIMPLIFY YOUR IT' followed by 'EdgeRack Micro Data Center' in a large, bold font. A blue rectangular border highlights this text. Below the border, a bullet point states: '> Offering power, cooling, & monitoring in one self-contained cabinet.' At the bottom left, there is a blue link that says 'Get a Quote'.

Display Ads

Display Ads:

- We build an audience to serve visual display ads to across the web.
- We're building audiences based on:
 - Users interested in competitors and industry terms.
 - Past site visitors.
 - Lookalike visitors.
- Currently in the works for EdgeRack.

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Q & A



Closing Words
Customer Satisfaction!

\$ Contest \$

- What does “Customer Satisfaction” mean to you?
- Cite an example of someone (or yourself) going above and beyond for customer satisfaction.
- Describe one way in which we can improve that will result in higher customer satisfaction.
- Submit your entries in writing / email to me directly.
- Deadline of October 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

 ENCONNEX

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Thank You!