



# 2022 Q1 Looking Forward

Global All-Hands  
January 6, 2022

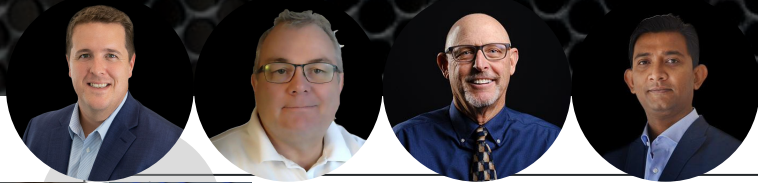


# Agenda

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

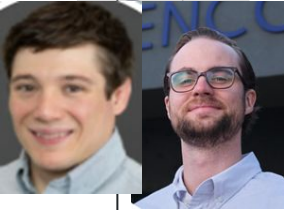
# Core Values

Kudos



## Big Picture Thinkers

The Sales team - Jerod, Dave, Frank, Prabhu, Jordan, and Isaac - not just for us, but for the customer



## Individual Accountability

Komal, being the only one who could reasonably execute on a drawing task, worked during her PTO, while feeling very ill, to get it done. THANK YOU - WE WILL MAKE YOUR TIME WHOLE



## Team Mentality

The warehouse team - everyone pulling extra weight to get close of year business out the door.



## Work-Life Balance

I don't know... Let's do a survey!



# What's Happening at Enconnex?

## News



### New hires

None in December

### Big Wins!

Jerod to report



### Notices

Summit next week. Everyone attending the Mill street event needs to get the COVID test this weekend for results.

### Heads Up!

US Martin Luther King Jr Day on Jan 17

Chinese Spring Festival Jan 31 - Feb 7





# PM and Engineering

# Power - Roadmap

AC6000 next generation (no change from December)

- 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 December)

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

Power Cords (no change from December)

- Standard PVC available now
- TPE available in US now
- **W-lock now available**
- **P-lock now available (US only)**

# Real Device Testing - Roadmap

Fandoor for standard cabinets (no change from December)

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

DefenseShield 5G (Update)

- Covers up to 40 GHz (Ka band)
- Replaces standard design (covers up to 10 GHz)
- **Available for sale now (Marking launch in Q1 2022)**

Mini Shield box (no change from december)

- 6U, 12U available for sale now (Marking launch in Q1 2022)
- 9U and 13U available Q1 2022

Wall-Mount Shield box (New)

- 7U usable space
- Small footprint, perfect for protect distributed systems in office environments
- Under development Estimated availability Q2 2022

# Connectivity - Roadmap

## Reno Manufacturing

- Reno copper termination in operation
  - All known production and process open items have been resolved
  - Production capacity is based on raw material availability, and operating resources
  - Production assignment will be determined at time of PO and coordinated by Operations

## High-Speed Transceivers

- Received first 100G CWDM transceiver order
- QSFP-DD technology (400G) still in qualification

## Fiber-to-the-home (FTTH)

- Re-assessing FTTH business strategy
  - Germany/Italy have different requirements after further review of German product samples

## Pricing adjustment for fiber cables released

- Applied to US and EU, updated in Odoo
- Working with Frank on EU pricing feedback
- US fiber tariffs reduction not immediate, pending Customs Team review and negotiations with The US Customs.



# Metal - Roadmap

## Fully welded cabinet

- High static / dynamic loading (5000/4000 lbs)
- Seismic design to NEBS GR63, 1500 lbs, First round test in Q1.
- Paypal cabinet release and launch for the region out of US. General availability Q2 2022
- US region supports customize, no standard offer.

## Accessories

- Standard fix and sliding shelves (In verification stage, Launch in Q1 )
- Universal standard cable management (In verification stage, Launch in Q1 )
- Cable management Loop (In verification stage, Launch in Q1 )
- iHandle PDU version in Feb. Universal version in March.
- Cable management rack (Launch in Q3 2022)
- Side Panel with Cutout + Brush (Launch in Q2 2022)

## Containment

- Automatic door with access system launch Q3 2022
- Swing door Q2 2022
- Configuration Tool start to research in Q1 2022

# EdgeRack - Roadmap

## EdgeRack 5M (UPDATE)

- New replacement design for EdgeRack 5M with optimized design and better supply chain.
- Already started the 5kW cooling design
- Redesign the solution and 3D model
- Plan to finish 3D on Jan and launch Q3 2022.

## EdgeRack 3P (no change from December)

- New GUI updation completed while continue verifying
- Marketing launched and Sales training end of Q3 2021
- General availability Q4 2021

## Industrial EdgeRack 7kW(UPDATE)

- New platform, 900mm x 45U Cabinet, 7kW all-in-one Cooling, IP54
- 3D design for cooling is finished. Proceeding with professional simulation
- Plan to finish 3D of cabinet on Jan
- Plan to produce prototype on Feb and launch Q2 2022

# Sales

# New Sales Team Member!





**“Be happy, but never satisfied.”**  
*-Bruce Lee*



# Q1 2021 Partner Landscape





# Q2 2021 Partner Additions

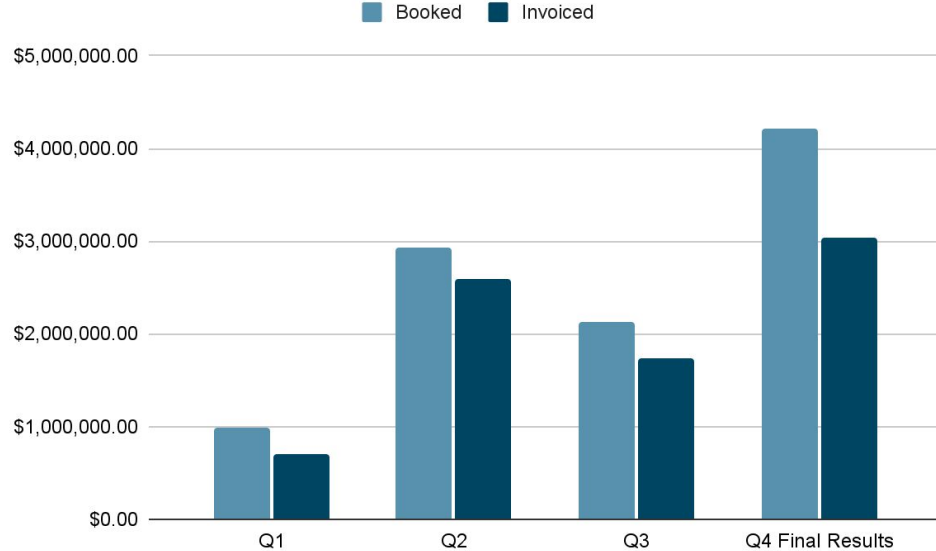




# 2021 Results And A Peak in 2022

## Quick Sales Figures Breakdown:

- From Q1 to Q2 of 2021, revenue increased from \$711k to \$2.6MM
- Bookings from Q3 to Q4 increased by 97%!
  - 29% growth was forecasted
- Billings from Q3 to Q4 increased by 75%!
  - 30% growth was forecasted
- Year end totals:
  - Sales: \$10,257,898
  - Revenue: \$8,075,716
- Q1 2022 Starting a backlog of ~\$2M
- Q1 2022 Forecasted bookings: ~\$1.3M



# Notable Q4 Wins!

It's not all about cabinets!

## Dave

- PayPal Power Cords - \$400k!
- Oracle Defense Shield Cabinets
- Sauce Labs - 2 Defense Shield Cabinets

## Frank

- PDUs to Ensono to displace Server Tech!

## Jerod

- 4 Custom Defense Shield Cabinets
- 54 Racks to DC Blox
- 50 Racks and Cold Aisle Containment - MCFI

# Hot Products



**DEFENSE SHIELD**

Military-grade  
performance RF  
Shielded Cabinet

EN CONNEX



**DC Series Cabinet**



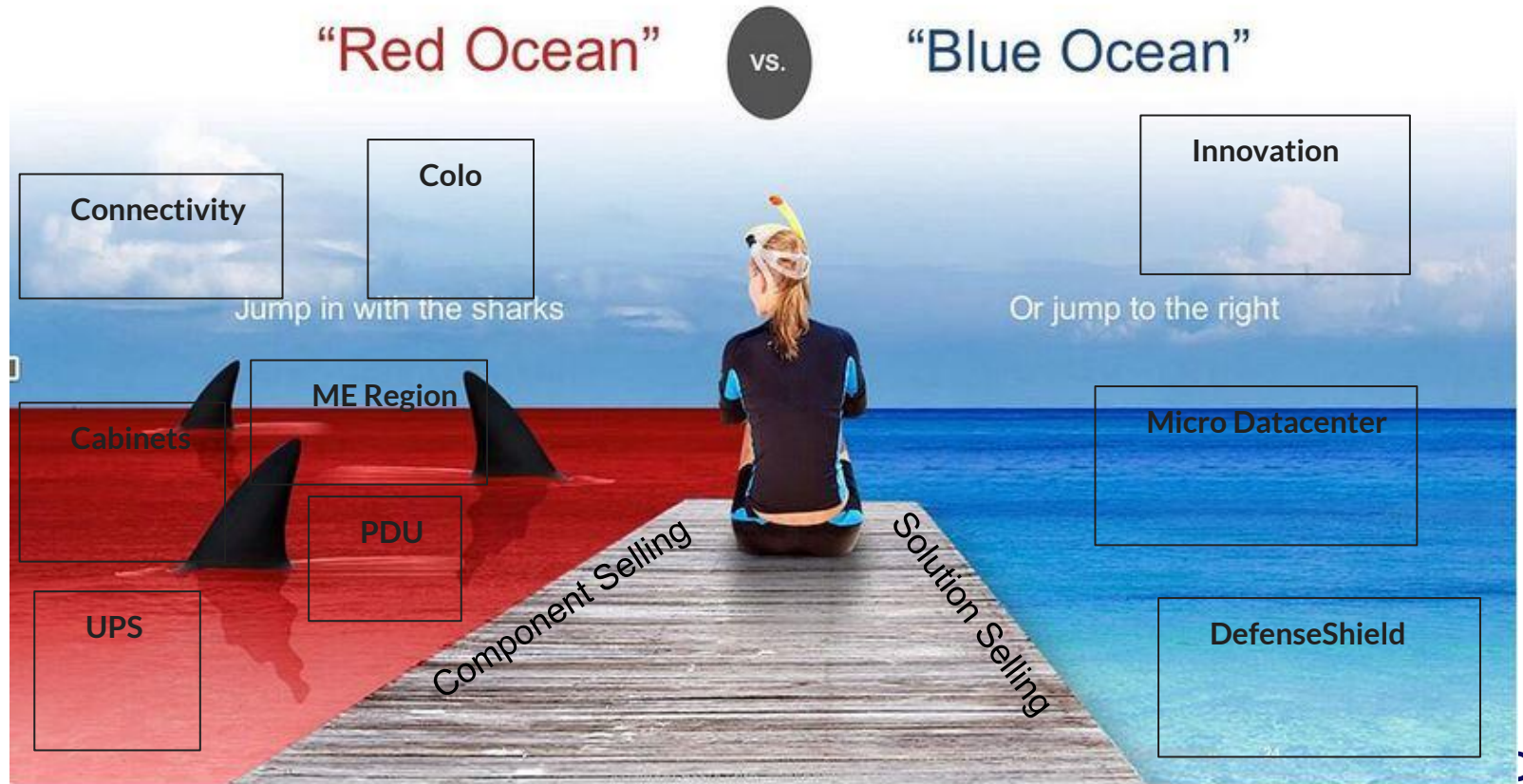
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**Just like peanut  
butter & jelly.**

Enconnex Containment & Cabinets.



# Selling Strategy








Marketing is a contest  
for people's attention.

Seth Godin

 quotefancy

# Our Objectives



- Build our brand.
- Get found online.
- Drive leads. Help drive sales.
- Improve our thought leadership positioning.
- Launch new products.
- Go all in on Partners.
- Improve our tools and drive automation.

**How'd we do?**

# Marketing team on fire!

## This year:

527 projects

1,570 social media posts

98 email campaigns

54 blog posts

26 new videos

19 new landing pages

6 Adwords campaigns

1 display campaign

348 datasheets

BizDev (Isaac): Avg. per week - 300 calls; 1,000 emails





# ECX Cabinets Campaign



## Racks and Cabinets

High-quality, high-performance cabinets from the data center experts.

ENCONNEX

ECX CABINETS

### Deployed in Data Centers Across the Globe for a Reason

- > Designed by data center experts for data center experts.



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ECX CABINETS

### Tested and Approved by the World's Top Companies

- > Anything but standard. Exceptional quality. Solid steel construction. Built to your specs.



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ECX CABINETS

### Otherworldly Quality at an Earthly Price

- > Tested and approved by the world's top companies.




# PDU's Campaign

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OUR PDUs ARE  
**Pretty Darn Unbeatable**

- > High-density outlet count, intelligent, and basic PDUs



 ENCONNEX

YOU'RE INVITED  
**Join the PDU  
Palooza!**

- > Partners can bundle PDUs with other products to receive a discount.



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## Power Distribution Units

Our complete line of high quality, high performance PDUs

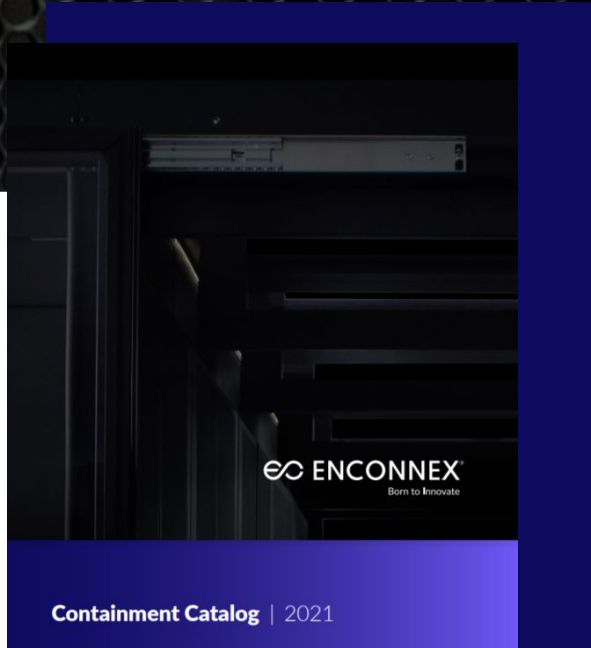
 ENCONNEX

YOU'RE INVITED  
**It's a PDU Party!**

- > Enconnex partners! Celebrate with an extra 10% off bundled products.



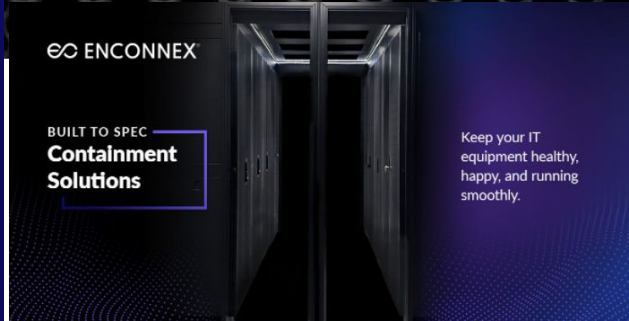
# Containment Campaign



The cover of the Enconnex Containment Catalog 2021 features a dark, atmospheric photograph of a server aisle with rows of cabinets and a server rack. The Enconnex logo and tagline are positioned in the lower right corner of the image area.

**ENCONNEX**  
Born to Innovate

**Containment Catalog | 2021**



This slide features a perspective view of a server aisle. The text is arranged on the left side of the image.

**ENCONNEX**

BUILT TO SPEC  
**Containment Solutions**

Keep your IT equipment healthy, happy, and running smoothly.




This slide features a perspective view of a server aisle. The text is arranged on the left side of the image.

**ENCONNEX**

**Just like peanut butter & jelly.**

Enconnex Containment & Cabinets.



This slide features a perspective view of a server aisle. The text is arranged on the left side of the image.

**ENCONNEX**

**The perfect data center couple.**

Enconnex Containment + Cabinets = Pure IT Bliss



# 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.*



# 2021 Results

- Leads: 276
- Opportunities: \$2.5 million
- Website visits: Up 362%
- Organic search: Up 38%

## What worked:

- Integrated Marcom campaign approach
- Commitment to content, SEO, keyword management
- Paid search
- Biz dev cold calls & emails



# 2022 Plan



# 2022 Focus

- Website Revamp
  - Content
- 
- Lead Gen!**

- Sales enablement
- Invest in paid campaigns (Google Adwords, Ads)
- Comarket with Partners
- Content optimization and new content (SEO)
- New Product Launches: DevSeries, DefenseShield, Power Cords, Next Gen EdgeRack & AC6000, TAA PDUs, FW Cabinets



# Born to Innovate Evolution

## Born to Perform

Our standard,  
high-quality products

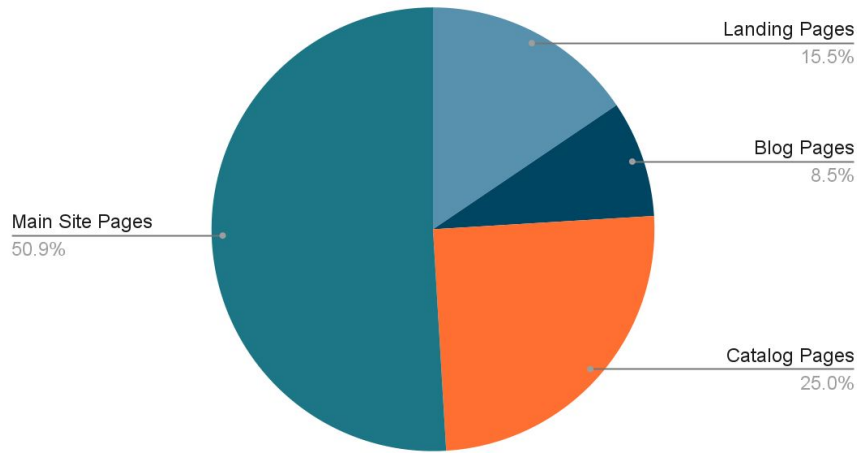
## Born to Transform

Our new innovative  
products



# Plan. Develop. Execute. Repeat.

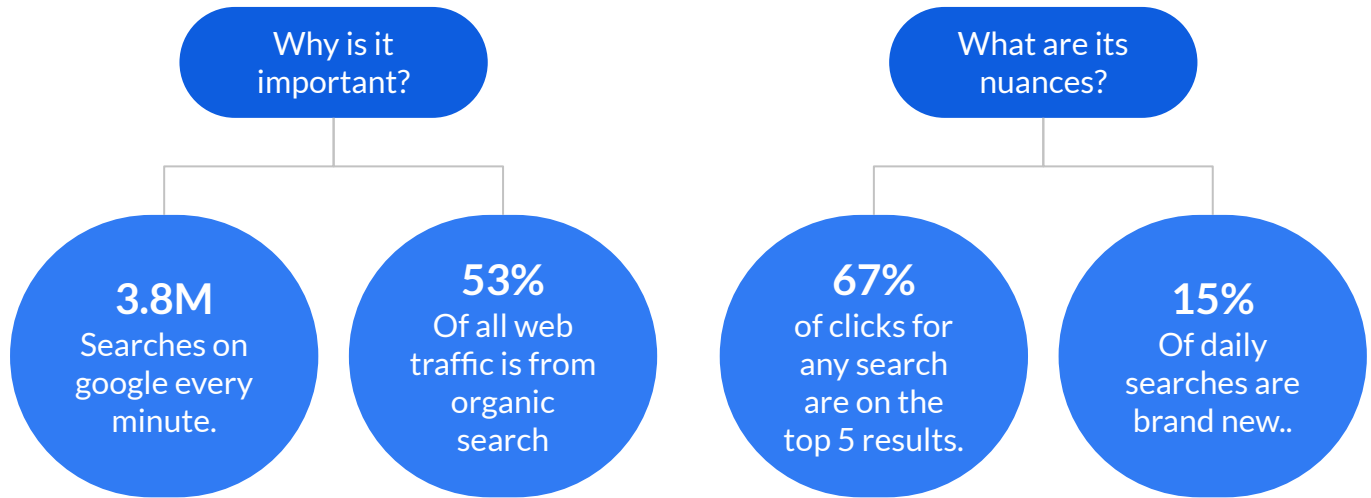
Pageviews by Page Type



- 2021 was a year of development:
  - Brand development
  - Product development
  - Website development
  - Content development
- That brought us (in 2021):
  - Over 67,000 visits to the website
  - Nearly 280 leads from the website
- These visits and leads came from all kinds of different pages and sources.
- In 2022, we move into optimization. Specifically, search engine optimization.

# Why Organic Search?

- Refresher: Organic search is website traffic originating from a search engine (Google, Bing, Yahoo).
- In marketing terminology, it's the most powerful “pull” tactic.



# How Organic Search?

- “How” is a ~~little~~ lot more complicated than “why”.
- Google considers over 200 factors to determine keyword rankings.
  - Some are uncontrollable.
- We can’t rank for everything.
  - Large searches like “server racks for sale” dominated by big brands and companies only selling racks.
- What do we do here? Give up?
  - Absolutely not. Every search represents different opportunity.
- For example, we’ve grown our blog keyword rankings by 175% in the past 6 months (+161).
  - Through proactive planning.



AND THAT IS HOW



SEO IS DONE

# How Organic Search? For Real

Meticulous Optimization

New Content

Technical Focus

CONTENT!



It's Super Important

Ensure every page has a target keyword.

Optimize for keywords near page 1.

URL and site navigation easy for Google and users to follow.

Grow as subject matter expert via educational blogs and value added content.

Ensure we have pages for every keyword we're interested in.

Develop catalog site content.

Keep site speed fast.

Ensure mobile friendliness.

Limit broken links, images, etc.



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Q & A



**Closing Words**  
**Work/Life Balance**

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Thank You!