



2022 Q2 Looking Forward

Global All-Hands
April 7, 2022



Agenda

Intro - Robert
Market Insights - Duke
Product Roadmaps - PMs
Sales - Jerod
Marketing - Julie
Q&A

Core Values

Kudos



Big Picture Thinker

For innovative thinking and design and being a breath of fresh air to the engineering team, dare to attempt new things and raise new ideas and doubts about the products

Individual Accountability

As our BDR and inside sales rep for Jerod's territory, he has an incredibly tough job. Every week he averages 300 cold calls and 1,000 cold emails to people that don't want to talk to him. He keeps plugging away with a great attitude and a smile every day. Isaac vets our leads worldwide and currently has \$84k in opportunities this year.



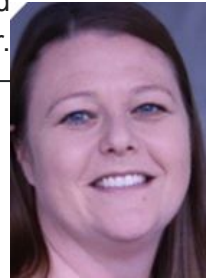
Team Mentality

The Google A/V projects are critical to the success of Enconnex and these team members, among many others, fully demonstrate the attitude needed to make this happen.



Work-Life Balance

She does an amazing job of properly balancing her busy work schedule and responsibilities with her family life and hobbies



What's Happening at Enconnex?

News



New hires

Jason Nie - RF Engineer - Shanghai

Big Wins!

Jerod to report



Notices

We are hiring in Reno for Operations and for a Firmware Engineer. Don't be shy about suggesting people you have worked with or know to be reliable.



Heads Up!

Happy Easter - April 17 - much of EU off 15th/18th

Happy labor day - May 1 in EU and Apr 30- May 4 in China



PM and Engineering

“Market Insights”

By Enconnex Product Management Team

Product Management will start a new series called, “Market Insights”. As the name suggests, members from our Product Management team will deliver insights, awareness, and education on a variety of topics...

- Product Applications
- Industry Trends
- Best Practices/Standards
- Areas of Innovation
- Competitive Analysis
- Plus many more

Market Insights will be delivered bimonthly; one presented “live” during our monthly All-Hands meeting and one during the third week of every month via email in PDF format.

Schedule:

- April Email (PDF) - “*Explained: Real Device Testing*” - Alex Zhang
- May All-Hands Meeting - “*The Importance of Effective Cable Management*” - Duke Robertson
- May Email (PDF) - “*Explained: Cable Fill Ratio*” - Duke Robertson
- June All-Hands - TBD



Product Development Spotlight - The Core Team

A Core Team is created for all mid-to-large scale product development projects with members representing all functional departments at Enconnex.

- Product Management
- Engineering
- Operations
- Sales
- Marketing

Members are involved from inception to product launch. This approach fosters teamwork, collaboration and a sense of ownership in the development and ultimate success of the product.



A Core Team is a critical component of Enconnex's "*Innovation Engine*".

So, what is our “Innovation Engine”?

- Collection of industry experts in a wide range of disciplines
- Close relationships with our customers
- Core Team approach to product development
- Custom tailored solutions



“At Enconnex—We Are All Born to Innovate”

“We’re different, and we think that’s a good thing. Innovation is the driving force for all of us who work here, from our custom products and innovations to our high-touch customer experience.”

“We care about our customers and want to do everything we can to make them more successful. We set out to always improve the status quo and create better ways to do things.”

Our first product development project utilizing this new approach is a new, flagship data center cabinet that will showcase a variety of innovative solutions and introduce a new industrial design unique and identifiable to Enconnex!

Power - Roadmap

AC6000 next generation (no change from March)

- 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 AC9000 and for longer run battery
- Estimated Availability - Q3 2022
- Outsourcing some portions of the design to speed up the development

TAA PDU (**UPDATE**)

- 3 models sent to CSA for UL testing
- 10 models being developed to cover the wide range of North American circuits
- General availability **Q3 2022**

Custom UPDU (no change from March)

- For Ali in China - specification being reviewed by the customer
- 33xC19 and different pin configuration on the 7-pin universal connector
- Not expected for general release or use due to the customization

Real Device Testing - Roadmap

Fandoor for standard cabinets (no change from March)

- V5 to integrate the power cutoff switch into the door
- Estimated availability Q3 2022

DevShield 5G (no change from March)

- Covers up to 40 GHz (Ka band)
- Available for sale now

DevShield Mini (no change from March)

- 6U standard (Marking launch in Q1 2022)
- All other sizes are customizable with MOQ of 5

DefenseShield Wall-Mount (no change from March)

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

New Customized iPad Shelf

- Fits 32 iPad Pro, 2 Mac Minis and 2 USB hubs
- Integrated USB hub brackets

Connectivity - Roadmap

Reno Copper Cable Termination

- Most standard CAT6/6A spec's available
- More raw material in transit

High-Speed Transceivers

- QSFP-DD transceivers (400G DR4, FR4)) and 100G CWDM and DR1 in mass production
- Newly developed switchable 100G/40G CWDM available
- DAC and AOC also customizable to accommodate higher speeds

Fiber-to-the-home (FTTH)

- Project Cancelled.

Pricing adjustment

- EU pricing adjustment in progress

Metal - Roadmap

Fully welded cabinet

- Support for customization

Accessories

- Standard fix and sliding shelves (Launch in Q1)
- Universal standard cable management (Launch in Q1)
- Cable management Loop (Launch in Q1)
- Full function iHandle with finger print, password,card reader,mechanical lock and remote control. (In release and back to Customized products)

Containment

- Swing door Generally available in Q2 2022
- Automatic door with access system target launch Q3 2022
- More Extrusion for containment frame and panel frame in Q4 2022

EdgeRack - Roadmap

EdgeRack 5M (UPDATE)

- New replacement design for EdgeRack 5M with optimized design and better supply chain.
- 3D design of Cooling is done, qualified prototype will be ready on end of July.
- Already start the cabinet design, plan to finish 3D model on mid of May.
- Estimated marketing launch Q3 2022.

EdgeRack 3P (UPDATE)

- New GUI updation completed while continue verifying
- General availability Q4 2021
- Update the user manual.

Industrial EdgeRack 7kW(UPDATE)

- New platform, 900mm x 45U Cabinet, 7kW all-in-one Cooling, IP54
- Cooling unit prototype is done, controller test is done, waiting for performance test.
- Cabinet prototype will be done on mid of April.
- Preparing the documents for marketing launch.
- Estimated marketing launch Q2 2022

Sales

**“Ease is a greater threat to progress
than hardship”**
-Denzel Washington



Q1 2021 Partner Landscape



Q2 2021 Partner Additions



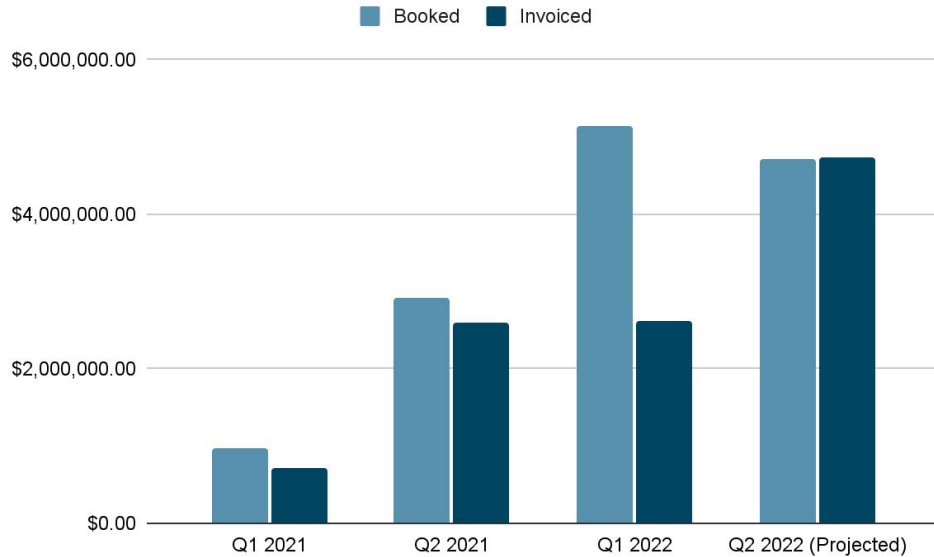
DP GUARDIAN
BEST PRACTICE FOR COMPUTER ROOMS

TrustDigital

Q1 2022 Results and more....

Quick Sales Figures Breakdown:

- Bookings increased 428% QoQ in 2021 to 2022
- Invoicing increased 268% QoQ in 2021 to 2022
- Current Q2 Projections:
 - Most Likely: \$1.49mm
 - Upside: \$3.32mm
 - Revenue: \$4.7mm



Notable Q1 Wins!

It's not all about server cabinets!

Dave

- Northrup Grumman - AC6k
- More cabinets to Nova!
- New PDU customer at PhoenixNAP!

Frank

- Airbus Defense Shield Deal
- EA RF Shielded Deal

Jerod

- NRE Deal with Peraton
- Custom HAC for QTS!
- Flipped spec to DC series cabinets!

Q2 Sales Strategy

Partners Alone Will Not Get Us There!

Fill the buckets!

Colocation

- Nova
- PhoenixNAP
- DLR
- Equinix
- CyrusOne
- DC Blox
- TierPoint
- iM Critical
- LightEdge
- DataBank
- T5
- NTT

RF Clients

- Kobiton
- Sauce Labs
- BrowserStack
- BitBar
- Appium
- Federal

Enterprise

- Ensono
- IBM
- Kyndryl
- HP
- Apple
- AMD
- Dell
- Cloudflare

Hosting

- Atos
- Rackspace
- ServerFarm
- Stack
- inMotion
- Hostwind
- OpenStack

Hot Products



DEFENSE SHIELD

Military-grade
performance RF
Shielded Cabinet

EN CONNEX



DC Series Cabinet



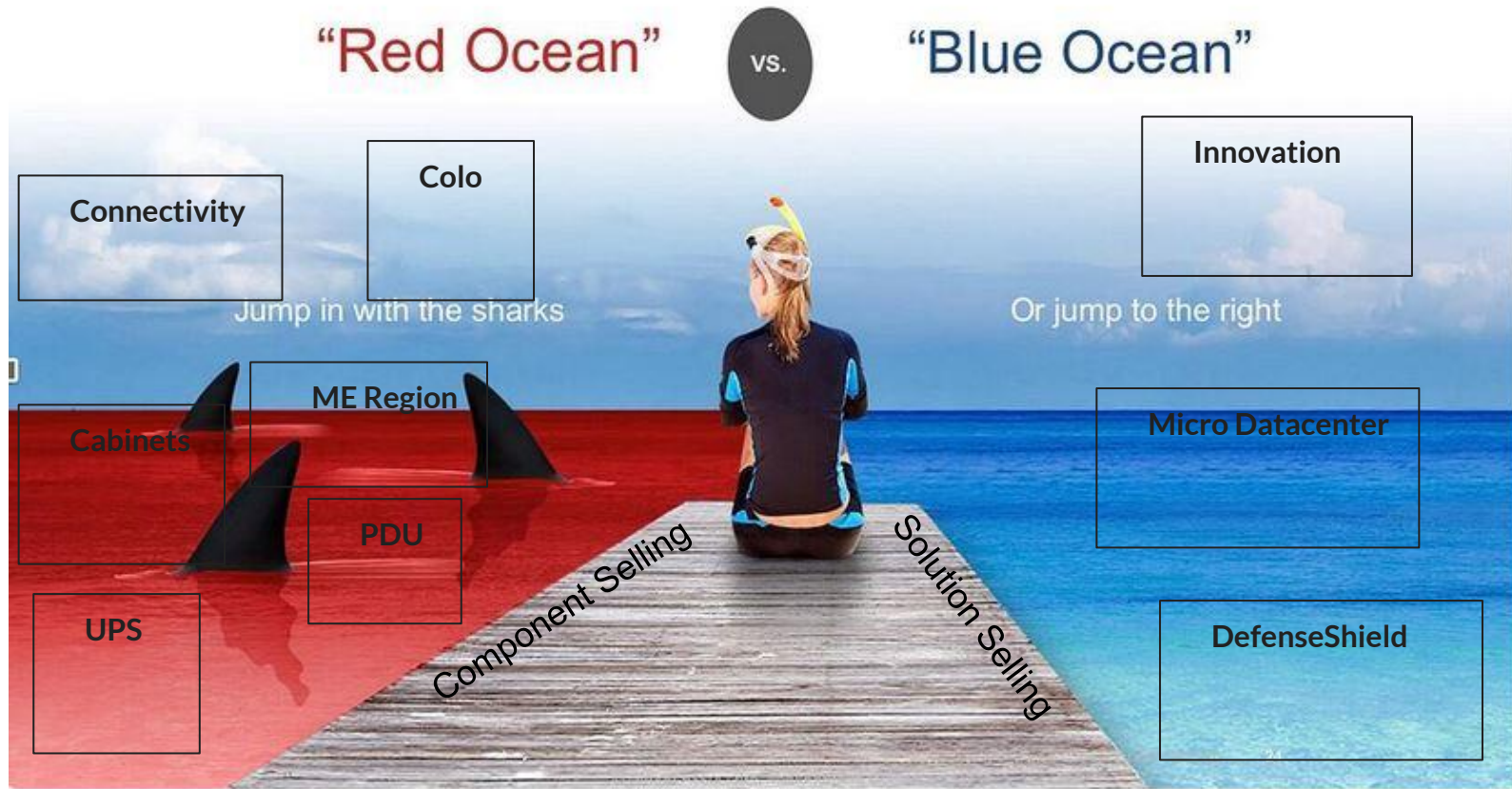
EN CONNEX

**Just like peanut
butter & jelly.**

Enconnex Containment & Cabinets.



Selling Strategy



Marketing





SALES.



MARKETING.



Marketing Plan



Marketing Budget



Expected ROI

Thanks, Jerod!

Q1 Enconnex Evangelist Award Winners



\$100

Thank you for promoting Enconnex
every day!

Komal Parab

Duane Coder

What have those marketing people been up to?

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.

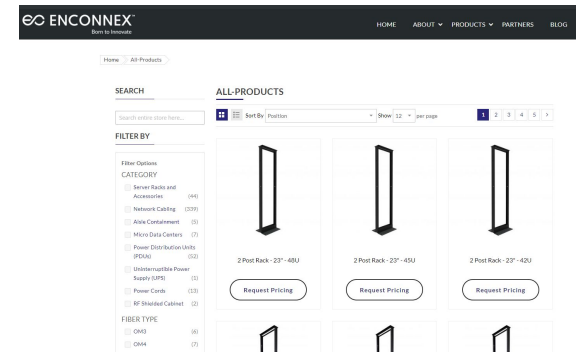
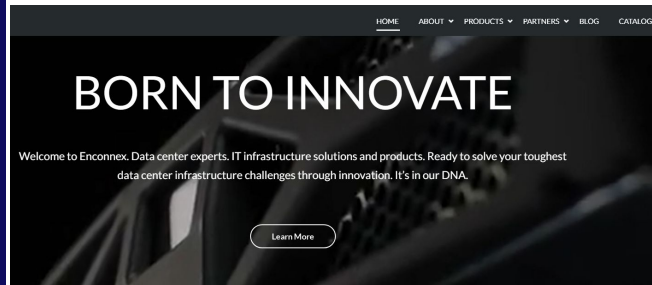
Website Revamp

Phase 1: New Catalog site built on Ecwid

- Better search. Easy to filter, find products
- Better UI



Today: Two integrated sites



**Goal: One site. Designed for Lead Gen.
Designed for Customers.**

Promote New Products: Cabinets



DC Series Cabinets




Made to accommodate extended server depths.




DEFENSE SHIELD

A maximum security vault in a server rack.



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](#)



ECX CABINETS

Tested and Approved by the World's Top Companies



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



ECX CABINETS

Deployed in Data Centers Across the Globe for a Reason




> Designed by data center experts for data center experts.




ECX CABINETS

Otherworldly Quality at an Earthly Price



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



Promote New Products: Cabinets

ENCONNEX
Enconnex
Server Cabinets



Promote In Stock Inventory

ENCONNEX

Oodles of networking noodles.

(Meaning we have lots of network cabling inventory!)



Power cord procurement problems?

We carry power cords for data centers, IT infrastructure, and network gear: C13-C20. **In stock now.**



Get 6kW of Li-Ion power for \$6K.



ENCONNEX

Get 6kW of Li-Ion power for \$6K.

ENCONNEX

Server cabinet supply chain woes?

A complete line of the data center server racks and cabinets you want, **in stock now.**



ENCONNEX

Eliminate PDU lead time lag.

A complete line of Basic, Switched, Metered, and UPDUs for data center server racks and cabinets in stock now.



ENCONNEX

Ad • www.enconnex.com ▾ 833 825 5329

Server Racks for Sale | In Stock & Ready To Ship

Why Enconnex server racks & cabinets? Superior quality, performance, price & in stock now. Not sure what you need? Leverage our team's expertise. We'll get you what you need. **Black & White In Stock. Ships Fully Assembled. Engineered to Order. All Common Sizes in Stock.**

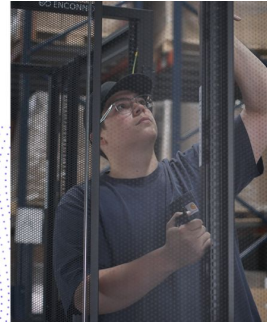
Promote ISO 9001 Certification



 ENCONNEX

Enconnex Receives ISO 9001:2015 Certification

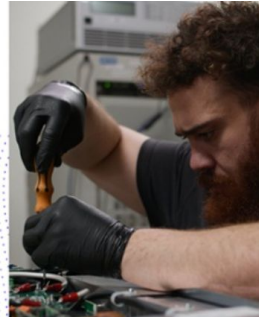
> ISO 9001 is the world's most recognized and adopted quality management system certification.



 ENCONNEX

Enconnex Is Now ISO 9001:2015 Certified

> As an ISO 9001:2015 certified company, we are committed to continual process improvement to consistently exceed customer expectations.



 ENCONNEX

ISO 9001:2015 Certification: What Is It, How To Get It, & More

Published February 2, 2021 | Category: [Process Improvement](#)

Category

- ISO 9001
- Data Center
- Manufacturing
- Server Cabinets
- Service Plans
- Component/Power Supply Dept.

Latest Articles

[ISO 9001:2015 Certification: What Is It, How To Get It, & More](#)

[DataCenter Design Challenge: Custom Layout, Heat Design & More](#)

[ISO 9001:2015 Certified](#)

In 2021, the International Organization for Standardization (ISO) released the current version of the ISO 9001 standard. ISO 9001 principles and practices for the consistent delivery of high-quality products and services. Since the standard was first published in 1987, more than 2 million companies of all sizes and from 100 more than 170 countries have achieved ISO 9001 certification.

ISO is an independent, voluntary, non-governmental organization that develops and publishes international standards. It is one of the 142 national standards bodies, each representing the recognized standards authority for its respective country. Additionally, more than 2,000 member organizations cooperate with the ISO.

Introduce Endless Innovation

Seal the gap and limit containment cooling leakage.

ENDLESS INNOVATION
by ENCONNEX



TRANSFORMING IDEAS INTO TECHNOLOGY
Containment Drop Away Roof & Vertical Panels → (learn more)

TRANSFORMING IDEAS INTO TECHNOLOGY

THE STATUS QUO

- > Unsustainable solution
- > PVC cable jackets bring toxin risks



THE ENCONNEX APPROACH

- > Sustainable solution
- > Non-halogen TPE cable jackets



ENDLESS INNOVATION
by ENCONNEX

UPS DISCHARGE MODE

THE CHALLENGE

Shipping a UPS with charged batteries is unsafe, but storing them with low charge reduces their life.



THE STATUS QUO

Loaded discharge with manual observation. This approach often leads to overshoot and low charge during storage. You risk reducing the life of the battery pack.



THE ENCONNEX APPROACH

Automatic UPS battery discharge after production testing or prior to transferring from site to site. Effectively maintains an optimal state of charge.

ENDLESS INNOVATION
by ENCONNEX

TRANSFORMING IDEAS INTO TECHNOLOGY

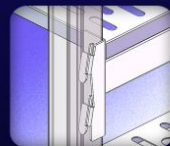
THE OTHER GUYS

- > Tear drop punches for welded shelves
- > Difficult to assemble & easy to misalign



ENCONNEX DEVRACK SHELF

- > Uses a unique wedge design
- > Easier, toolless assembly & able to support heavier loads



ENDLESS INNOVATION
by ENCONNEX

How'd we do?

Lots of Work!



Q1:

178 projects

477 social media posts

16 email campaigns

16 blog posts

4 new videos

4 new landing pages

2 Adwords campaigns

76 datasheets

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

Results: Q1 vs Q4



- Leads: 106
- Opportunities: \$84k;
- In discussion: \$624k
- Website visits: Up 44%
- Organic search: Up 51%

What worked:

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

What's Up for Q2?



- Website Revamp
- Content



Lead Gen!

- Sales enablement
- Invest in paid campaigns (Google Adwords)
- Comarket with Partners: Shows
- Content optimization and new content (SEO)
- New Product Launches: DevSeries, DefenseShield

Born to Innovate Evolution

Born to Perform

Our standard,
high-quality products

Born to Transform

Our new innovative
products

Content marketing is all the
marketing that's left.

Seth Godin

Marketing - What? Why? How?



- Marketing has a big mission:
 - Recognition to the brand
 - Drive leads and traffic
 - Enable sales
 - Much more...
- “Great things are done by a series of small things brought together.” - Van Gogh
- Marketing is sweating the details. We look at:
 - Leads and traffic
 - Sources of leads and traffic
 - Performance by product
 - Keyword rankings
 - Much more...

To find:

- Opportunity

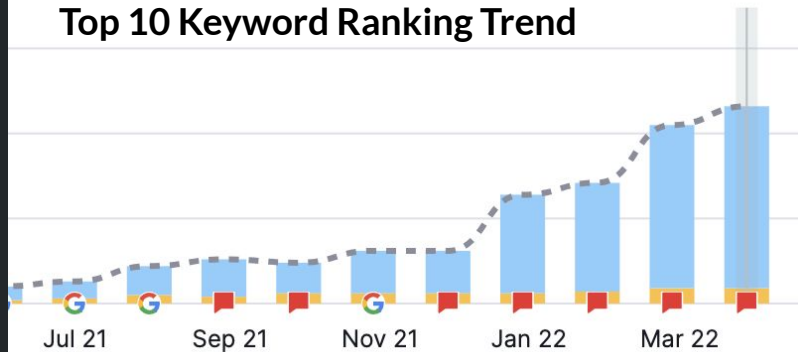
Marketing Opportunities



- So, where's the opportunity?
 - Organic search (Google)
 - Paid search (Also Google)
 - User experience and interface
- How do we capture the opportunity?
 - Communicating the true value of our products and people (solving problems).
 - Creating a seamless digital experience.
- In Q2 2022 our focus is:
 - Organizing and enhancing our catalog site.
 - Refining product messaging.
 - Launching and optimizing product content.

Q1 2022 Results

Top 10 Keyword Ranking Trend



- We may be small, but we're mighty.
- Some Q1 2022 highlights:
- Vs. Q1 2021:
 - Website visits grew by 44%.
 - Leads grew by 67%.
 - Visits from search engines grew by 53%.
 - Leads from search engines grew by 50%.
- Vs. Q4 2021:
 - Leads from paid search grew by 60%.
 - Top 10 keyword rankings grew by 238%

Show and Tell

server rack height



All Images Shopping Videos News More

Tools

About 19,800,000 results (0.78 seconds)

Server racks are typically designated by height, measured in “rack units” or “Us.” A **standard rack unit is 1.75 inches (44.45mm)**, so a 42U rack is 73.6 inches (1866.90mm) high. Data center equipment is also specified in rack units — a 2U server will take up 3.5 inches (88.90mm) of space. Mar 3, 2021

<https://blog.enconnex.com/exploring-server-rack-sizes-a...>

[Server Rack Sizes & Dimensions: Depth, Width, & Height](#)



pdu vs ups



All Images Shopping News Videos More

Tools

About 6,220,000 results (0.56 seconds)

PDUs merely distribute power. They do not generate it. **UPS**s are essentially backup batteries in the server rack. They provide backup power in the event of an outage and complete protection against power quality problems. Jan 18, 2022

<https://blog.enconnex.com/power-distribution-unit-pdu-...>

[PDU vs. UPS vs. Power Strips, Learn the Differences | Enconnex](#)

About featured snippets Feedback

 ENCONNEX

Born to Innovate

Q & A

Closing Words

?



Born to Innovate

Thank You!