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2022 Q3
Looking Forward

Global All-Hands
July 7, 2022

Agenda

- News - Robert
- Product Roadmaps - PMs
- Market Insights - Robert
- Sales - Jerod
- Marketing - Julie

What's Happening at Enconnex?
News

New hires

Omega Zareno - Reno - Firmware Engineer

Big Wins!

Jerod will share

Attention!

US team: Be sure to get your self-evaluations in by July 14

Heads Up!

ISO Audit - Reno - July 21-22

ISO Audit - Shanghai - July 25

Core Values

A Toast to You!

Big Picture Thinker

Rianna Yang - Not only does she manage the China Operations with high performance, she also always keeps tabs on activities elsewhere in the company that might affect supply chain and vice versa.

Individual Accountability

Jason Weber - has shown continual growth and development as our Warehouse lead. Over the last few months has has put in considerable effort to learn our Odoo system and to work with the Operations staff to improve our inventory status and processes. Always willing to take on new challenges, Jason has been absolutely reliable and dependable in his role. From large, overlapping orders, to urgent customer builds, Jason always goes above and beyond to just get the job done.

Team Mentality

Duane Coder - Aside from always keeping our shipping and receiving department running smoothly, the last few months Duane has really shown his dedication and tenacity by working the equivalent of two jobs for us. While another employee was out on sick leave then again on paternity leave for a few months, Duane has been handling all of our logistics tasks like a pro. From his amazing choice in socks, to his incredible taste in music, Duane is always here helping to get orders out to customers and keeping morale high .
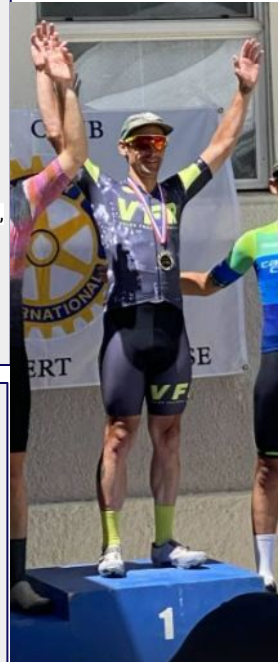
Work/Life Balance

Dave Christenson -
Congratulations to Dave Christenson, our photographer/videographer and amazing cyclist, for winning the Ruby Roubaix - 117 miles on 50% paved/50% gravel roads in the Ruby Mountains, Nevada. Whew! Way to go, Dave!

PM and Engineering

Real Device Testing - Roadmap

Fandoor for standard cabinets (no change from June)
- V5 to integrate the power cutoff switch into the door
- Estimated availability Q3 2022

New Customized iPad Shelf (no change from June)
- Fits 32 iPad Pro, 2 Mac Minis and 2 USB hubs
- Integrated USB hub brackets
- Under Sample validation process

Device holders for flat sliding shelf (new)
- 6 different type of device holders that can securely place phones, tablets, Mac Minis or USB hubs in any combination at any place in the shelf
- Under design verification process
- Estimated availability Q4 2022
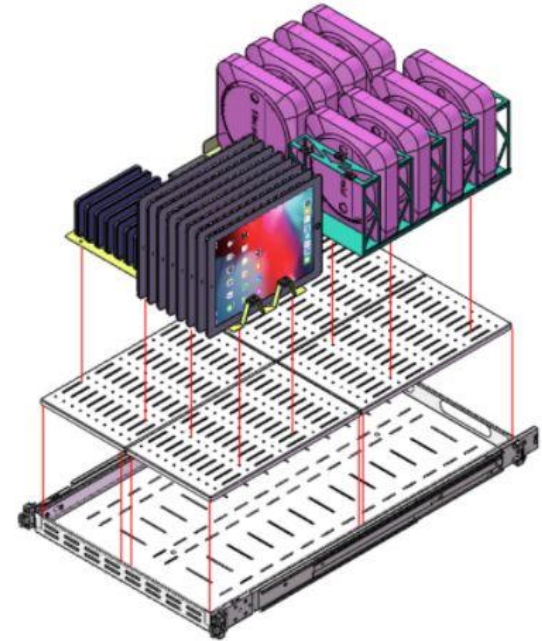
Connectivity - Roadmap

Copper and Fiber local sourcing
- In process of qualifying alternate local CM as well as other global regions

Transceivers Coding and Code Validation Capability
- Transceiver code validation capability now ready in Reno
  - Reno team assessed and completed reworking majority of the Yahoo/Edgecast RMA returns, resulting in significant time saving and customer satisfaction in resolving RMA timely.
- Working with Reno production team on code programming (small volume).

Metal - Roadmap

Standard Cabinet Enhancement (Update->PRD input)
- Unique Industrial design for front door
- 78% open hexagonal perforation for doors
- New Logo/Badge
- New Roof with New brush. Common Brush for roof, bottom, side panel, mounting rail.
- New Mounting rails with new Grommets, provisions for cable management fingers, and air dam gasket.
- New front-to-rear cable trough
- New cable lashing panels
- +Beam Upgrade
- +Increased load-ratings
- +Easier to assemble
- +Rear Frame Option with integrated PDU channel
- +New Brand Name!
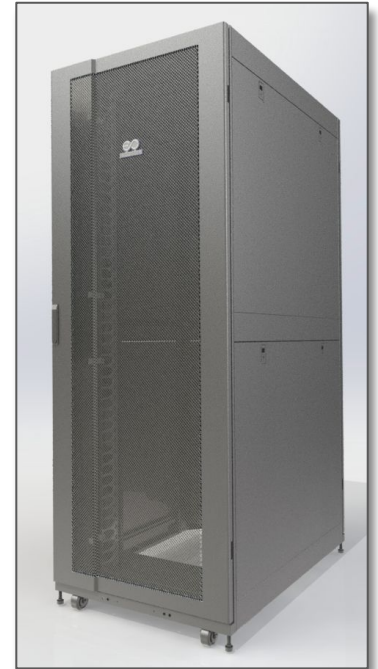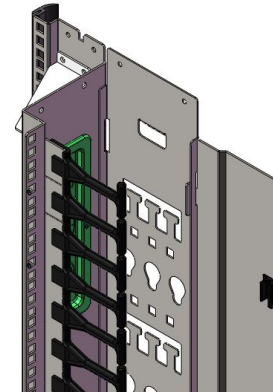
EdgeRack - Roadmap

EdgeRack 5M (**UPDATE**)
- New version for EdgeRack 5M with optimized design and better supply chain.
- Cooling prototype is done, start test mid-July.
- Cabinet prototype will be done July.
- Estimated launch Q4 2022.

EdgeRack Industrial 7M (**UPDATE**)
- New platform, 900mm x 45U Cabinet, 7kW self-contained cooling, NEMA 12 / IP54.
- Started the second-round test, will be done mid-July.
- Plan to start CE & FCC test in mid to late July.
- Estimated marketing promotion August and launch the product September.

Power - Roadmap

AC6000 next generation (no change from June)
- 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 - Q4 2022
- Outsourcing some portions of the design to speed up the development

TAA PDU (no change from June)
- 3 models sent to CSA for UL testing
- 10 models being developed to cover the wide range of North American circuits
- General availability end Q3 2022

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Product Management Market Insights

Understanding Power Basics

By Robert Faulkner
07.07.22

Agenda

- What is a Data Center?

- Power Reference

- Basics of Power Distribution

- Customer Expectations

- Basic Power Calculations

- Enconnex Upcoming Offering

What is a Data Center?

From Wikipedia:

A data center is a building used to house computer systems and associated components, such as telecommunications and storage systems. It generally includes redundant or backup components and infrastructure for power supply, data communication connections, environmental controls, and various security devices.

What is a Data Center?

Racks & Cabinets

Aisle Containment

Network Cabling

UPS

PDUs

Power Cords

EdgeRack
Intelligent Cabinet
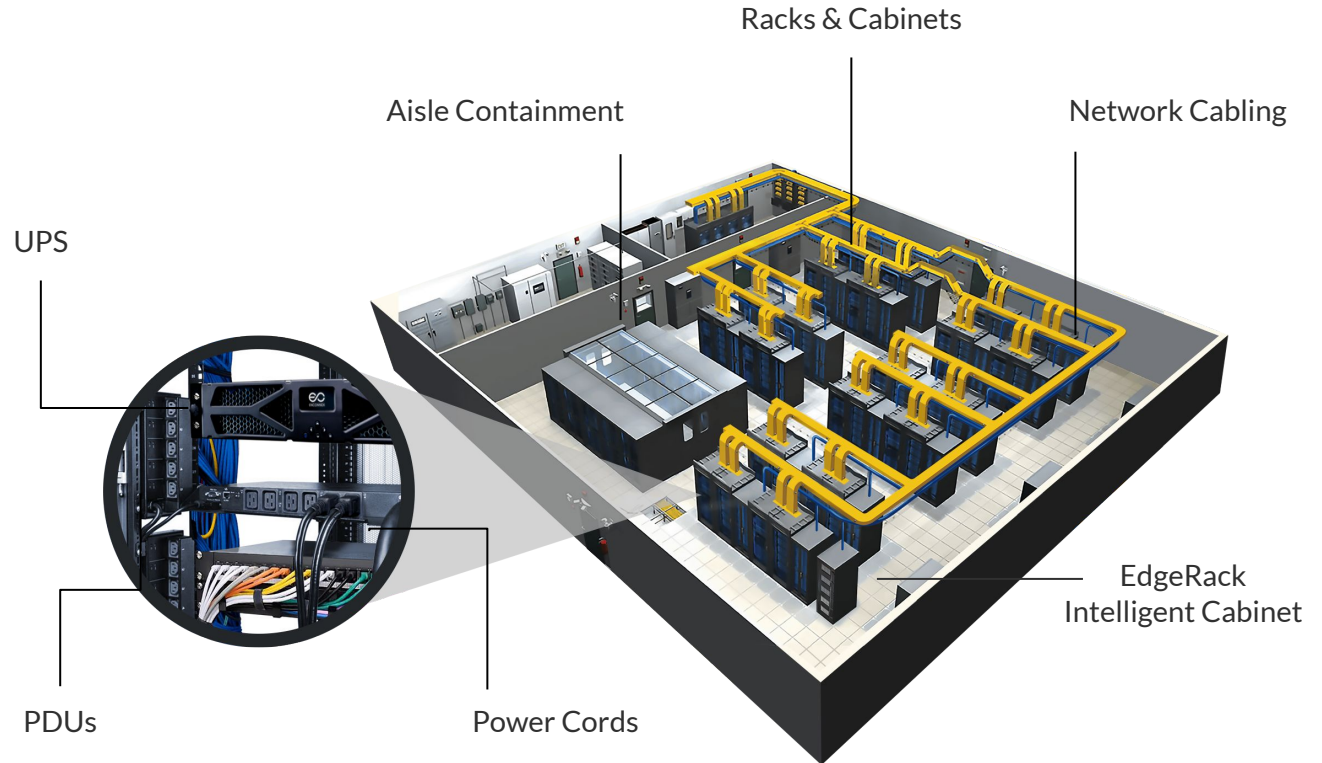
What is a Data Center?

Power Reference

15000 W typical

In a major data center

1200 W typical

Averaged throughout a year

Power Reference

Switch Citadel

7.2 Msqft / 650 MW
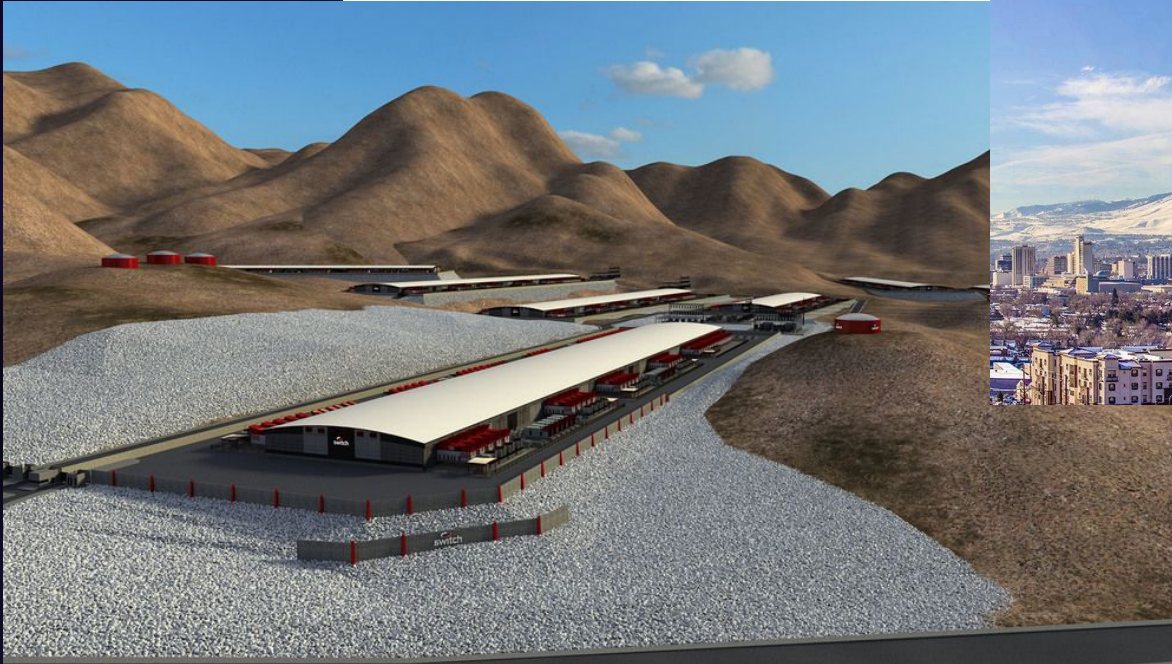
Reno Metro

200k homes = 240 MW

Basics of Power Distribution

In the real world, Voltage is the common unit discussed when delivering power.

Transformers increase or decrease the voltage for various purposes.

Power Plant 25,000V

Industrial Transformer 277V

Residential Transformer 120V

Long-Distance Distribution 250,000V

Substation 15,000V

Basics of Power Distribution

At the point of use, including in data centers, Amperage (current) is the unit most used.

Breakers or fuses are used to protect circuits from high current.

Data Center mains 5000-15000 A

Row PDU 250-1250A

Overhead Busway 250-1250 A

IT equipment 1-16 A

Outlet Metered, Outlet Switched PDUs

Rack PDUs 20-60 A

Customer Expectations

What do they need in power delivery and distribution equipment, including a rack PDU?

General power equipment
- Reliability
- Compliance
- Quality
- Value

Rack PDUs
- All of the above
- Fit (size and mounting)
- Outlet density
- Technology

Basic Definitions and Calculations

- Voltage is the relative potential to move charge between two points
- Current is the rate of "flow" of electric charge through a load
- Power is reported in watts = volts x amps (W=VA) in its simplest approximation
- Energy is discussed in joules = watts x seconds and is reported and billed in kilowatt-hours

Example #1: Home standard voltage of 120V
A hairdryer on high runs at about 1500 watts.
The current draw is thus 1500/120 = 12.5 amps (don't trip your breaker!)
If this ran all day, 1500 watts x 24 hrs = 36 kW-hr ($3.60 at $0.10 per kW-hr)

Example #2: US standard data center voltage 208V 3-phase
A 15 kW cabinet at Switch may be on a pair of 208V / 60A 3-phase circuit
The rated continuous balanced power capacity is 208 x 60 x √3 x 0.8 = 17.3 kW
At $0.045 per kW-hr, the single cabinet could cost as much as $6800 per year just to power the IT gear

Example #3: Global standard voltage 415V 3-phase Wye
The same 15kW cabinet would use a 240V / 30A 3-phase circuit
The rated continuous balanced power capacity is 240 x 30 x 3 x 0.8 = 17.3 kW
Higher voltage means lower current needed for the same power and overall greater efficiency and lower costs

IT WAS MY UNDERSTANDING

THERE WOULD BE NO MATH

imgflp.com

Enconnex Upcoming Offering

Basic TAA PDU
- Basic technology meaning no intelligence, no metering, and no communication.
- TAA is the Trade Agreements Act and refers to product being made in the USA or several other agreed countries. This excludes China and India, but includes Mexico, Canada, and most of Europe.
- PDU, as in rack PDU.
- All the major circuits from 1-phase 20A to 3-phase 60A.
- Standard sizes for vertical mounting: 69" standard and short EdgeRack versions.
- Target customer is US government and critical infrastructure that want or need US made product.
- Pricing available as needed.
- Available to order 9/1.

Sales

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Organization Change

- Frank Hauser and Prabhu Deva moved to the Rahi Organization

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Q2 2022 Results and more....

Quick Sales Figures Breakdown:

- Bookings increased 15% YoY from Q2 2021 to Q2 2022
- Product mix is becoming more varied with DefenseShield, Cabinets, Connectivity, Power and Containment
- Current Q3 Projections:
  - Most Likely: $1.42mm
  - Upside: $2.7mm
  - Revenue: $3.5mm

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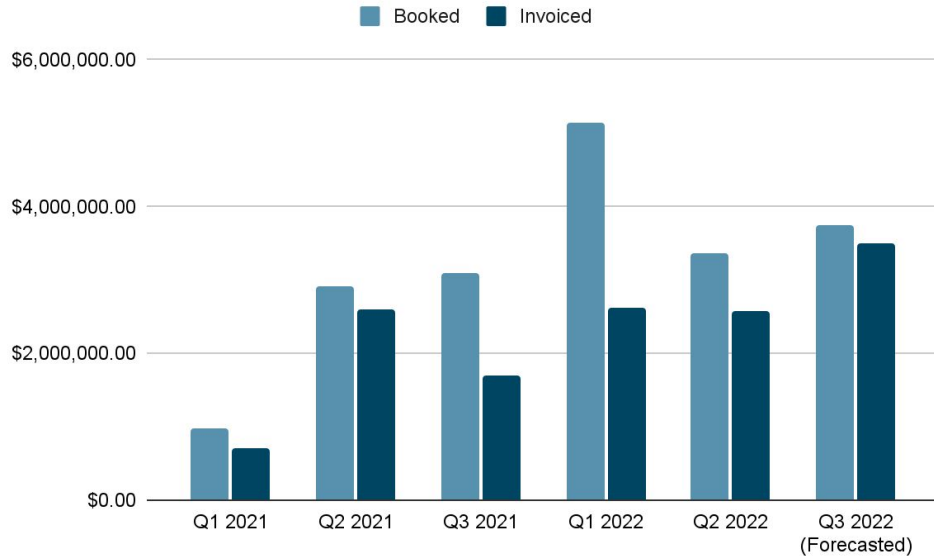
Let's talk about WINS!

Sauce Labs - DefenseShield
Backblaze - Phase 2
Terrasense - DefenseShield
DC Blox - Birmingham Expansion
DC Blox - Huntsville Expansion
Nova - Phase 3
Mavenir - CyrusOne Expansion
Rackspace - PDUs
Peraton/NASA - RF Enclosures
DigitalEdge Solutions - EdgeRack
TATA Elxsi - Cabinets

Marketing

Marketing

Q2 Enconnex Evangelist Award Winner

$100

Thank you for promoting Enconnex every day!

Ishpreetsingh Sahani

Marketing 2022 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.

Launch DevShield

New DevShield Video

ENCONNEX

INTRODUCING REAL DEVICE TESTING ENCLOSURES

DevShield Wins!

CABLING INNOVATORS AWARDS

Dear Julie,

Congratulations, Enconnex is being honored with an Innovators Award from Cabling Installation & Maintenance.

Company: Enconnex
Product/Project/Application: DevShield RF Shielded Enclosure
Award Level: Silver Honoree
Category: Test Equipment

Reintroduce DefenseShield
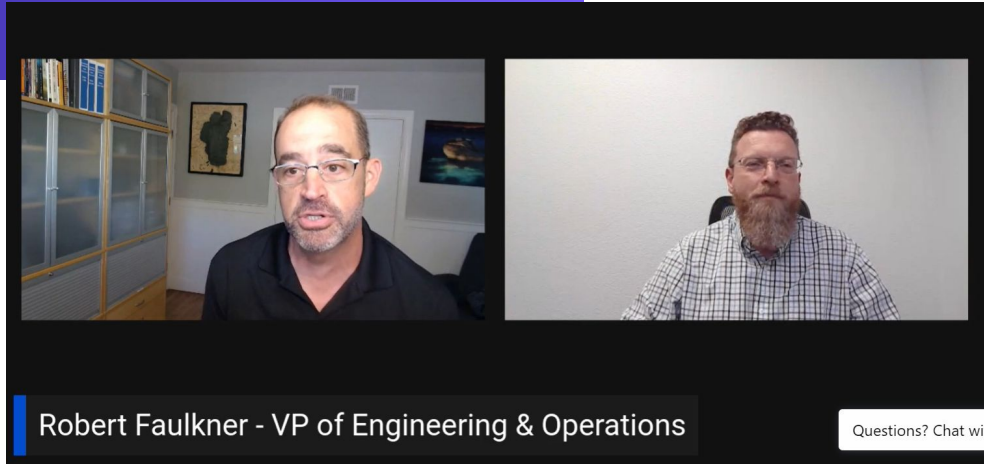
DefenseShield Intro Video
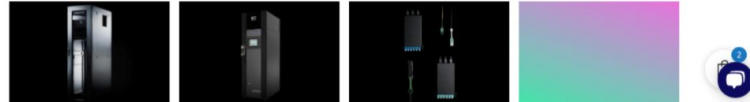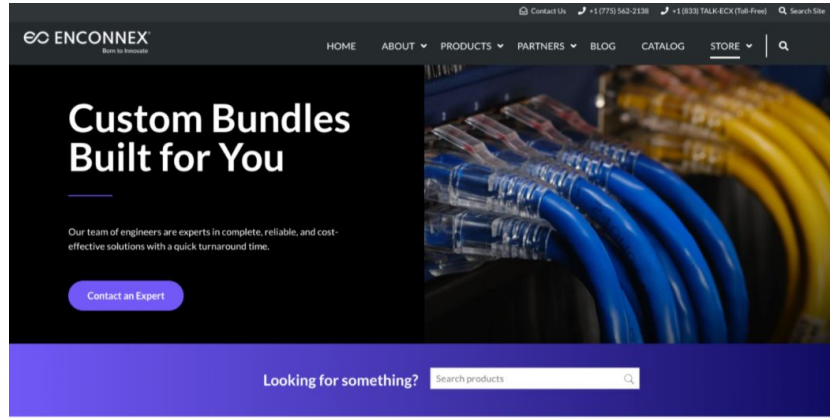
Website Revamp: Catalog Site Sneak Peak

Today: Two integrated sites

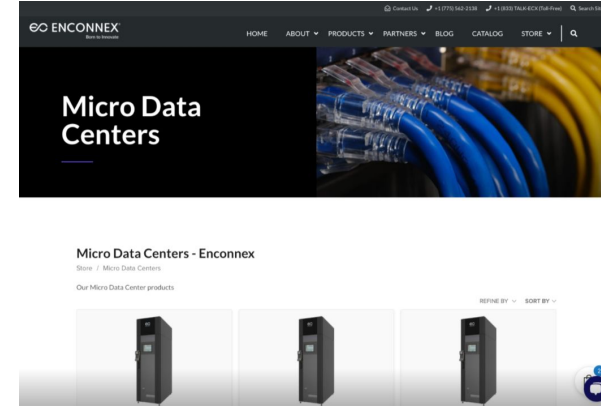**Goal: One site. Designed for Lead Gen. Designed for Customers.**
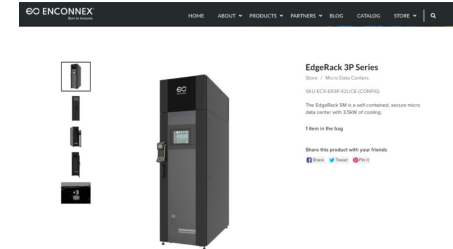
- Better search. Easy to filter, find products

- Better UI

Catalog home page:

Product category page:

Product page:

Promote In Stock Products

Endless Innovation Initiative

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

HIGH-POWERED & COMPACT AC6000 LITHIUM-ION

THE CHALLENGE
Accommodating increased UPS power needs with limited rack space.

THE OTHER GUYS
Competitor Li-ion offerings are limited to 5kW and their VRLA offerings are 5U or larger.

ENCONNEX
AC6000 Li-ion UPS provides 6kW/6kVA of power in a 2U form factor with 1 hr. recharge to 90%.

IN A CLASS OF ITS OWN
AC6000 is the first and only UPS of its kind on the market. Offering the highest density, best performance, and best value available. On top of that, it works great with EdgeRack micro data center prod...

FAN DOOR ADAPTER

THE CHALLENGE
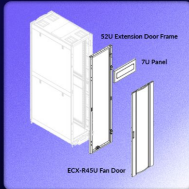Salvage existing fan doors when upgrading to taller cabinets.

ENCONNEX SOLUTION
Retrofit 45U fan doors to 52U cabinets using adapter frames and fixed filler panels.

> **Sustainability**
Promote sustainability and save money by reusing materials.

> **Adaptability**
Make use of spaces that can accommodate 52U cabinets, but not open 52U doors.

52U Extension Door Frame
7U Panel
ECX-R45U Fan Door

ENDLESS INNOVATION by ⊘ ENCONNEX

TOOLLESS PUSH-IN LOCK SCREWS

THE CHALLENGE
For high-density rack configurations, installing new equipment can be difficult and time-consuming.

THE OTHER GUYS
Standard cage nuts and screws must be precisely aligned with the desired equipment prior to installation. You must have physical access to the rear of the rail for future installations.

THE ENCONNEX WAY
Our toolless push-in lock screws enable fast installation. Just push the screw in with your thumb and it's locked into place. Perfect for high-density installation with limited space.

ENDLESS INNOVATION by ⊘ ENCONNEX

EDGERACK 5M
COMPACT, HIGH-CAPACITY MICRO DATA CENTER

THE CHALLENGE
Network cabinets are using more power and their cooling systems need to keep up.

THE OTHER GUYS
3.5kW maximum cooling capacity with single-component cooling or utilize oversized cabinets to reach 5kW cooling capacity.

ENCONNEX SOLUTION
EdgeRack offers 5kW of single-component cooling in a standard 600mm x 1200mm x 42U cabinet. The first and only of its kind on the market.

ENDLESS INNOVATION by ⊘ ENCONNEX

Results!

- **Leads Q2: 129**
- **Opportunities: $346k;**
- **Website visits: Up 55%**
- **Website performance score: "A"**

What worked:

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

Web Performance

Keyword Rankings:

- Mobile device testing rack - #3 (+43)
- Standard server rack - #4 (+15)
- Cold aisle containment solutions - #8 (+15)
- Hot aisle containment solutions - #7 (+12)
- Data center power cords - #5 (+10)
- Network cabling products - #4 (+4)
- How to block RF interference - #4 (+34)

Stats (Q2 2022 vs. Q1 2022):

- 55% increase in overall website visits.
- 143% increase in organic visits (from search engines).
- 31% increase in keywords ranked in the top 10.
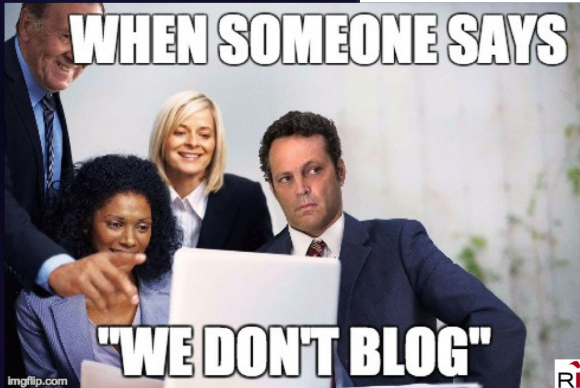- Generally outperforming all tracked competitors, but Tripp Lite in targeted SEO.

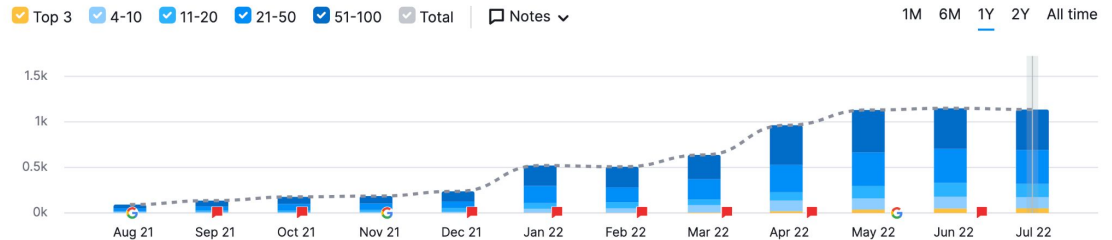**Market Traffic vs Selected Domains Trends** *i*

* Competitors Tracked = APC, Tripp Lite, Rittal, Raritan, LeGrand, Eaton, Vertiv, and Chatsworth
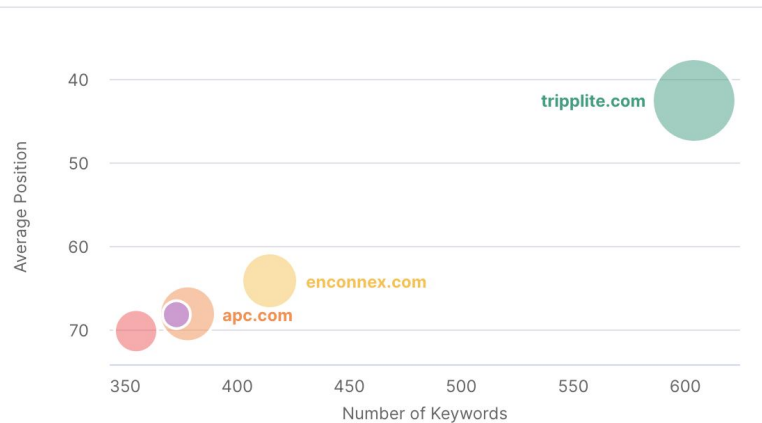
Web Performance

How?

- The blog has been our main source of new visits.
  - Drove 33% of all pageviews in Q2 '22 vs. 12% in Q1 '22.
- Our blog about server rack width, depth, and heights received 2,732 pageviews in Q2.
  - Second only to our home page with 2,739.
- Focused blog topics, opportunistic optimization (product and blog pages), quality writing, and consistent publishing have lead to these results.

Examples

Looking Forward
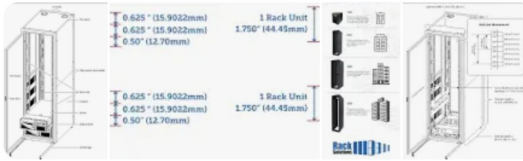
Moving Into Q3:

- *Continue* using:
  - Paid search ads for leads.
  - Blog for thought leadership and traffic.
  - Product page optimization for leads and traffic.
- *Start* exploring design-centric lead generation tactics as we approach the new site.
- *Start* standing up the new catalog site (Ecwid).
- *Stop*. Collaborate and listen.

Lots of Work!

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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

What's Up for Q3?

- **Catalog Site Revamp**
- **Content**

 Leads!

And,

- Sales enablement
- Invest in paid campaigns (Google Adwords)
- Market with Partners
- Content optimization and new content (SEO)
- New Product Launch: TAA Compliant PDUs

Thank You

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