

## **End-of-Life (EOL) Planning for SRU Horizon Smart Solar Water Heater**

EOL Planning Category	
Product Identification	<ul style="list-style-type: none"> <li>• Goal: Effectively retire the SRUSC 2236 solar collector.</li> <li>• Replaced by: The new, more efficient, and lower-priced SRUSC 2454 solar collector.</li> </ul>
Rationale	<ul style="list-style-type: none"> <li>• The SRUSC 2236 is no longer supportable with advancing technology.</li> <li>• The replacement SRUSC 2454 is more efficient, less expensive, requires less space, and is compatible with the new SRU Horizon app.</li> <li>• The retirement process will begin upon the new commercial system launch and span a one-year period.</li> </ul>
Retirement Strategy	<ul style="list-style-type: none"> <li>• Position the SRUSC 2454 as a direct, high-value upgrade to the SRUSC 2236.</li> <li>• Use the retirement as an opportunity to reinforce SRU's commitment to innovation and customer support, generating goodwill and potential upsell opportunities.</li> </ul>
Proposed Mitigation Plan	<ul style="list-style-type: none"> <li>• Announce the SRUSC 2236 retirement at the time of the new system launch.</li> <li>• Contact all known current users and offer a replacement SRUSC 2454 at a 50% discount with free installation.</li> <li>• Honor all existing warranties and contractual leases for the SRUSC 2236.</li> <li>• Update the corporate website with a video and FAQ explaining the retirement and conversion plan.</li> </ul>
Communications Planning	<ul style="list-style-type: none"> <li>• Notify all current SRUSC 2236 customers via both direct mail and email.</li> <li>• Have sales representatives personally call critical customers to discuss options.</li> <li>• Schedule a series of Teams video teleconferencing calls for Q&amp;A sessions.</li> <li>• Equip all customer support and sales personnel with detailed retirement information.</li> </ul>
Internal Impact	<ul style="list-style-type: none"> <li>• Sales and Customer Support will manage all customer communications and inquiries regarding the EOL.</li> <li>• Manufacturing and Operations will cease ordering new parts for the SRUSC 2236 and manage the remaining inventory for service needs.</li> <li>• Installation teams must be prepared for the increased demand for conversion projects.</li> </ul>
External Impact	<ul style="list-style-type: none"> <li>• Existing SRUSC 2236 customer issues will continue to be managed by Customer Support as long as parts are available.</li> <li>• The 50% discount incentive will be offered for a one-year period to encourage migration.</li> <li>• Customers will be informed that failure to replace the system may eventually lead to an inability to service the unit as parts are depleted.</li> </ul>
Cost Analysis	<ul style="list-style-type: none"> <li>• The retirement program is designed to be a break-even initiative after the customer discount.</li> <li>• The strategic value comes from generating customer goodwill and creating opportunities to sell upgraded full systems.</li> <li>• The new SRUSC 2454 is less expensive for the customer to purchase and maintain, providing a strong financial benefit for them to convert.</li> </ul>

Scheduling	<ul style="list-style-type: none"> <li>• Milestone 1: Announce the SRUSC 2236 retirement in May 2026, coinciding with the new system launch.</li> <li>• Milestone 2: Complete the conversion of all customer units within 18 months of the launch.</li> <li>• Milestone 3: End all support for the SRUSC 2236 after the 18-month conversion period.</li> </ul>
Risk Analysis	<ul style="list-style-type: none"> <li>• Retirement communications may not reach all SRUSC 2236 users.</li> <li>• Customers may be unwilling to fund the conversion, even with a 50% discount.</li> <li>• SRUSC 2236 units may fail before customers can convert.</li> <li>• Parts and inventory shortages for the SRUSC 2236 may occur before the retirement period ends.</li> <li>• A lack of installation personnel may create a bottleneck in handling the conversion demand.</li> </ul>
Critical Success Factors (CSF)	<ul style="list-style-type: none"> <li>• Achieve 100% reach to inform all current SRUSC 2236 customers of the EOL plan.</li> <li>• Successfully convert all SRUSC 2236 units to the new SRUSC 2454 within 18 months of the new system launch.</li> </ul>