



2023 ICSC — Round 2 SCENARIO

**REGARDLESS of what happened in Thursday's role plays,
THIS is the Round 2 scenario that covers what really happened in Round 1.**

This looks promising!

Your meeting with Lauren Yurick went well. You learned that a technology purchase needs to be made soon. When probing for more specifics about AssuredPartners' needs, you learned some important things.

AssuredPartners is expanding into Belgium and needs new technology to support that expansion. Specifically, AssuredPartners is acquiring a Belgian company (which they weren't at liberty to disclose) and they need new laptops to avoid downtime from older, failing technology and slower outdated equipment. Lauren shared that it doesn't inspire customer confidence when the tech doesn't work. AssuredPartners can also lose clients in Belgium and not gain new customers (get a poor reputation) if the existing technology is not replaced. Lauren estimated that this purchase would involve about 200 laptops *likely* priced at \$1,500 each.

Lauren also disclosed that AssuredPartners wants to buy better machines—ones that cost \$2,100 each. However, technology prices are high, and budgets are tight right now. Better machines last longer and have fewer issues, but this is a large purchase that they did not expect nor account for. If they buy the more inferior laptops, they'll need to be replaced sooner (increasing costs down the road). As cheaper laptops experience issues when they become outdated, it causes headaches for salespeople, plus it doesn't look good to customers if the fails happen in front of them. Ideally, Lauren would like to be able to afford the better laptops. Thus, a technology financing solution from DLL seems like a good option because a technology lease will spread this cost out over time.

Finally, Lauren feels like some lenders take too long to approve things. Personally, Lauren gets annoyed when she wants to make a purchase and must wait. Also, AssuredPartners experienced a similar situation last year when a deal to purchase some tech expired before approval could be obtained, resulting in a loss of \$20,000 worth of savings.

At the end of the meeting, Lauren was very interested and would send over some information to start the approval process. You asked about next steps and Lauren said that Paul (Pauline) Vredenburg, the Chief Operations Officer at AssuredPartners would need to weigh in on this. Lauren could not set up a meeting for Paul (Pauline), but Lauren was happy to make the introduction via email. You followed up on that email and set up a meeting with Paul (Pauline). Of course, you looked up Paul (Pauline) on LinkedIn: <https://www.linkedin.com/in/paul-vredenburg-22b43823/>.

Before that meeting, you learned that DLL would approve a technology lease for AssuredPartners for \$1,000,000 or more if needed. This is good news because their needs are below that amount. Before your meeting, you familiarized yourself with DLL's [Interest Rate Schedule](#).