



## 2025 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. You are to assume this information when planning for Round 2. This has NO RELEVANCE to the Wild Card Round!**

Dexian in India is a viable lead!

Your meeting with Sarah Norton went well and you learned a lot about the cybersecurity needs of Dexian in India. Sarah said Dexian's India HQ in Chennai was recently the target of a cyber-attack. It started slow, then picked up quickly. There were many attackers hitting all at once and Dexian had to call on all 11 of the security team in India to defend it. Dexian has a team of 11 people, a team of 6 in Chennai and one more at 5 other locations. Sarah said client data was targeted and Dexian could likely lose a lot of clients if Dexian lost clients' trust, adding up to millions.

Sarah stressed that Dexian needs to minimize downtime. When the attack happened, Dexian had to shut down their entire system to contain the threat, and this was noticed by a handful of inconvenienced clients trying to use the Dexian portal. Sarah said that when clients cannot get to the system, it creates doubts. If clients feel that Dexian does not have its act together, they could start leaving. When asked, you were told that small clients could be worth \$20,000, but larger ones are 6 figures.

Sarah said that Dexian was worried that India may be attacked again soon. Dexian had five other India locations report the same initial signs of the attack on Chennai. Some at Dexian are worried that the next attack may involve multiple locations and might overwhelm the team of 11 in India. There was talk of doubling the team to prevent this and each new hire would cost \$120,000.

At the end of the meeting, Sarah was very interested. You asked about next steps and Sarah said that Mike (Michelle) Zachrich, Vice President of Sales at Dexian would want to know more about ReliaQest as well. Sarah could not set up a meeting for Mike (Michelle), but Sarah was happy to make the introduction via email. You followed up on that email and set up a meeting with Mike (Michelle). Of course, you looked up Mike (Michelle) on LinkedIn: <https://www.linkedin.com/in/mike-zachrich-45719a22/>.

Be familiar with pricing before this meeting:

<https://icsc.business.fsu.edu/sales/ICSCMedia/ReliaQuest/ReliaQuestOverviewAndPricing.pdf>