



***Selling with the Bulls: USF System Fall 2024***  
***Networking, Prospecting, Needs, and Customer Conversations***

***ReliaQuest Account Manager***

**RELIAQUEST**

ReliaQuest's GreyMatter is a cloud-native security operations platform that is delivered as a service any time of day, any place in the world. Built on an Open XDR architecture it offers bi-directional integration across any vendor solution, whether on-premises or in one or more clouds, to ingest data and automate actions. It brings together telemetry from any security and business solution to deliver singular visibility across the enterprise ecosystem and unifies detection, investigation, response, and resilience, so organizations can accelerate incident response and manage cyber risk better. Hundreds of Fortune 1000 organizations trust ReliaQuest GreyMatter to operationalize security investments to focus teams on the right problems, close visibility and capability gaps to proactively manage risk and accelerate initiatives for the business. ReliaQuest is a private company headquartered in Tampa, Fla., with multiple global locations. For more information, visit [www.reliaquest.com](http://www.reliaquest.com)

A recent study of more than 400 security decision makers at large enterprises confirmed the critical gap ReliaQuest fills for its customers. The report found that enterprises, in an effort to protect themselves, have implemented numerous security tools and technologies. However, 71% say they have added tools faster than they can productively use them while 69% now spend more time managing the tools than effectively defending against threats. Even with all this effort, a majority of enterprises say their security posture has not improved and they do not have confidence their systems and processes will be resilient in the face of an attack.

ReliaQuest's GreyMatter helps companies solve these problems by connecting the existing technology, people, and processes that enterprises rely on through a centralized SaaS platform. GreyMatter also includes the quality content, playbooks, and security expertise of world-class security operations, and the transparency and ongoing measurement that enterprises need from a trusted partner.

## **RELIAQUEST GREYMATTER**

Acting as a force multiplier on an organization's existing cybersecurity investments, only ReliaQuest's GreyMatter security operations platform integrates disparate technologies to provide a unified, actionable view that fills the gaps in enterprise security programs. As a result, only GreyMatter can provide enterprises with true visibility; automation across the entire security workflow; and ongoing benchmarking and measurement to give enterprises the confidence needed in their security tools, programs and processes.

### **1. True Visibility**

At the heart of ReliaQuest GreyMatter is the universal translator. ReliaQuest built a patented translation layer to gather and normalize data on demand from leading security technologies and cloud providers.

The company's framework integrates data from customer toolsets to give companies a single, comprehensive view across their environment. This isn't a one-time API connection. Dedicated engineers continuously map fields on a technology and source level on a per customer basis. This goes way beyond any other data bridge in the industry.

Because of this bi-directional integration and resulting visibility, GreyMatter delivers threat detection content tuned to the company's environment and mapped to frameworks like NIST, the Kill chain and MITRE ATT&CK to provide better threat coverage and enable faster threat response

With this combination of capabilities, customers experience an ROI of 350% in less than 6 months according to an independent analysis by Forrester. On average, Reliaquest customer experience 74% improved detection capabilities, 90% reduction in noise, and 30% increase in visibility. This results in reduced headcount expenses of \$1.2M over three (3) years.

Attrition of experienced security analysts combined with a shortage of qualified talent is an ongoing challenge for every security organization. Visibility provided through the universal translator enables a newly hired analyst to be competent across all the security tools in their organization. This reduces ramp time of new analysts by months and force multiplies the capabilities of every analyst on the team.

### **2. Automation and Unified Security Workflow**

The security workflow includes preparation (optimization of tools), detection, investigations, response, and measurement (analysis). GreyMatter unifies this workflow because of the visibility provided across what are typically disparate tools. A unified security workflow accelerates the entire process and ultimately reduces Mean Time to Respond (MTTR). A unified workflow reduces noise, enables a consistent response to investigations, and makes automation across the entire lifecycle possible.

The industry often thinks of automation only in terms of response. But ReliaQuest looks for opportunities to automate across the security lifecycle.

In addition to automating the data collection stage to speed investigation, GreyMatter contains several pre-built playbooks across commonly detected events and use cases to help your team confidently automate in line with your standard operating procedures.

And ReliaQuest is applying automation in yet another way. ReliaQuest GreyMatter improves a company's security posture with machine learning-driven, automated hunts and automated attack simulations to validate security controls and systems, identify gaps and prioritize remediation based on risk to the business.

Attrition is often the result of analysts being constantly forced to complete repetitive, duplicative, mundane lengthy tasks across multiple systems to eliminate what is often a false positive alert. A

unified security workflow reduces the noise by 90% enabling the analyst to focus on important tasks rather than being buried by an unfulfilling and endless workload. The ability to automate across the entire workflow accelerates MTTR which reduces risk and operating costs.

### 3. Ongoing Measurement / Model Index Process.

An essential requirement of any security operations team is to be able to validate the effectiveness of the program, processes, tools, and people. GreyMatter is also designed to give a company the ongoing reporting and measurement to track improvements in visibility, efficacy of tools and maturity of your teams and processes. GreyMatter does this through a process called the Model Index. Model Index is unique because it gives a holistic view of the security posture since ReliaQuest has visibility across all tools. Security gaps and tool efficacy can be seen by evaluating the deployed rules/content against a security framework such as MITRE ATT&CK. Team efficiency can also be viewed over time to understand how effective the team is. Risk scenario coverage is mapped to key threats providing visibility of known risks. Finally, these results can be benchmarked across industry averages to evaluate a company to other companies in the same industry.

### PROSPECT COMPANY – CELSIUS Holdings

CELSIUS Holdings, Inc. (Nasdaq: CELH), is a global consumer packaged goods company with a proprietary, clinically proven formula for its master brand CELSIUS®. A lifestyle energy drink born in fitness and a pioneer in the rapidly growing energy category. CELSIUS® offers proprietary, functional, essential energy formulas clinically-proven to offer significant health benefits to its users. CELSIUS® is backed by six university studies that were published in peer-reviewed journals validating the unique benefits CELSIUS® provides. For more information, visit: <https://www.CELSIUSHoldingsinc.com>

CELSIUS MetaPlus® blend is specially formulated to turn on thermogenesis, a process that boosts a person's metabolic rate. It's compiled of ginger root, guarana seed extract, chromium, vitamins, and green tea extract with a specific ratio of EGCG (epigallocatechin gallate) –the compound that scientists have found boosts metabolism. When combined with exercise, CELSIUS helps burn more calories and body fat which has been clinically proven in six published university studies.

### YOUR PROSPECT'S OVERVIEW: SAM SMITH

- Sam Smith recently joined CELSIUS as Chief Information Security Officer (CISO). Sam has a long history in information security and was the CISO for a consumer package goods company for three years before joining CELSIUS.

### SCENARIO:

You are an Account Manager for ReliaQuest and CELSIUS is one of your target customers. Your digital team just notified you that Sam Smith, the CISO, registered on the web site to get access to a research white paper that noted:

- Top Pain Points for Security Operations

- Inability to get security products to work integrate 28%
- Governance, risk, and compliance 25%
- Extending security controls / tools to a hybrid/ multi-cloud environment 24%
- Over 50% of Enterprises report that they spend too much time maintaining security tools (EDR: End Point Detection Reporting and SIEM: Security Information and Event Management)
- Almost 50% of enterprises report data from security tools (EDR and SIEM) is overwhelming
- 86% of enterprises report they are unable to act upon all security alerts daily
- Over half (55%) of enterprises believe they are missing logs (reports) from systems that would help security

You've also noted from ReliaQuest research that there is a:

- 400% improvement in threat detection capabilities in the first 90 days of deploying ReliaQuest capabilities.
- 98% reduction in security system downtime, accelerating threat identification and response
- 35% decrease in the total cost of ownership, due to more efficient security defenses.

The team also shared that Sam had reviewed several pages about GreyMatter on the web site. You conducted a background search and found analyst reports on the critical nature of the transportation industry and the amount of critical information about freight that is communicated between the vehicles and the systems. It's critical that CELSIUS is online and connected 24 x 7 x 365.

You are not an expert in consumer-packaged goods, so you spent a few minutes working with ReliaQuest leadership to gain a better understanding of the possible challenges Sam may be facing. Here are some of the inputs:

- CELSIUS is a young company among beverage stocks, with plenty of room to grow. There is some risk from inflation, rising costs, and backed-up supply chains, but these apply to all businesses and aren't problems specific to CELSIUS.
- Setting a new revenue record as its U.S. sales jumped 214% year over year and international sales grew 5%, CELSIUS saw its total quarterly revenue surge 157% to \$94.9 million compared to Q3 2020. One of the strongest drivers of its growth was its direct store delivery (DSD) network, where distributor revenue grew 429%. DSD is a distribution method involving shipping products directly to the stores where they will be sold from the manufacturer's production facility, rather than sending them to the store chain's distribution center first. The use of DSD maximizes product freshness and often improves sales by giving individual stores the opportunity to quickly restock their inventory as it sells out.
- The top 5 cyber risks facing firms are:
  - Increasing volume of cyber threats
  - Shifting privacy requirements
  - Threats posed by insiders (employees for example)
  - Deficiencies in information
  - Tight budget constraints / tight labor market

**EXAMPLE OBJECTIONS:**

- What is this going to cost?
- Sam already knows what to do. She / He has been in the industry for years.
- CELSIUS has a strong relationship with its primary IT providers who provide great assistance.
- Can ReliaQuest handle the critical data and pace of change of a major operation like CELSIUS.
- Connecting CELSIUS' critical systems to a third party via the cloud is a significant security risk. More connections and a single access point risks everything. Especially in light of CELSIUS' connections to many trading partners and criticality of information

**CHARACTERS:**

- ReliaQuest Account Manager
- Sam Smith, CISO CELSIUS

## COMPETITOR ROUNDS

### **NETWORKING: Meet the Employers Wednesday evening 9/25/2024**

The Center for Marketing and Sales Innovation will host multiple networking events during the week. Sales classes will meet with employers during class sessions and on 9/25 competitors in Selling with the Bulls are invited to have dinner (registration required) with the company representatives then compete in the networking portion of the event on Wednesday evening.

If you are a student in one of the scheduled sales classes, then you will participate in both the class and Selling with the Bulls networking sessions.

Company representatives will identify the best networking students and those students will earn points toward the Networking and Top Bull awards.

Network with the company representatives during the event on Wednesday evening, September 25<sup>th</sup>, to obtain insights on Sam Smith and Celisius that will be assistance in building rapport for the prospecting phone call on Friday morning.

### **PREWORK ROUND 1 (PROSPECTING): Prospecting email to Sam Smith due 11:59p on 10/21/2024**

Send your prospecting email to Sam Smith by 11:59p on Monday, October 21<sup>st</sup>. The goal of the email is to obtain a commitment for a short 10-minute discovery call. Send your email to [sellingwiththebulls@usf.edu](mailto:sellingwiththebulls@usf.edu).

### **ROUND 1 (PROSPECTING): Prospecting phone call to Sam Smith, Friday morning 10/25/2024**

You have been attempting to contact Sam Smith and Sam has not responded despite the interest demonstrated by Sam's time on the ReliaQuest web site. You take the initiative and call Sam in the hopes of catching her / him before the day gets underway.

The goal of the phone call is to obtain a commitment for a short 10-minute discovery meeting.

The time limit on the phone call is 5 minutes. You will make this call from the Muma College of Business Center for Marketing and Sales Innovation Customer Experience Lab on the Tampa Campus.

### **ROUND 2 (Discovery Meeting): Meeting with Sam Smith, Friday mid-day 10/25/2024**

You contacted Sam Smith via phone and were able to set up a 10-minute conversation with Sam. This is that meeting.

The goal of this meeting is:

- To develop an understanding of Sam Smith's and CELSIUS' present situation along with their interest level in contracting with ReliaQuest.
- To determine the timing on Sam Smith's plans to make information technology decisions and the associated project timelines.
- To understand Sam Smith's ideal state and how ReliaQuest can help achieve that state.
- To explain what current ReliaQuest clients are experiencing and validate those similar results would meet the Sam Smith's needs.
- Close on having Sam Smith agree to a meeting where you will present a solution to address Sam Smith's needs.

### **ROUND 3 (Sales Close Meeting): Meeting with Sam Smith, Friday late afternoon 10/25/2025**

Information on what you learned during the meeting will be shared following the round.

This round will be 15 minutes.

The goal of this meeting is to:

- Explore the problems that are prompting Sam to consider a relationship with ReliaQuest
- Close on a ReliaQuest contract: Support for the entire company \$100,000 per year. Three (3) year commitment and 20% discount.

## APPENDIX A: SELECT CYBER SECURITY TERMS (adapted from Wikipedia)

**Alarm fatigue or alert fatigue** occurs when one is exposed to a large number of frequent alarms (alerts) and consequently becomes desensitized to them. Desensitization can lead to longer response times or missing important alarms. Like crying wolf, such false alarms rob the valid alarms of the value they were intended to add (duly alerting people to danger).

**Analytics** is the discovery, interpretation, and communication of meaningful patterns in data. It also entails applying data patterns towards effective decision making. In other words, analytics can be understood as the connective tissue between data and effective decision making within an organization. Especially valuable in areas rich with recorded information, analytics relies on the simultaneous application of statistics, computer programming and operations research to quantify performance.

**Automation** is the technology by which a process or procedure is performed with minimal human assistance.

A **botnet** is a number of Internet-connected devices, each of which is running one or more **bots**. Botnets can be used to perform distributed denial-of-service attack (DDoS attack), steal data, send spam, and allows the attacker to access the device and its connection. The owner can control the botnet using command and control (C&C) software. The word "botnet" is a combination of the words "robot" and "network". The term is usually used with a negative or malicious connotation.

**Cloud computing** is the on-demand availability of computer system resources, especially data storage and computing power, without direct active management by the user. The term is generally used to describe data centers available to many users over the Internet. Large clouds, predominant today, often have functions distributed over multiple locations from central servers.

Advocates of public and hybrid clouds note that cloud computing allows companies to avoid or minimize up-front IT infrastructure costs. Proponents also claim that cloud computing allows enterprises to get their applications up and running faster, with improved manageability and less maintenance, and that it enables IT teams to more rapidly adjust resources to meet fluctuating and unpredictable demand.

**Computer software**, or simply software, is a collection of data or computer instructions that tell the computer how to work. This is in contrast to physical hardware, from which the system is built and actually performs the work.

A **computer virus** is a type of **malware** that, when executed, replicates itself by modifying other computer programs and inserting its own code.

A **computer worm** is a standalone malware computer program that replicates itself in order to spread to other computers. Often, it uses a computer network to spread itself, relying on security failures on the target computer to access it.

A **data breach** is the intentional or unintentional release of secure or private/confidential information to an untrusted environment. Other terms for this phenomenon include unintentional information disclosure, data leak, information leakage and also data spill. Incidents range from concerted attacks by black hats associated with organized crime, political activist or national governments to careless disposal of used computer equipment or data storage media.



A **denial-of-service attack** (DoS attack) is a cyber-attack in which the perpetrator seeks to make a machine or network resource unavailable to its intended users by temporarily or indefinitely disrupting services of a host connected to the Internet. Denial of service is typically accomplished by flooding the targeted machine or resource with superfluous requests in an attempt to overload systems and prevent some or all legitimate requests from being fulfilled.

In a **distributed denial-of-service attack** (DDoS attack), the incoming traffic flooding the victim originates from many different sources. This effectively makes it impossible to stop the attack simply by blocking a single source. A DoS or DDoS attack is analogous to a group of people crowding the entry door of a shop, making it hard for legitimate customers to enter, thus disrupting trade.

A **domain name** is an identification string that defines a realm of administrative autonomy, authority or control within the Internet. Domain names are used in various networking contexts and for application-specific naming and addressing purposes. In general, a domain name identifies a network domain, or it represents an Internet Protocol (IP) resource, such as a personal computer used to access the Internet, a server computer hosting a web site, or the web site itself or any other service communicated via the Internet. Domain names are formed by the rules and procedures of the Domain Name System (DNS).

An **exploit** (from the English verb to exploit, meaning "to use something to one's own advantage") is a piece of software, a chunk of data, or a sequence of commands that takes advantage of a bug or vulnerability to cause unintended or unanticipated behavior to occur on computer software, hardware, or something electronic (usually computerized). Such behavior frequently includes things like gaining control of a computer system, allowing privilege escalation, or a denial-of-service (DoS or related DDoS) attack.

A **firewall** is a network security system that monitors and controls incoming and outgoing network traffic based on predetermined security rules. A firewall typically establishes a barrier between a trusted internal network and untrusted external network, such as the Internet.

The term **kill chain** was originally used as a military concept related to the structure of an attack; consisting of target identification, force dispatch to target, decision and order to attack the target, and finally the destruction of the target. Conversely, the idea of "breaking" an opponent's kill chain is a method of defense or preemptive action. More recently, this concept has been applied to information security, using it as a method for modeling intrusions on a computer network.

An **Internet Protocol** address (IP address) is a numerical label assigned to each device connected to a computer network that uses the Internet Protocol for communication. An IP address serves two main functions: host or network interface identification and location addressing.

**Malware** (a portmanteau for malicious software) is any software intentionally designed to cause damage to a computer, server, client, or computer network. Malware does the damage after it is implanted or introduced in some way into a target's computer and can take the form of directly executable code, scripts, so-called "active content", and other forms of data. Some kinds of malware are largely referred to in the media as computer viruses, worms, Trojan horses, ransomware, spyware, adware, and scareware, among other terms.

**On-premises software** (also known as on-premise, and abbreviated "on-prem") is installed and runs on computers on the premises of the person or organization using the software, rather than at a remote

facility such as a server farm or cloud. On-premises software is sometimes referred to as “shrinkwrap” software, and off-premises software is commonly called “software as a service” (“SaaS”) or “cloud computing”.

**Phishing** is the fraudulent attempt to obtain sensitive information such as usernames, passwords and credit card details by disguising oneself as a trustworthy entity in an electronic communication. Typically carried out by email spoofing or instant messaging, it often directs users to enter personal information at a fake website which matches the look and feel of the legitimate site.

Phishing attempts directed at specific individuals or companies have been termed spear phishing. In contrast to bulk phishing, **spear phishing** attackers often gather and use personal information about their target to increase their probability of success.

**Proactive Hunts** is the process of testing a company’s Information Technology exposure to various known or expected vulnerabilities with known or contracted resources.

**Ransomware** is a type of malware from cryptovirology that threatens to publish the victim's data or perpetually block access to it unless a ransom is paid. While some simple ransomware may lock the system in a way which is not difficult for a knowledgeable person to reverse, more advanced malware uses a technique called cryptoviral extortion, in which it encrypts the victim's files, making them inaccessible, and demands a ransom payment to decrypt them.

**Software as a service** (SaaS) is a software licensing and delivery model in which software is licensed on a subscription basis and is centrally hosted. It is sometimes referred to as "on-demand software". SaaS is typically accessed by users using a thin client, e.g. via a web browser. SaaS has become a common delivery model for many business applications. SaaS has been incorporated into the strategy of nearly all leading enterprise software companies.

A **threat** is a possible danger that might exploit a vulnerability to breach security and therefore cause possible harm. A threat can be either "intentional" (i.e. hacking: an individual cracker or a criminal organization) or "accidental".

**Threat Intelligence Platform** is an emerging technology discipline that helps organizations aggregate, correlate, and analyze threat data from multiple sources in real time to support defensive actions. TIPs have evolved to address the growing amount of data generated by a variety of internal and external resources (such as system logs and threat intelligence feeds) and help security teams identify the threats that are relevant to their organization. By importing threat data from multiple sources and formats, correlating that data, and then exporting it into an organization’s existing security systems or ticketing systems, a TIP automates proactive threat management and mitigation. A true TIP differs from typical enterprise security products in that it is a system that can be programmed by outside developers, in particular, users of the platform.

A **Trojan horse**, or Trojan, is any malware which misleads users of its true intent. The term is derived from the Ancient Greek story of the deceptive Trojan Horse that led to the fall of the city of Troy.

Trojans are generally spread by some form of social engineering, for example where a user is duped into executing an e-mail attachment disguised to appear not suspicious, (e.g., a routine form to be filled in), or by clicking on some fake advertisement on social media or anywhere else.

A **virtual private network** (VPN) extends a private network across a public network, and enables users to send and receive data across shared or public networks as if their computing devices were directly connected to the private network. Applications running on a computing device, e.g. a laptop, desktop, smartphone, across a VPN may therefore benefit from the functionality, security, and management of the private network. Encryption is a common though not an inherent part of a VPN connection.

## **BUYER INSTRUCTIONS**

### **NETWORKING INSTRUCTIONS**

- ReliaQuest Representatives: In addition to networking with competitors you will provide a backstory about Sam Smith if a competitor asks. Only if a competitor asks.
  - The back story is that Sam is your cousin and that the two of you were at a family wedding together last weekend. Feel free to fill in details as you wish about the wedding.

### **ROUND 1: PHONE CALL INSTRUCTIONS**

- Sam doesn't like to talk about anything, but family is key for Sam. You will be short until the salesperson mentions family or the wedding.
- You will agree to the meeting if the seller explains why they are calling and provides a reason for the meeting that could benefit you or CELSIUS.

### **ROUND 2: DISCOVERY CALL INSTRUCTIONS**

- Sam feels s/he is super busy and so is the entire staff. Sam doesn't have time for meetings. You want the facts and need information. You don't want to waste time with a lot of chatter.
- Sam has a lot of experience in security and thinks s/he has all the information needed between his / her knowledge, the web, and current suppliers.
- You will agree to the next meeting if Sam is able to explain how Greymatter might address your concerns about workload.

### **ROUND 3: SALES MEETING INSTRUCTIONS**

- Sam really doesn't like the idea of a cloud provider for security. Sam feels this creates more security issues.
- You will purchase from Sam if Sam addresses your concerns about the cloud and is able to provide a solution for your workload problem with current and future efforts.

**Ask one of your judges to time.**