

Northeast Intercollegiate Sales Competition

EXECUTIVE SUMMARY

Company: NWN Carousel

Type: Private

Industry: Information Technology

Headquarters: Waltham, MA

Number of employees: 1,500

Website: <https://www.nwnit.com>

NWN CAROUSEL COMPANY OVERVIEW:

NWN Carousel consults, integrates and manages technology solutions that solve business problems and contributes to corporate growth. Carousel's managed services, mobility, visual communications, A/V integration, virtualization, unified communications, and data infrastructure solutions leverage their consultative approach, deep technical expertise, and extensive industry partnerships. They are a certified reseller of more than 35 technology partners including: Cisco, Microsoft and Avaya. Since their founding in 1992 they've grown an average of 30% per year.

Today they have over 6,000 customers, including 35 of the Fortune 100. Carousel has been recognized by both VAR and CRN Magazines as one of the top technology integrators in the US and they've been listed in the Inc. 500/5000 seven times. Carousel was also listed on the 2019 Managed Service Provider (MSP) 500 list in the Elite 150 category for the sixth consecutive time. Carousel is headquartered in Exeter, RI with over 1,300 employees working in 27 locations across the US, including over 250 service technicians.

Whether it is the communication technologies that connect employees to the world, the data network driving information or the infrastructure supporting it all, Carousel's promise to their customers is that they will design, integrate, manage and support solutions that help maintain a competitive edge.

YOUR PROSPECT'S OVERVIEW: NORTH WINDS HOSPITAL

North Winds Hospital in Westerly, RI is a 225-bed general hospital with 12 locations throughout the state.

- Emergency Room / inpatient
- (9) Urgent Care/Outpatient facilities
- (1) Training facility for interns and nursing students at a local university
- (1) Administrative Office building

Dan Sullivan, North Winds' CIO, was alarmed by a recent 'false positive' security alert from the hospital's Cisco Email Security solution. Hearing of numerous ransomware attacks nationally and locally - well known to create both fiscal and reputational damage to impacted organizations - has led Dan to question the hospital's information backup / disaster recovery posture.

SECURITY VULNERABILITY

North Winds is leveraging a Microsoft Azure environment to deliver roughly 80% of their applications via the cloud, including Sharepoint, OneDrive and Microsoft Teams for storing and sharing files. However, there are a small handful of 'legacy' applications still being used by the hospital that are hosted on-premises, and backed up with very antiquated physical tape backup.

This 'hybrid' environment - encompassing both cloud and premises-based applications - has created numerous challenges including no unified data backup/disaster recovery strategy, and has enhanced the risk of a cyberattack.

Dan wishes to seamlessly back up ALL data - whether hosted in the Azure environment or on-premises - to a secure cloud environment. Aside from simplifying data management, this will also ensure that, in the unfortunate event of a breach, North Winds will be able to protect sensitive patient health information and ensure HIPAA compliance. It will also allow North Winds to completely move away from their current tape backup requirement - avoiding the risks associated, and time spent maintaining this environment.

IN LOCAL NEWS...

Additionally, a nearby mid-sized urgent care network was breached, and access to their patient health records was locked through a ransomware attack. The attacker demanded, and the urgent care network paid, a \$500,000 ransom in order to regain access to their critical records and applications.

North Wind's CEO, Krista O'Neil heard through a board members' group that this led the US Department of Health & Human Services (HHS) to launch an investigation into this network's adherence to HIPAA compliance requirements.

She immediately relayed this to Dan with the directive to audit their current data management strategy, with the goal of avoiding downtime, and minimizing the financial and reputational risk of a breach at North Winds.

INDUSTRY-WIDE...

- 89% of organizations leverage two or more cloud-based applications, with the average being **16**.
- Managing data across hybrid, public cloud and on-premises environments has become more complicated as a result.

IN COMES COHESITY...

- Allows data to move seamlessly between cloud and on-premises environments
- ONE user interface from datacenter → cloud
- Cloud as a Disaster Recovery site
- <https://www.cohesity.com/glossary/ransomware/>

CHARACTERS:

- CIO: Dan Sullivan
- CEO: Krista O'Neil
- Chairman of the Board: Regan Smith

POTENTIAL OBJECTIONS TO BE AWARE OF:

- Ransomware is a security-based threat - I don't see the connection to our information backup strategy.
- We like the idea of our physical tape backup - don't we lose some level of control moving this to the cloud?
- Given our numerous applications and 'sprawl' of information across them, this is going to cost too much.
- I can't present this to the Board unless we can see the solution operating and working within our environment.

ROUND 1, MEETING WITH Dan Sullivan (CIO):

The goal of this meeting is:

- To understand North Winds' current business problems and the impact they are having on the company.
- To understand their ideal state and how NWN Carousel can help them.
- To explain what current NWN Carousel clients are experiencing for results and validate that similar results would be a win for North Winds Hospital.
- Close to confirm that Dan will sponsor a meeting with their Chief Executive Officer, Krista O'Neil, to run a Cohesity demo and evaluate the solution.

SEMIFINALS, MEETING WITH Krista O'Neil (CEO):

(Assume Krista has had the Cohesity demo leading up to this meeting.)

After demonstrating the seamless information backup capabilities that Cohesity can enable, the goal is now to:

- Validate the enhancements during the demo with Krista and answer any questions about the solution.
- Confirm that Cohesity could solve North Winds' current information backup challenges through sharing past success stories of other NWN Carousel clients.
- Understand the impact this solution will have on their business from a risk mitigation perspective.
- Close for Krista to sponsor a meeting with Chairman of the Board, Regan Smith.

FINALS, MEETING WITH Regan Smith (Chairman of the Board)

The goal of this meeting is:

- Validate the problems that Dan and Krista are experiencing have huge impact on the business and that Regan is ultimately responsible for these issues.
- Explain what you've discussed with Dan and Krista about NWN Carousel and its ability to solve these problems and the impact it would have on North Winds Hospital.
- Close to move forward with a 3-year contract.





Abigail Labrie (Bryant University): *“NISC provided me with the confidence to be able to start my sales career with NWN Carousel. Not only is the competition a great way to prepare for a future in sales, but also an excellent networking opportunity. This event led me to where I am today at NWN Carousel.”*



John Jimenez (SNHU): *“NISC provided me real experiential based learning of what it takes to be a sales person! I truly do feel that this opportunity gave me the opportunity to learn and explore a career that I was extremely interested in. Today, I can truly say that this competition was extremely beneficial in teaching me the appropriate skills I need to be effective as I am entering this role today!”*



Alex Knox (UCF): *“NISC provided me with a base on how to research products and companies to prepare a sales pitch, and gave me experience role playing sales in a competitive environment.”*



FAQ:

What is ransomware?

- *'Ransomware is a form of malware designed to encrypt files on a device, rendering any files and the systems that rely on them unusable. Malicious actors then demand ransom in exchange for decryption.'* - <https://www.cisa.gov/stopransomware>

How can an organization be prepared, and mitigate the impact of a cyberattack?

- *'It is critical to maintain offline, encrypted backups of data and to regularly test your backups. Backup procedures should be conducted on a regular basis. It is important that backups be maintained offline as many ransomware variants attempt to find and delete any accessible backups. Maintaining offline, current backups is most critical because there is no need to pay a ransom for data that is readily accessible to your organization.'* - https://www.cisa.gov/sites/default/files/publications/CISA_MS-ISAC_Ransomware%20Guide_S508C_.pdf

How does ransomware pose a unique risk to Healthcare organizations?

- *'Cybersecurity threats to healthcare organizations and patient safety are real. Health information technology provides critical life-saving functions and consists of connected, networked systems that leverages wireless technologies, which in turn leave such systems more vulnerable to cyber-attacks. Recent highly publicized ransomware attacks on hospitals, for example, necessitated diverting patients to other hospitals and led to an inability to access patient records to continue care delivery. Such cyber-attacks can also expose sensitive patient information and lead to substantial financial costs to regain control of hospital systems and patient data. From small, independent practitioners to large, integrated health systems, cyber-attacks on healthcare records, IT systems, and medical devices have infected even the most protected systems.'* - <https://www.cisa.gov/stopransomware/healthcare-and-public-health-sector>