



Prophacite

Outreach Intelligence Brief

## Target Company

Managed Detection & Response (MDR)

# D.A.S.

Demand Activation Score

# 78.5%

TIER 1 HOT (CASCADE-006 CRITICAL override)

### RECOMMENDATION

Immediate outreach. **Regulatory Body** consent order mandates threat detection and response. No MDR vendor identified. **Client Company** MDR maps directly to consent order obligations.

### DEAL SPEED

60-90 days (**Regulatory Body** compliance urgency)

### STRATEGIC VALUE

**\$xxxK-\$xxxK** annual (MDR + DFIR retainer)