DATAGRAIL®

Grid® Report for Data Privacy

WINTER 2021

Introduction

We're honored to share highlights from the 2021 Winter Grid® Report for Data Privacy Management with you.

G2 reports are based entirely on customer reviews, and DataGrail was ranked the highest this year in Likelihood to Recommend, Ease of Doing Business With, Quality of Support, and Net Promoter Score.

We were the only vendor to receive not one but three 100% satisfaction ratings, for the Data Subject Access Requests, Data Classification, and Consent Management product features. DataGrail users rate us 4.8 out of 5 stars overall.

Part of what drives DataGrail's high satisfaction score is our commitment to the onboarding process. We work alongside customers every step of the way so they can effortlessly and continuously comply with existing and emerging privacy laws, without wasting time on tedious integration stages.

We're proud of our high user satisfaction rating, in particular with regards to product ROI. DataGrail is the only Data Privacy Management solution to provide positive ROI in the first year. All other companies' customers cited payback periods ranging from 15 months to 35 months to see an estimated return on investment.

Thank you for considering DataGrail and please enjoy the report.

> "The customer service from DataGrail has been exceptional. From the start of the project we received "white glove" treatment from an organization that really understood our problem."
>
> Taison K, Mid Market Company

G2 Grid® Report for Data Privacy Management

Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, vendor size, and social impact) and placed into four categories on the Grid®:

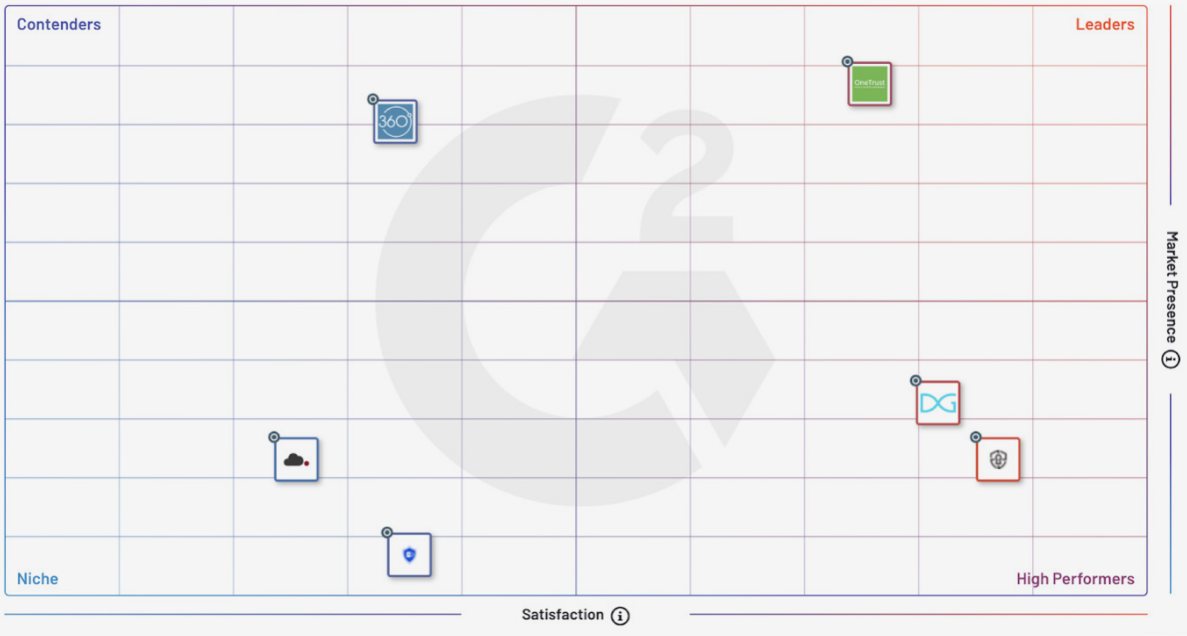
Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: OneTrust.

High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: Secure Privacy and DataGrail.

Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: SAI360.

Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: SureCloud and DPOrganizer.

G2 Grid®



DATA PRIVACY SECTOR SATISFACTION RATING

G2 reviewers rated software vendors' ability to satisfy their needs as shown in the table below.

DataGrail was ranked the highest in Likelihood to Recommend, Ease of Doing Business With, Quality of Support, and Net Promoter Score.

Data Privacy Sector Satisfaction Rating:

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	
DG	97%	90%	95%	92%	99%	99%	90%	94%	93
OneTrust	89%	90%	90%	86%	93%	90%	83%	86%	62
Secure Privacy	96%	100%	96%	97%	97%	95%	98%	96%	92
SAI360	83%	94%	85%	77%	87%	87%	72%	78%	38
SureCloud	86%	89%	89%	84%	92%	97%	82%	80%	45
DPOrganizer	95%	92%	90%	89%	97%	90%	80%	91%	84
Average	91%	93%	91%	88%	94%	93%	84%	88%	69

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

> "DataGrail is great! They have great customer service with people that care about company's data policies and compliance. Their interface is easy to use and takes the daunting taste of integration and makes it much more palatable."

User in Industrial Automation

DATA PRIVACY FEATURES, COMPARED

G2 users have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features.

DataGrail is the only vendor to receive any 100% satisfaction ratings, for the Data Subject Access Requests, Data Classification, and Consent Management product features. The results are shown below.

Feature Comparison for Data Privacy:

Functionality

	Data Subject Access Requests	Identity Verification	Privacy Impact Assessments	Data Mapping - survey-based	Data Mapping - automated	Data Discovery	Data Classification	Consent management	Website tracking scanning
DG	100%	90%	91%	91%	95%	96%	100%	100%	91%
OneTrust	91%	90%	87%	89%	84%	71%	76%	83%	88%
Secure Privacy	95%	93%	92%	92%	95%	95%	96%	93%	90%
SAI360	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
SureCloud	81%		81%	N/A	N/A	N/A	N/A		
DPOrganizer	N/A		N/A	N/A					
Average	92%	91%	88%	91%	91%	88%	91%	92%	90%

*N/A is displayed when fewer than five responses were received for the question.

**A blank box indicates that a seller has selected that they do not offer that feature.

RETURN ON INVESTMENT

The table below highlights the average user adoption of each product as indicated in real user reviews on G2. DataGrail had the lowest estimated Return on Investment, in just one year.

Return on Investment:

User Adoption and Return on Investment (ROI)

	User Adoption	Payback Period
	Average User Adoption	Estimated ROI (payback period in months)
DG	63%	12
OneTrust	66%	15
Secure Privacy	84%	N/A
SAI360	63%	35
SureCloud	62%	32
DPOrganizer	70%	N/A
Average	68%	23

*N/A is displayed when fewer than five responses were received for the question or when data is not publicly available.

> "What used to take hours-days to log and process requests now just takes a few clicks. I have so much more time to tackle my other tasks! My team has also voiced how much simpler it is to submit requests on behalf of the customer, which makes their days easier too!"

Megan R, Mid Market Company

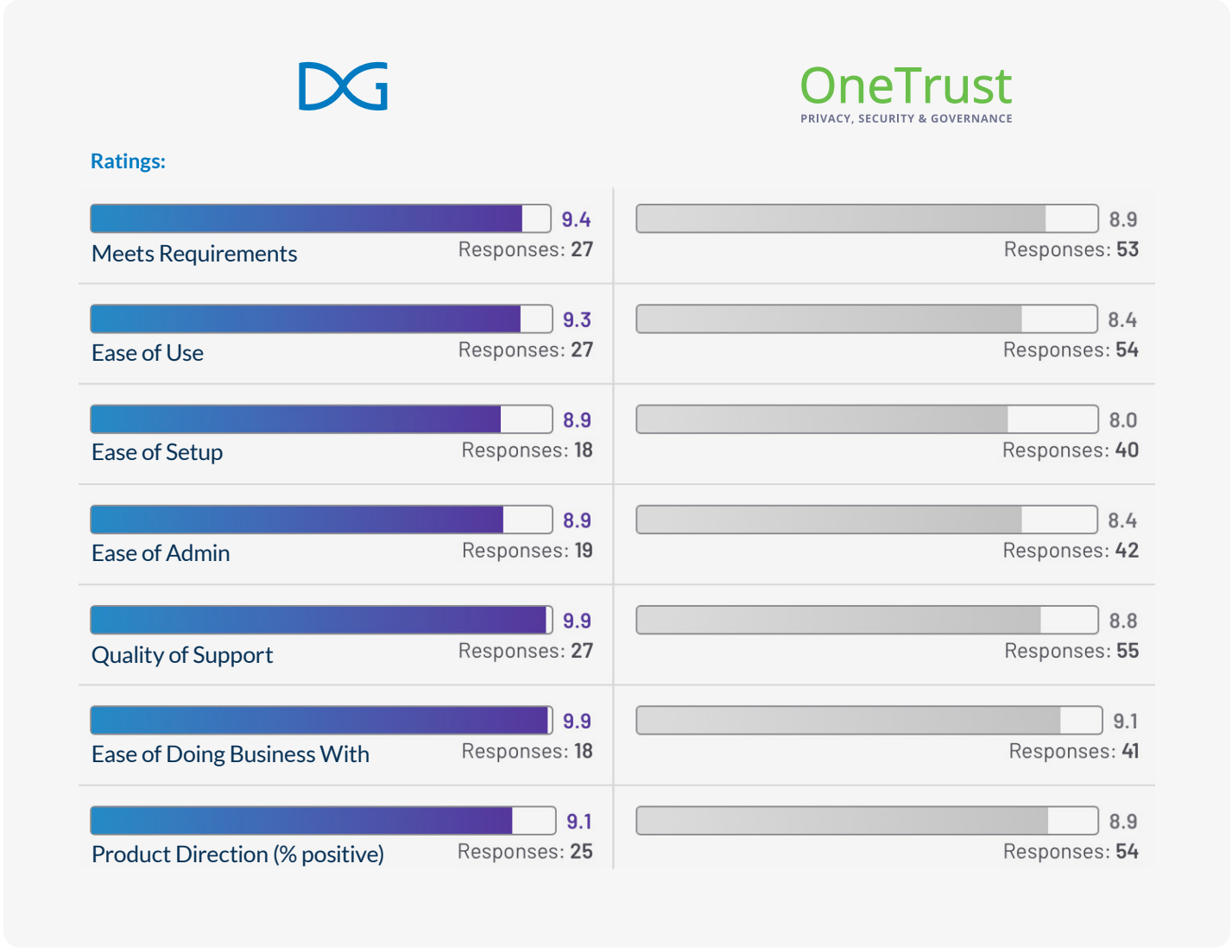
DataGrail vs OneTrust: Ratings

When assessing the two solutions, reviewers found DataGrail easier to use, set up, and administer. Reviewers also preferred doing business with DataGrail overall.

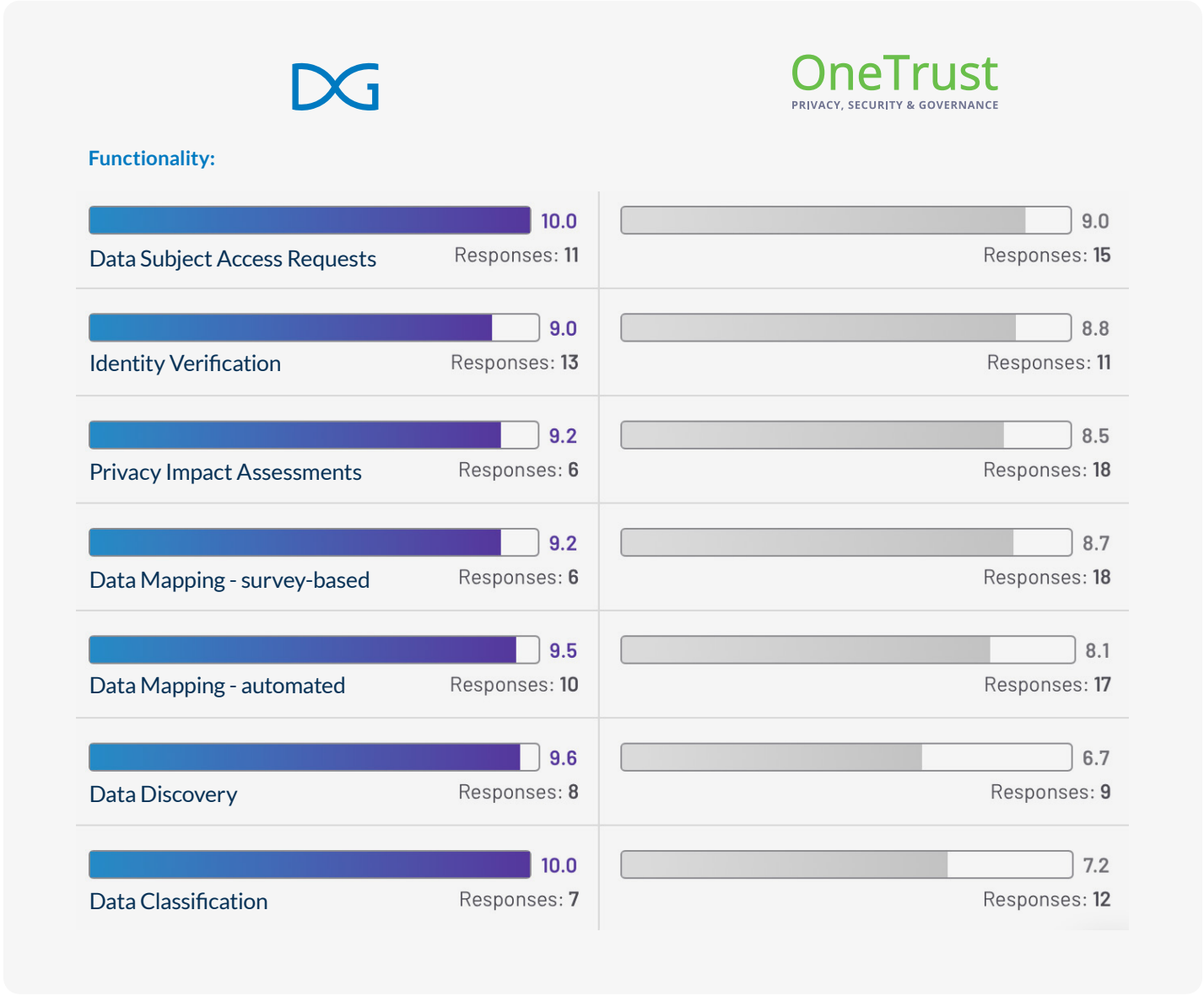
Reviewers felt that DataGrail meets the needs of their business better than OneTrust.

When comparing quality of ongoing product support, reviewers felt that DataGrail is the preferred option.

For feature updates and roadmaps, our reviewers preferred the direction of DataGrail over OneTrust.



DataGrail vs OneTrust: Features



Check us out on G2!

Request a demo of DataGrail's Privacy Platform.

Build trust with privacy and transparency while simplifying compliance with GDPR, CCPA, CPRA, and future privacy regulations.

Request a demo

DATAGRAIL®

To learn more about DataGrail, please visit www.datagrail.io
or follow DataGrail on Twitter and LinkedIn