



G2 Grid[®] Report for Data Privacy 2020



datagrail.io

A Note from DataGrail's CEO

We're honored to share this G2 Grid Report for Data Privacy with you. G2 reports are based entirely on customer reviews, and DataGrail is the only vendor in the space to achieve 100% satisfaction across the categories: meets requirements, ease of doing business, quality of support, and ease of admin. In fact, DataGrail users rate us 4 or 5 stars.

Part of what drives DataGrail's high satisfaction score is our commitment to the sales and onboarding process. Our success stems from providing a solution to address the challenges facing companies in the Age of Privacy, so we work alongside customers to ensure that systems are correctly set up to handle privacy requests - eliminating errors and time-consuming processes.

Sarah G, Corporate Attorney, said in a review, "It's really a fantastic tool and has made compiling data for data requests all-out-easy and light for our small team to manage. All of the integrations are awesome, and they pull data SO quickly!"

I'm incredibly thankful for the opportunity to work with all of our customers at DataGrail and their feedback on DataGrail's [G2 page](#) motivates us, despite legacy competitors in the data privacy space who have more marketing dollars and larger sales teams. One aspect that I'm most proud of in this report is the high user satisfaction rating, in particular with regards to product ROI. 75% of DataGrail customers expect to see ROI on the product within 6 months or less, with 100% of surveyed customers estimating a payback within 12 months. We love to see that customers are deriving true business value from our product.

I'm beyond grateful for the opportunity to serve our customers and am thankful for the kind words shared in return. Thank you for considering DataGrail and please enjoy the report.

Daniel Barber
CEO and Co-founder, DataGrail

Data Privacy Grid® Scoring Description

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®:

01

Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: Egnyte, G2 Track, and Box Zones.

02

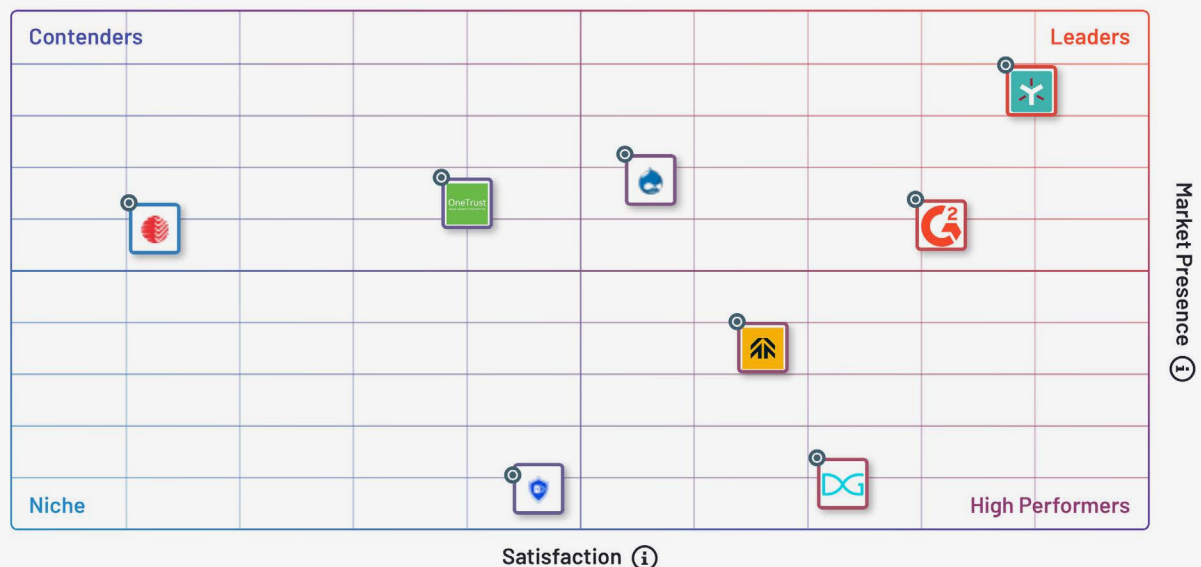
High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: Aptible and DataGrail.

03

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: OneTrust and SAI360.

04

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: DPOrganizer.

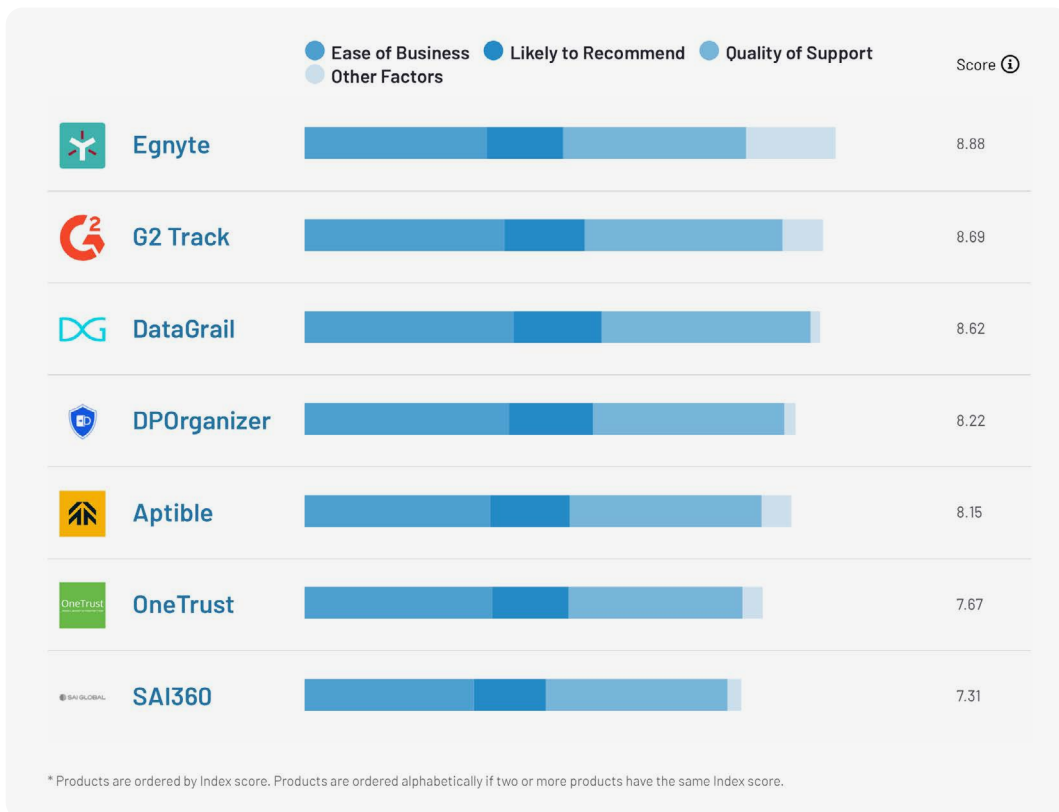


Products shown on the Grid® for Data Privacy have received a minimum of 10 reviews/ratings in data gathered by November 27, 2019.

Data Privacy Relationship Index

Relationship scores for data privacy are shown below.

The chart highlights some of the factors which contribute to a product's overall Relationship score. Ease of doing business with, quality of support, and likelihood to recommend data is shown in the table below.



SATISFACTION RATINGS

Satisfaction Ratings for Data Privacy

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

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likely to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business	Quality of Support	Ease of Setup	Ease of Use	
Egnyte	84%	82%	91%	90%	87%	87%	89%	89%	46
G2 Track	90%	93%	93%	94%	96%	95%	91%	93%	74
Box Zones	84%	74%	93%	89%	N/A	91%	91%	92%	42
Aptible	89%	76%	96%	90%	89%	92%	87%	90%	58
DataGrail	98%	100%	100%	100%	100%	100%	98%	94%	100
OneTrust	83%	84%	89%	85%	89%	83%	82%	84%	40
SAI360	81%	92%	85%	68%	81%	87%	68%	71%	18
DPOrganizer	94%	94%	90%	90%	98%	91%	81%	88%	82
Average	88%	87%	92%	88%	91%	91%	86%	88%	58

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

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

"As far as the platform goes, I especially like how easy it has become to process data requests. I've got complete peace-of-mind and no worries that I may put the organization at risk due to human error or an overlooked request."

Colin, Senior Director of Content Marketing.

Feature Comparison for Data Privacy

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 only vendor to receive 100% satisfaction rating for Data Privacy and Compliance product features. The results are shown below.

Compliance

	Policies and Controls	Data Governance	Compliance	Auditing
Egnyte	94%	92%	93%	89%
G2 Track	N/A	N/A	N/A	N/A
Box Zones	N/A	N/A	N/A	N/A
Aptible	97%	94%	98%	98%
DataGrail	N/A	100%	100%	N/A
OneTrust	88%	90%	89%	90%
SAI360	81%	76%	81%	79%
DPOrganizer	N/A	N/A	N/A	N/A
Average	90%	90%	92%	89%

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

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

"Out of the box integrations are really good... We enabled the integrations with just a few clicks for a number of common platforms including Salesforce."

Administrator in Consumer Services

DataGrail vs OneTrust

See this comparison of DataGrail vs. OneTrust based on data from user reviews.

DataGrail rates 5/5 stars with 11 reviews. OneTrust rates 4/5 stars with 23 reviews. Each product's score is calculated by real-time data from verified user reviews.



SUMMARY

"We are working to comply with all the new consumer privacy laws coming out. DataGrail understands our unique situations. They are always there to talk through our ideas to better formulate them before presenting to stakeholders to fulfill the expectations of the laws"

Administrator in Retail



For more information
[check us out on G2](#)

Request a demo of DataGrail's Privacy Platform.
Simplify compliance with GDPR, CCPA, Nevada's SB 220
and future privacy regulations.

[Request a demo](#)