

OneTrust Competitive Brief

Product Strategy

CENTRL	OneTrust
<p>Overview</p> <p>End-to-End Platform – Purpose built to provide operational workflows across the complete spectrum of privacy compliance and security assessment requirements.</p> <p>Created to leverage existing workflows and tools you already use, Privacy 360 provides the intelligence and orchestration to alleviate repetitive tasks and provide you with complete visibility into your privacy compliance workflows, status and progress.</p>	<p>Overview</p> <p>Decentralized Solution Approach – OneTrust employs a point solution approach so they can be deployed independently of each other.</p> <p>For example, the incident response solution is only used to provide you with breach notification laws and where to file your breach notification. You can use their data mapping tools to determine what data may have been breached, but most enterprise customers already have better ways to determine the extent of a breach. The last thing a security team needs is another alert for the same incident.</p>
<p>Analytics</p> <p>CENTRL can tailor reports, drilldowns, and dashboards to your business needs, offer advanced enterprise policies to show users only the data they should see, and provide out-of-the-box compliance reports.</p> <p>With this information, organizations have a holistic view into DSAR data, where it is located and ownership to streamline verification and fulfillment of DSAR requests.</p>	<p>Analytics</p> <p>Data Subject Rights Management has the reporting capabilities that would be the closest match to CENTRL. However, their audit tools are limited to a single user DSAR tracking. It can tell you the individual status of a request and audit trail behind it, but it does not have the built-in intelligence to show overall program performance, stats and where bottlenecks may reside.</p> <p>OneTrust focuses on reporting capabilities over analytics and intelligence.driven reporting. They have a maturity and planning benchmark tool. This mainly helps determine how your program compares to others and prioritizing activities for compliance.</p> <p>The Readiness and Accountability tool centers on providing self-assessments so you better understand your readiness when it comes to meeting multiple regulations.</p>
<p>Enterprise Ready</p> <p>CENTRL offers the only enterprise first solution. Unlike our competitors, CENTRL offers an enterprise first platform with fully configurable roles and workflows and integrations into your existing processes from data intake to fulfillment.</p>	<p>Enterprise Ready</p> <p>Overarching views of the end to end process is unavailable. OneTrust lacks a management ready at-a-glance view of privacy program activities, status, and pipeline that enterprise customers need.</p> <p>While OneTrust introduced “custom dashboards” with their 5.0 version in May 2019, these are again described as displaying custom dashboards within each module.</p>

<p>Scalability</p> <p>CENTRL offers a powerful rules engine backed by a highly scalable architecture to help organizations add automations to deal with large volumes of requests tying to hundreds of systems.</p> <p>For example, in the banking industry;</p> <p>Our partnership with FIS directly connects your privacy program to FIS data inventories and system owners for DSAR resolution. This eliminates many manual steps of setting up and maintaining 3rd party system owners to carryout DSAR related tasks. When new owners are introduced, the system dynamically updates the information.</p>	<p>Scalability</p> <p>There is a clear delineation between OneTrust web and consent products and the data mapping and rights management. They are separate solutions that are not integrated.</p> <p>While Cookie Compliance integrates with Content and Preferences, there are no links to Data Mapping, Targeted Discovery and the Data Rights module.</p> <p>Only the Targeted Data Discovery solution integrates directly with the OneTrust Consumer and Data Subject Rights Management solution to help find and retrieve information across systems.</p> <p>However, workflows mainly extend to assigning tasks, either in the OneTrust platform or through an API integration that allows you to assign and track a task using ServiceNow, Jira or similar.</p> <p>Vendors listed in the Vendorpedia require you to make manual connections and <u>connection attributes are locked so you cannot edit them.</u></p>
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OneTrust Customer Feedback

User Experience

Described as “overkill” the user experience and interface has been called:

Confusing - Simple tasks cause users to get lost within the interface

“I might log in one day and all items are in the normal place. I will log in another day and a new update has occurred. Things have moved, been added or removed. The notification of these changes could be better.” Nick L, Web administrator, Computer Software Enterprise (1001-5000 employees)

Overwhelming – Too many unnecessary fields and reports clutter up UI

“The UI could get a facelift. Some links are confusing, thus making the interface not easy to navigate.”
DPO, Mid-Market (51-200 employees)

Unfriendly - User experience lacks priority. Example: 20 – minute user timeout- cannot be changed

“My only real pain point in day to day use is the session timeout of 20 Minutes that can't be changed”
Privacy Manager, Security and Risk Management, Communications 3B- 10B USD

Management Interface

Frequently referred to as “unintuitive” users comment on the lack of multi-role-based access. Also noted by users, is the lack of a single view of their privacy program health and status of activities. Another reoccurring comment is on the amount of manual processes conducted outside of the system. Users describe management functions as:

Kludge – Lack of at-a-glance views for overall program status and activities with outstanding/completed items

“It would be nice to be able to get an overview of which items are 'in progress' due to us returning the assessment for review and those which are in progress at the vendor.”

Head of Data Privacy, Knowledge Specialist, Manufacturing, 500M - 1B USD

Simplistic – Role based access is locked-down to a single role. Does not support multi-role-user access

“Assigning Project ownership to an individual will lock that user's access down immediately. So a Project owner cannot also manage the cookies dashboard.” **Nick L, Web administrator, Computer Software (1001-5000 employees)**

Disconnected – Simple lookups across systems are a manual process. Many tasks are performed outside of the system so they cannot be automated.

“The limitations on the ability to manage at the contract level in addition to managing at the vendor level. Additionally, the lack of SSO into the various OneTrust sites (Product, Support, Community).” **Privacy and Security Manager, Security and Risk Management, Manufacturing, 10B - 30B USD**

Workflows – Automation

Limited– Workflow automation is limited to within the module. Does not connect to other modules to streamline activities.

“Workflow for risk management limited. Limited integration options.”

Manager Data Protection, Security and Risk Management, Manufacturing, <50M USD

“The bulk import feature. The number of steps involved in this process leave room for error that could result in mass amounts of lost information.”

Data Privacy Analyst, Manufacturing, 3B - 10B USD

Incomplete – Generic workflows must be customized to each process. No out of the box workflows to automate DSAR look ups and extraction/deletion of resulting data.

“Assessment and record linking does not work as expected a lot of times requiring navigation breakage.” **Security and Compliance Manager, Professional Services, 50 to 250M USD**

Lightweight– Most API integrations are limited to SSO and AD access so performing DSARs is still a manual process. Automation mainly refers to routing via a self-service portal, auto-population of assessment answers and the ability to access OneTrust data in another platform like ServiceNow.

“Off the shelf questionnaires needed a lot of work, but changes were easy. Would like it to integrate more smoothly with other procurement/app management tools (netsuite, torii)” **DPO, CxO, Finance, 50M - 250M USD**

“The third-party integrations and workflows are not as intuitive or functional as we had hoped, but the product itself is still great without the integrations.” **Senior Compliance Manager, Security and Risk Management, <50M USD**

Support

Slow – Users on Gartner Peer Insights and G2 frequently comment on how long it can take for support to respond.

“The support team needs some help. It took them more than a month to answer my question. To their credit, they solved the problem I was having.” **Angel R Microcomputing Specialist Enterprise (1001-5000 employees)**

Sporadic – Users find that frequent updates cause the fields and functions to shift when new features are introduced.

“I might log in one day and all items are in the normal place. I will log in another day and a new update has occurred. Things have moved, been added or removed. The notification of these changes could be better.” **Nick L, Web administrator, Computer Software Enterprise (1001-5000 employees)**

“We have quite a few people from OneTrust assisting with our relationship and sometimes I'm not sure who to go to for what.” **Senior Director, Privacy & Vendor Risk, Services, Sourcing, Procurement and Vendor Management, 500M - 1B USD**

Incessant – Short sprints with frequent updates distracts from a steady state of operation.

“Constant updates and changes make it difficult to strategically design a future state process.” **Data Privacy Manager, Security and Risk Management, Manufacturing, 1B - 3B USD**