



Battlecard

Vishwaas AI vs. DPDP Consultants

How to use this card: Many Indian organisations — especially those approaching DPDP compliance for the first time — default to "hiring a consultant" rather than deploying software. This is the most common competitive scenario across mid-market and enterprise accounts. Use this card to reframe the conversation: consultants and Vishwaas AI are not alternatives — they address different problems.

Understanding the Competitive Situation

Who you're competing against:

- Big 4 privacy practices (KPMG, Deloitte, PwC, EY) — running DPDP readiness assessments
- Mid-size legal and technology consulting firms
- Individual DPDP Act specialists and advisors
- Internal legal or compliance teams attempting to manage DPDP with spreadsheets and email

Why organisations choose consultants first:

- DPDP Act feels like a legal/compliance problem — consultants feel like the natural answer
- Decision-maker is the Legal Head or DPO — not the IT team
- Unfamiliarity with what software can do vs. what human expertise is needed
- Belief that "a platform is for later, after we understand what we need"

The core reframe: Consultants tell you what to do. Vishwaas AI does it — continuously, at scale, with cryptographic proof.

Quick Reference

	Vishwaas AI	DPDP Consultants
Consent record management	Cryptographic ledger — append-only, hash-chained	Spreadsheets, CRM notes, email threads
Real-time compliance posture	Live dashboard	Quarterly readiness review
DPBI evidence production	One-click export (minutes)	Manual assembly (days to weeks)
Scalability	Scales to millions of data principals, zero marginal cost	Degrades with volume — more principals = more consultant hours
Availability	24/7 automated	Business hours
Audit trail	Hash-chained, DB-level — cannot be altered or deleted	Email threads, Word documents, shared drives
DPR request processing	Automated queue, SLA tracking, identity verification	Manual — email to compliance team, tracked in spreadsheet
Breach response	72-hour countdown clock, DPBI notification template, principal alerts	Consultant called in — hours of delay before response begins
Ongoing cost	Fixed SaaS subscription	₹5–30L/year retainer + ₹5–15L per engagement
Non-repudiation	SHA-256 + RSA + RFC 3161 TSA on every consent record	No cryptographic proof — documents and testimony only
22 Indian languages	Native platform support	Manual translation — costly, slow, inconsistent
Consent propagation	< 5-second SLA to all downstream systems	Manual notification — email to system owners

Where We Win

Operational Scale — We Win Fundamentally

A mid-size Indian company with 500,000 customers cannot operationally process DPDP rights requests, manage consent records, and maintain a breach response readiness through consultants alone. The first month of DPBI enforcement — with potentially hundreds of simultaneous rights requests — would overwhelm any consultant-based process.

Vishwaas AI processes rights requests in a structured queue, with SLA tracking, identity verification, and automatic assignment. It scales to 50 million data principals with the same operational cost.

Real-Time Proof — We Win Definitively

A consultant engagement produces policies, procedures, gap assessments, and readiness reports. These documents describe your compliance — they do not produce cryptographic evidence of consent.

When the DPBI investigates, they will ask for:

- The exact consent record for a specific data principal, with timestamp and consent text
- Proof that the consent ledger has not been altered since the consent was recorded
- Evidence that consent withdrawal was propagated to all downstream systems

No consultant engagement produces these artifacts. Vishwaas AI generates them on every consent transaction, automatically.

24/7 Availability vs. Business Hours — We Win

A data breach at 2am on a Sunday triggers a 72-hour DPBI notification clock immediately. If your compliance infrastructure is a consultant relationship, your 72-hour window is burning while you wait for business hours and availability. Vishwaas AI starts the clock, guides the response workflow, and prepares the DPBI notification draft immediately — without waiting for anyone.

Repeatability — We Win

Consultants provide advice for a point in time. DPDP compliance is not a one-time project — it is an ongoing operational function. New data principals join every day. New consent decisions are made. New vendors are onboarded. New breaches may occur. Vishwaas AI operates continuously. Consultants must be re-engaged for every change.

Cost at Scale — We Win for Ongoing Operations

A one-time DPDP readiness assessment: ₹5–20L. Annual retainer for ongoing compliance support: ₹5–30L. Each DPBI inquiry response support: ₹2–10L. Total Year 1 consultant spend for a mid-market company: ₹15–60L+.

Vishwaas AI Professional plan: ₹3.6L–9.6L/year. Vishwaas AI is 60–80% cheaper for ongoing compliance — and it actually produces the evidence.

Where Consultants Wins

Regulatory Interpretation and Legal Advice

Vishwaas AI provides the infrastructure. Only legal counsel can advise on whether a specific processing activity requires consent under §6 vs. falls under legitimate use under §7, whether a particular data category is sensitive under DPDP Rules, or how the DPBI is likely to interpret a specific provision.

Counter: "Absolutely — legal counsel's role is to interpret the law and advise on grey areas. Vishwaas AI's role is to implement those decisions operationally, at scale, with proof. We work alongside your legal team — not instead of them."

Organisation-Specific Implementation Advice

A consultant can review your specific systems, processes, and workflows and advise on implementation priorities. This is genuinely valuable in the initial deployment phase.

Counter: "We agree — and that's exactly why we include a dedicated onboarding manager and DPDP compliance specialists for Professional and Enterprise plans. The initial implementation guidance is part of our service. Ongoing operational compliance is where the platform takes over."

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Cross-Functional Change Management

Introducing DPDP compliance across sales, marketing, HR, and IT requires stakeholder management and change management skills that a platform cannot provide.

Counter: "Change management is important — and something your legal and compliance team should lead with consultant support where needed. Vishwaas AI's role is to give each stakeholder the right tool: a DPR queue for the Grievance Officer, a notice authoring tool for Legal, a breach response workflow for the CISO. The platform makes it easier to operationalise the change."

Reframing the Conversation

The "consultants vs. software" framing is false. The right framing is:

- **Consultant:** Helps you understand what DPDP requires, interprets grey areas, supports complex decisions
- **Vishwaas AI:** Implements what the consultant advises, continuously, at scale, with cryptographic proof

Many organisations successfully use both. The consultant defines the purpose catalogue and notice language; Vishwaas AI enforces it.

The question for the buyer: "What do you have for the operational side — the part that runs 24/7, scales with your data principal count, and produces DPBI-grade evidence without consultant involvement?"

Objection Handling

"Our legal team is handling DPDP compliance."

"Legal teams are great at interpreting what the DPDP Act requires. But when a data principal submits a Section 12 erasure request at 11pm, or a breach is discovered over the weekend, or the DPBI sends an inquiry requiring consent evidence for 10,000 records within 72 hours — that's an operational technology problem, not a legal interpretation problem. What's your team's plan for those moments?"

"We hired [Big 4 Firm] to do our DPDP compliance."

"That's a strong foundation — they'll help you understand what you need to do. Let me ask: what system will you use to actually do it? When [Big 4 Firm] tells you that you need to collect purpose-specific consent with a hash-chained record and propagate withdrawals within 5 seconds — where is that happening? In a spreadsheet? In your CRM? Vishwaas AI is the execution layer for everything [Big 4 Firm] is recommending."

"We'll build an internal process with spreadsheets and email."

"You can start that way — but let me stress-test it. How many data principals do you have? 100,000? At 1 rights request per thousand customers per month — that's 100 requests a month, each with a 30-day SLA and identity verification requirement. How many people does it take to run that on email and spreadsheets? And what does your DPBI evidence look like when they ask for consent records for 500 specific individuals — and you need to produce them in 72 hours?"

"We'll do it manually until the DPBI actually starts enforcing."

"That's a timing bet — and one that many organisations are making. Here's the risk: when the DPBI does start enforcing, they will want to see evidence from the date of consent collection — not from the date you started using software. If you start Vishwaas AI today, your consent records from today onward are cryptographically timestamped. If you start using software the day enforcement begins, you have no historical evidence. The 7-year consent record retention requirement under DPDP Rules Rule 4(2) applies retroactively to the date of consent collection."

"Consultants are more flexible — software is rigid."

"Vishwaas AI is highly configurable: custom consent purposes, multi-brand portals, custom field mappings, configurable approval workflows, role-based access. What specific flexibility are you concerned about? Let me show you how we handle your use case."

Killer Question to Ask

- "When the DPBI requests consent records for 1,000 data principals within 72 hours, what system produces those records today — and how long does it take?"
- "If a data principal submits a Section 12 erasure request for their data across your CRM, mobile app, and support tool — what is your process for orchestrating that erasure across all three systems today?"
- "Your consultant has advised you on what DPDP requires. Where are the purpose-specific consent records being stored today — and are they hash-chained and RFC 3161 timestamped?"
- "If there is a data breach at 2am on Saturday, when does your 72-hour DPBI notification clock start, and what is the first operational step you take? Who is doing it?"
- "Under DPDP Rules Rule 4(5), consent decisions must be propagated to all data processors. How many downstream systems receive personal data from you — and how are consent withdrawals reaching each one today?"
- "How much are you spending on DPDP consultant retainers and engagements annually? How does that compare to a Vishwaas AI subscription that includes the operational tools?"

Competitive Positioning Summary

Many successful deployments use:

- Legal / consulting firm: Define purposes, approve notice language, advise on grey-area classifications, support DPBI interactions
- Vishwaas AI: Implement the purpose catalogue, manage consent records, process rights requests, run breach response, propagate consent changes, generate DPBI evidence

This is not "software instead of consultants" — it is "software to execute what consultants advise."

Pitch to a customer already committed to a consultant: "We work alongside your [Big 4 Firm]. They define what needs to happen; Vishwaas AI is what makes it happen — at scale, continuously, and with the cryptographic proof that your consultant cannot produce manually."



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