



Battlecard

Vishwaas AI vs. Securiti.ai

How to use this card: Securiti is less commonly evaluated than OneTrust in the Indian market but appears in larger enterprise and tech-company accounts with global data operations. Use this card when Securiti is mentioned in a deal.

Quick Reference

	Vishwaas AI	Securiti.ai
Primary positioning	India DPDP Act compliance	AI-powered data intelligence + global privacy
DPDP Act design	Native — built ground-up	Partial — global framework; DPDP coverage limited
Non-repudiation	SHA-256 + RSA + RFC 3161 TSA	No hash chain; no TSA tokens
22 Indian languages	✔ All Eighth Schedule	⚠ English primary; limited Indian language support
Identity unification	✔ Deterministic + probabilistic	◆ Data correlation features; not consent-grade unification
India data residency	Default (AWS Mumbai)	US-hosted by default; India region optional
Consent propagation SLA	< 5 seconds, dead-letter queue	⚠ Event integrations available; no India SLA
INR pricing	Yes — all tiers	No — USD pricing, enterprise-only
Target market	India DPDP Act	Global enterprises with GDPR/CCPA/multiple regulations

Securiti's Strengths

Securiti's primary differentiation is AI-powered data discovery and classification — it can scan structured and unstructured data stores and automatically classify personal data by type and sensitivity. This is genuinely strong for:

- Companies that do not know where all their personal data lives (data discovery)
- Complex multi-cloud environments with diverse data stores
- GDPR + CCPA + PDPA + 50+ global regulation coverage

When Securiti has a natural advantage: global tech companies, multinational enterprises, and companies where data discovery is the primary problem.

Where We Win

DPDP Act Native Design — We Win Clearly

Securiti is a global platform built around GDPR and US privacy regulations. DPDP coverage is available but is mapped onto their generic "privacy framework" — not built around Indian legal concepts. Securiti uses GDPR-derived terminology (data controller, DSAR, DPA) rather than DPDP-native terms (Data Fiduciary, Data Principal, DPBI, DPR).

Why this matters: A DPO trained on DPDP Act requirements working in a GDPR-framework tool has to translate every concept. Vishwaas AI speaks DPDP natively.

Cryptographic Non-Repudiation — We Win Uniquely

Securiti records consent and privacy events in its platform but does not implement SHA-256 hash chains or RFC 3161 TSA tokens. Their audit logs are comprehensive but not cryptographically sealed.

Why this matters: When the DPBI demands consent evidence, Securiti customers will produce database-backed records. Vishwaas AI customers produce RFC 3161-timestamped, RSA-signed, hash-chained records that are independently verifiable. In a penalty proceeding, only one of these is legally defensible evidence.

22 Indian Languages — We Win Decisively

Securiti does not offer notice and consent delivery in 22 Indian Eighth Schedule languages. This is a fundamental DPDP Rules compliance gap, not a nice-to-have feature.

India Data Residency — We Win Clearly

Securiti is US-headquartered and US-hosted by default. India region availability requires additional configuration and often additional cost. For RBI-regulated entities and government entities with data residency requirements, this is a disqualifier.

Consent-Grade Identity Unification — We Win

Securiti has data correlation features that can link data across systems — but these are built for data discovery (finding all the places a person's data lives), not for consent management (merging consent records into one authoritative profile). Vishwaas AI's identity resolution engine is built specifically for the consent use case — deterministic + probabilistic matching that produces a unified canonical identity whose consent records are actionable.

India Pricing — We Win for Indian Market

Securiti is enterprise-only with USD pricing in the ₹20–40L+ range annually. Indian SMBs and mid-market organisations are priced out. Vishwaas AI is purpose-built for the Indian market with INR pricing across all tiers.

Where Securiti Wins

AI-Powered Data Discovery

Securiti can automatically scan databases, cloud storage, and file systems to discover and classify personal data. If an organisation does not know where all its personal data lives, Securiti solves that problem more directly than Vishwaas AI.

Counter: "Data discovery is one step — an important one. But the DPDP Act requires you to act on what you discover: obtain consent, fulfil rights requests, propagate withdrawals, prove compliance to the DPBI. Discovery without execution doesn't protect you from ₹250 crore exposure. Vishwaas AI is where you act on what you've found. And our identity unification engine tells you where each individual's data lives across all your source systems — that's the DPDP-specific version of data discovery."

Global Multi-Regulation Coverage

Securiti covers 100+ global privacy regulations. If the prospect has significant international data processing obligations (EU, US, Brazil, Singapore), Securiti's breadth is genuine.

Counter: "For your India DPDP obligations — which carry the highest penalty exposure in your environment — Vishwaas AI is the right answer. For your global obligations, Securiti's coverage is broader. These are not mutually exclusive. Some enterprises run both."

AI-Driven Automation

Securiti uses machine learning to automate parts of the privacy operations workflow — auto-classification of data, automated DSAR fulfillment, and so on.

Counter: "AI-driven automation is powerful when you're discovering and categorising data at scale. For DPDP compliance, the critical elements are not discovered by AI — they're built in: what purposes consent was sought for, what text the data principal was shown, when they consented and in what language. Those are deterministic, structured processes that Vishwaas AI handles natively. Our roadmap includes AI-assisted DPIA risk assessment — bringing AI where it adds real value."

Objection Handling

"Securiti is AI-powered — sounds more modern."

"Securiti's AI is applied to data discovery and classification — finding where personal data lives in your systems. That's useful. But DPDP compliance is about what you do after you find the data: collecting cryptographically non-repudiable consent, responding to rights requests, propagating withdrawals, notifying the DPBI about breaches. Those are structured compliance workflows where AI assists but doesn't replace the core. Vishwaas AI handles these workflows natively, in Indian law terms, with cryptographic proof."

"We already use Securiti for GDPR."

"That makes sense for your EU obligations. Have you looked at what Securiti's DPDP coverage actually provides? Specifically: RFC 3161 TSA tokens on consent records, 22 Indian language support, consent propagation to your Indian downstream systems within 5 seconds? If those are gaps, you may need a complementary India-specific layer — which is exactly where Vishwaas AI sits."

"Securiti has a stronger data governance story."

"Securiti's data governance is strong for discovery and cataloguing. DPDP Act compliance is an operational workflow problem: receiving DPR requests, processing them within SLA, notifying the DPBI within 72 hours of a breach, proving consent was obtained in court-admissible form. Vishwaas AI is built for those workflows. Where do you see your biggest operational gap today — discovery or execution?"

Killer Question to Ask

- "How does Securiti produce RFC 3161 TSA-verified consent records for DPBI proceedings? Who is the TSA — and can you verify the token without Securiti being involved?"
- "In which of the 22 Eighth Schedule Indian languages does Securiti serve consent requests and privacy notices? Can you test it with a Maithili or Dogri example?"
- "What is Securiti's SLA for propagating a consent withdrawal in India to your downstream marketing and analytics systems? What is their dead-letter queue for failed deliveries?"
- "Securiti is US-hosted by default. What is the configuration and cost to ensure all your Indian data principal records stay in AWS Mumbai?"
- "Securiti can discover where your data lives. When a data principal submits a DPDP erasure request, does Securiti's identity graph tell you every specific system — CRM, HRIS, e-commerce — that holds records for that individual? And does it orchestrate erasure jobs to each one?"

Competitive Positioning Summary

Positioning Statement: "Securiti is a strong global data intelligence and privacy platform — best suited for enterprises with complex multi-cloud data discovery needs and broad international regulatory obligations. For Indian organisations whose primary challenge is DPDP Act compliance — with its specific requirements for cryptographic non-repudiation, 22 Indian languages, and consent propagation to Indian downstream systems — Vishwaas AI is purpose-built, more affordable, and faster to deploy."

Coexistence positioning: Securiti + Vishwaas AI can coexist in large enterprises. Securiti for data discovery and global multi-regulation; Vishwaas AI as the DPDP-specific consent and rights management layer.

Contact us



+1 888 208 5076
+91 901 926 6824



sales@crossidentity.com



www.crossidentity.com