# CASE STUDY: Regulatory Benchmarking in Data Protection and Compliance

COGNITION

## CLIENT

SaaS cloud-native security tools provider for financial services, healthcare, and critical infrastructure clients

## INDUSTRY

Cybersecurity

## PRODUCTS

Data loss prevention (DLP), cloud security posture management (CSPM), encryption-as-a-service, compliance monitoring

## TARGET GEO

EU and US

## BUSINESS OBJECTIVE

- With the introduction of evolving privacy regulations (e.g., GDPR updates, CPRA, DORA, NIS2), the client needed to benchmark how competitors were adapting products and positioning to meet compliance needs. The goal was to align roadmap priorities and strengthen their regulatory messaging to better support enterprise buyers.

## OUR SOLUTION

- **Framework Alignment Benchmarking:** Reviewed how seven leading cybersecurity vendors mapped their solutions to GDPR, HIPAA, CCPA, and emerging EU/US frameworks. Collected insights from product certifications, compliance whitepapers, and security posture documents. Conducted five in-depth interviews with privacy officers, GRC consultants, and solution engineers to assess depth of regulatory coverage.
- **Product Adaptation and Certification Analysis:** Tracked changes in product architecture and compliance dashboard capabilities based on trust center disclosures. Benchmarked ISO 27001/27701 readiness in public sector solutions.
- **Messaging and Positioning Review:** Evaluated regulatory positioning and value articulation in analyst briefings, webinars, and procurement documents; cross-compared with RFP language from four recent enterprise tenders. Reviewed how competitors used compliance guarantees, breach readiness, and audit tooling as commercial differentiators.

## OUTCOMES

1. Prioritized development of two missing features—role-based audit logging and data residency controls—identified across top three competitors
2. Helped strengthen sales enablement content with benchmarking visuals showing regulatory feature coverage vs. peers
3. Supported product re-positioning in two verticals with compliance-centric messaging aligned to DORA and HIPAA Phase 2 guidance