

Ebook

Building the Business Case for Privacy

Turn Stakeholders into Champions

osano

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INTRODUCTION

How to Win Support for Privacy

Privacy professionals come in all shapes and sizes—you might be in a standalone team, or maybe you report to the legal, GRC, security, or compliance teams. No matter what your specific title or team structure, you are responsible for data privacy management and compliance, and you've identified that the Osano platform can help you do your job better. We agree. But, as you likely know, the decision to invest in Osano is not yours alone.

Before you can invest, you need to secure budgetary resources. And to do that, you need buy-in from leadership. You must convince various stakeholders that investing in privacy—and Osano—adds value to your organization.

There's no getting around it: Making a business case for data privacy investments is hard work. But it's work worth doing. Sixty-three percent¹ of privacy professionals agreed that limited resources within their organizations impacted their ability to deliver on privacy goals. If you make your case well, you can secure those resources.

This guide will help. Based on our research and experience with customers of all sizes and across all industries, we've distilled the process of presenting your case—and winning buy-in—down to a few essential steps:

1. [Build a solid project plan](#)
2. [Turn stakeholders into supporters](#)
3. [Anticipate objections](#)

Are you ready to make the business case for privacy and the Osano platform? Read on.

SECTION 1

Build a Solid Project Plan

You can't effectively pitch new software to stakeholders without a strong project plan. By outlining goals, scope, risks, resources, and milestones early, you set the stage for success and boost confidence in the project's feasibility.

A good project plan doesn't have to be complex. Even with a simple plan, you can clearly articulate your strategy, your timelines, and the support and budget you need.

The 4 Elements of a Winning Project Plan

1. Set Clear Objectives: What's Working, What's Not, and What's Next?

Begin your plan with an honest assessment of your current state. What's not working? How can you improve it? What's the impact on your team and, more importantly, on stakeholders and the bottom line? And what's the data that backs up your assertions?

To structure your objectives and scope effectively, follow these steps:

Identify Key Issues: Pinpoint the processes or workflows that slow down operations, increase costs, or create risk for the business.

Prioritize by Impact: Rank these issues based on their impact to the business. Quantify this impact with examples and real data.

Start Realistically: If your plan is, "Do everything all at once," you may undermine your case. Think in phases. What does short-term success look like? How does it inform next steps?

Define Clear, Measurable Goals: Think of the status quo versus the ideal state. How much money can you save? How much time? How will this improve compliance? What insight will you gain about your data ecosystem? Make your goals specific and achievable.

Highlight Quick Wins: Where will you see impact and return on investment right away?

Be Ready for a Deeper Discussion: Be prepared to go deeper into your plan and defend it against tough questions. Anchor your success criteria around business impact rather than privacy alone.

Lay Out the Full Cost of the Solution

When evaluating new software and determining what fits your organization's needs, look beyond the initial price tag and consider the full scope of costs, including the potential for hidden fees for use or training.

Cost isn't just about the price of software. It includes support costs for implementation, maintaining your old system until the new one is live, and the time spent training your team to become proficient. Don't forget the cost of non-compliance—fines, reputational damage, customer churn, and the loss of trust can be significant.

Think about the cost of inefficient, manual tasks, both in terms of time and burnout. Automating these tasks can keep your team focused on high-value work and help retain talent. Consider the cost of, for example, your workflow for responding to subject rights requests or updating banners due to legal changes—it adds up.

Then, weigh those costs against the cost of new technology. Even user-friendly tools require time for training and adjustments. Finally, compare the risks of maintaining the status quo with those of adopting new technology, including the impact on culture, morale, finances, and business value.

At Osano, we are committed to reducing total costs through:

- › Transparent pricing with no hidden fees
- › A full-service implementation team
- › Ongoing support
- › Clear help documentation

With all of these benefits, it's possible to complete a full implementation in as little as two weeks. By being up-front and predictable, the goal is to help you easily account for the full cost of the solution and deliver what's in the plan.

3.

Set a Realistic Timeline for Success

A good plan defines the timeline for rollout and adoption, helping you align with stakeholders and balance other priorities. Remember that progress, not perfection, is the goal in data privacy compliance. That applies to rolling out new software, too. When defining your timeline:

- › Identify the highest impact or highest risk systems or processes and address those first.
- › Build in flexibility for adaptation and iteration.
- › Consider the people who'll need to be involved and what role they'll play.
- › Don't forget to include post-adoption check-ins to evaluate success and adjust your plan.

Osano works directly with you to understand best practices for adoption and execution within your timeframe.

If you encounter resistance from stakeholders, Osano allows you to use a trial as a proof of concept. This lets your team test the solution, refine your approach, and resolve concerns before committing to a full rollout.

4.

Conclude with Confidence

Wrap up your plan by reiterating why Osano is the best choice for your team and the business. Our [real customer reviews from sites like G2](#) and [relevant Osano articles](#) can help you end strong.

SECTION 2

Turn Stakeholders into Supporters

A Field Guide to Stakeholders

Before you can get buy-in from stakeholders, you need to understand who they are and what matters to them. Here are the most common stakeholders involved in the purchase and implementation of Osano, what they might care about, and the best way to approach them to get approval and buy-in.

When Speaking to Any Stakeholder

- › Be concise and direct. Their time is valuable.
- › Understand their job and their pains; clearly articulate how Osano can help them achieve their goals and initiatives.
- › Whenever possible, bring in data and third-party validation to back up your assertions and ideas.

CFO

How Data Privacy Programs Help CFOs

CFOs care about financial health, operational efficiency, and long-term business value. A strong privacy program boosts financial health by improving efficiency, compliance, and audit readiness while reducing costs and keeping the business insurable.

Here’s what to emphasize:

- Highlight privacy as a market differentiator and trust builder with customers, partners, and investors.
- Frame the budget request as cost avoidance, focusing on preventing fines, lowering data storage costs, and addressing insurance concerns.
- Show how automating compliance tasks frees up resources and promotes operational excellence.
- Connect Osano’s value to M&A, venture fundraising, or an IPO.

How Osano Helps Deliver Value to the CFO

The Full Osano Platform

- Reduces institutional risk by establishing defensible workflows and processes.
- Optimizes privacy compliance, helping small teams do more and be more proactive.

Osano Data Mapping

- Provides a comprehensive view of your data ecosystem, helping meet compliance requirements, assess risk, and support data minimization.

Osano Vendor Privacy Risk Management

- Helps identify, track, and mitigate potential data privacy risk within the vendor ecosystem.

Osano Cookie Consent

- Ensures user data is consented to, properly recorded, and easily auditable, helping meet corporate financial obligations and comply with due diligence.

Unified Consent & Preference Hub

CISO

How Data Privacy Programs Help CISOs

CISOs need to safeguard the organization against threats, and there are more of those every day. Good data privacy management IS good security. If personal data is accounted for, minimized appropriately, and well managed by the privacy team, it materially reduces risk and the attack surface of the organization.

So, what can you talk about?

- Showcase how a privacy program can identify what systems hold personal and/or sensitive information.
- Highlight that privacy programs can improve vendor risk management.
- Remind them that good privacy management helps security teams stay compliant with constantly evolving regulations.

How Osano Helps Deliver Value for the CISO

The Full Osano Platform

- Streamlines data privacy management, enabling the security team to focus on security and threat management rather than manual compliance tasks.

Osano Assessments

- Identify, manage, and communicate privacy and data risks across the organization.
- Work more effectively, promote communication and collaboration between privacy and security teams.
- Enable easy information gathering and sharing using integrations with Osano Data Mapping and Osano Vendor Privacy Risk.

Osano Subject Rights Management

- Automate critical privacy tasks like DSARs and consent management, reducing the risk of human error and improving compliance with regulations.

Osano Cookie Consent

Unified Consent & Preference Hub

Osano Data Mapping

- Unlock a complete view of personal and sensitive information to help minimize data collection and limit data exposure in the event of compromise.

Director, GRC

How Data Privacy Can Help GRC Directors

GRC and privacy both face challenges in getting the buy-in and resources needed to do the job effectively. You can be strong allies to each other.

As with security, close collaboration and easy information-sharing can only strengthen overall compliance, creating a more holistic program. And a privacy team effectively handling personal information adds value and efficiency for GRC without adding work.

With a GRC Director:

- Emphasize how a privacy program can enhance risk management efforts through insights into risk and sensitivity across your data ecosystem.
- Explain how this clarity can help GRC teams establish appropriate frameworks and identify training cohorts to reduce breach risks and enable swift response and recovery if an incident occurs.
- Show how GRC teams can lighten the assessment load by partnering with the privacy team.

How Osano Helps Deliver Value for the Director of GRC

The Full Osano Platform

- Helps the GRC program mature with privacy workflows that enhance collaboration and reduce compliance friction.
- Helps bridge the gap between security and privacy by securing and mapping data, and explaining the “why” behind data use.

Osano Data Mapping

- Unlock a complete view of personal and sensitive information to help minimize data collection and limit data exposure in the event of a system compromise.

Osano Assessments

Osano Data Mapping

Osano Vendor Privacy Risk Management

- Provide better visibility into data.
- Flag risks to help both privacy and GRC teams take proactive mitigation measures and align on privacy and security objectives.

CIO

How Data Privacy Can Help CIOs

CIOs aim for technology efficiency that reduces costs and enhances security. A privacy platform helps them do that by streamlining compliance, reducing risk, and supporting tech stack consolidation. CIOs can then focus on strategic initiatives and improve oversight and governance while reducing the IT workload.

Privacy programs can also help IT leaders understand what data is collected and how, where data flows, and where personal and sensitive data exists in shadow IT.

With the CIO:

- Explain how identifying personal data in the systems they manage helps them minimize risk without increasing their workload.
- Show how strategically integrating with systems to map data reduces the number of integrations to maintain, and reduces the time required for privacy assessments.
- Emphasize how a full platform privacy solution helps streamline the tech stack, further reducing cost, work, and risk.

How Osano Helps Deliver Value to the CIO

The Full Osano Platform

- Streamlines the tech stack and the budget by eliminating multiple point solutions.
- Minimizes IT burden through Osano's intuitive design, user-friendly experience, and dedicated support.

Osano Data Mapping

Osano Assessments

- Minimize the number of data source integrations by connecting to umbrella sources to identify and map data.
- Provide a comprehensive view into data flows across the organization, reducing administrative burden and identifying data in duplicate systems and shadow IT.
- Give a granular view of data within the IT ecosystem, helping to identify possible risks and the need for additional controls or training.

Head of Risk

How Data Privacy Management Benefits the Head of Risk

Business risk isn’t decreasing any time soon. For a Head of Risk, more information is better, and the right information is critical. A data privacy program can provide a clear, comprehensive view of the organization’s data, its sensitivity, and how it’s managed.

Osano can seamlessly integrate into existing risk management frameworks, offering real-time data visibility and analytics that enable proactive identification and mitigation of potential risks. Ultimately, this safeguards the organization’s reputation and financial stability while supporting long-term risk mitigation goals.

With the Head of Risk:

- Emphasize that having a comprehensive understanding of the data within your ecosystem—what it is, where it lives, how it flows within the business—can inform strategic risk mitigation decisions.
- Highlight clear and complete documentation of privacy management that helps quickly demonstrate compliance in the event of an audit or legal action.
- Show how automation can help reduce error and the risk of non-compliance in the face of constantly changing requirements.
- Talk about how good privacy management aligns with security and IT goals to contribute to overall risk minimization.

How Osano Helps Privacy Teams Deliver Value for the Head of Risk

The Full Osano Platform

- Gives a holistic understanding of potential risks from data, processes, and outside vendors.
- Enables organizations to clearly demonstrate compliance in the event of an audit or legal action with clear and comprehensive documentation across the platform, including assessment history and documentation, automated and streamlined DSAR workflows, consent records, and comprehensive documentation of privacy practices.

Osano Data Mapping

- Provides insight into an organization’s data storage, movement, and ownership.

Osano Cookie Consent

Unified Consent & Preference Hub

Osano Subject Rights Management

- Automate global regulation compliance with localized precision, ensuring that the organization remains in line with evolving legal requirements in a scalable fashion.

SECTION 3

Anticipate Objections

Objections are a normal part of the decision process. They will come up. But by anticipating them and addressing them thoughtfully, you can overcome them.

Here are some of the most common objections we've seen raised against investing in privacy technology like Osano. With insight into each one and simple strategies to overcome them, you are more likely to achieve buy-in.

Value Versus Cost

“Is the cost of Osano justified, and how does it compare with other solutions?” This is, without a doubt, the most common objection in any software decision-making process.

What This Could Sound Like:

“The cost of implementing a privacy platform like Osano is too high.”

“Why should we pay for Osano when Software X is so much cheaper?”

“How is Osano better than a very inexpensive or free option?”

What’s Behind This Objection?

Budget-conscious stakeholders may question Osano’s cost if they see similar functionality in cheaper alternatives. This objection often stems from a lack of awareness about Osano’s unique features, superior performance, and long-term cost-effectiveness.

How to Address This Objection:

Reduced Cost and Complexity: Osano replaces multiple-point solutions, lowering overall contract costs and simplifying IT management.

Simplified Management Saves Time and Resources: With cheaper providers, you may pay in other ways, such as productivity loss, more maintenance, or the need for consultants and lawyers.

Lower Total Cost of Ownership (TCO): While Software X may have a lower upfront cost, hidden fees and limited support can raise its TCO. Again, Osano doesn’t have those. Osano’s all-in-one platform and strong support save money over time.

Superior Support and Expertise: Osano’s expert support and regular updates ensure compliance with evolving regulations. Support often costs extra—or doesn’t exist—with cheaper options.

Long-Term Value and Risk Mitigation: Osano provides insights into data, vendor risk, and more that reduce the impact of breaches, fines, and reputational damage. Cheaper solutions may lack that comprehensive view.

Optimization of Your Most Valuable Resource: Data is a critical asset. Investing in robust data management and protection with Osano strengthens your business while minimizing compliance risks.

Perceived Complexity and Disruption

“This is too complex, disruptive, difficult, etc.”

The fear of perceived complexity in implementing privacy software is another common objection.

What This Could Sound Like:

“Implementing this platform will be too complex and will disrupt current workflows.”

“Our team is already stretched thin; we don’t have the bandwidth/internal resources/expertise to take on a new platform right now.”

“We’ve tried implementing new tools before, and it ended up causing more problems than it solved.”

What’s Behind This Objection?

Perceived complexity is a legitimate fear when you are running a lean organization. Operational disruption can cause real pain. And frankly, IT teams have been burned before—often by privacy products that ARE too difficult to implement and manage. Osano isn’t one of those products.

How to Address This Objection:

Easy to Implement: Osano is designed for a smooth, hassle-free rollout. Offer a trial or share webinars so stakeholders can experience it firsthand.

Comprehensive Support: Not only does every Osano customer get full implementation support (including project management, customization, and hands-on assistance), but our team also provides ongoing support throughout your journey.

Phased Implementation: Many customers adopt Osano gradually with a phased rollout, allowing teams to adjust over time.

Long-Term Efficiency: While some initial effort is required, Osano streamlines workflows, automates tasks, and reduces maintenance.

Tailored for Your Needs: Osano’s user-friendly, customizable platform adapts to your needs and enhances existing workflows without disruption.

The Status Quo/Inertia Principle

“Our current solution is fine!” We call this the Status Quo/Inertia Principle, much like the sunk-cost fallacy. Organizations will keep using an existing privacy solution not because it’s fine (often it’s not fine at all), but because they’ve invested so much time and effort already and change can appear difficult.

What This Could Sound Like:

“Our current processes work well enough; a new platform might create more problems than it solves.”

“We’ve invested a lot in our current tools, and they’re doing the job.”

“Switching platforms might disrupt what’s already working well for us.”

What’s Behind This Objection?

Change is hard. This inertia can stem from a belief that current systems are adequate, but it’s also about disrupting established process or the perceived risk of change. In the minds of objectors, the frustration of the current tech stack is tolerable compared to the discomfort of switching.

How to Address This Objection:

Acknowledge Current Investments: Emphasize that a better solution doesn’t diminish the value of existing privacy efforts. Highlight how the new solution builds on that foundation.

Identify Pain Points: Pinpoint inefficiencies in the current setup. Quantify their impact on operations, costs, compliance risks, and scalability, such as time wasted on manual tasks or avoidable errors.

Show Risks of Inaction: Outline the risks of sticking with the status quo, like lack of scalability or automation. Then, show how Osano addresses these challenges.

Leverage a Trial: Again, a trial can demonstrate how Osano seamlessly integrates into current processes.

Highlight Strategic Benefits: Position Osano as a future-proof investment that not only solves current issues but also prevents larger challenges and costly overhauls later.

Prioritization, ROI, and the Value of Privacy

“It’s not the best use of our money or in our budget right now.”

Stakeholders may perceive investing in privacy compliance as a cost without immediate returns, making it a challenging sell.

What This Could Sound Like:

“The financial benefits of this investment aren’t immediately clear.”

“It’s hard to justify this spend when we haven’t faced significant risks yet.”

“We have other strategic priorities with higher ROI potential; this might not be the best use of our budget right now.”

What’s Behind This Objection?

Stakeholders sometimes see privacy as an expense, not a strategic investment. If stakeholders can’t envision immediate returns, privacy can carry less weight when measured against other priorities and goals.

How to Address This Objection:

Highlight Quick Wins: Focus on areas where Osano can deliver quick wins, such as automating time-consuming processes, reducing manual errors, or streamlining workflows. Share case studies or G2 reviews to illustrate how other clients have seen benefits quickly.

Privacy as a Strategic Advantage: Investing in privacy now protects against noncompliance, reputational damage, and financial penalties. Privacy is a long-term investment in business sustainability and brand trust.

Benefits for the Whole Business: Osano boosts operational efficiency, enabling scaling and a competitive edge while supporting overall strategic goals.

Cost Savings Through Efficiency: Osano reduces costs by automating tasks and lightening the load on privacy, compliance, and IT teams, allowing them to focus on higher-value work.

Risk Mitigation Creates ROI: Osano helps identify vulnerabilities, risky vendors, and training needs, reducing the chance of penalties and reputational damage.

Time to Make Your Case

With the strategies in this guide, you're ready to build a strong business case for choosing Osano. You, better than anyone, understand the vital role a solid privacy program plays in protecting data, maintaining trust, and driving growth. If you need any help, our team is here to support you throughout your privacy journey. If you want to schedule a demo or a free trial for stakeholders, talk to your Osano representative or click the button below.

[Book a Demo](#)

