

CASE STUDY

SaaS Company Cuts Enterprise Deal Privacy Cycle from 8 Weeks to Under 3

Company profile

- B2B SaaS, Series B, ~80 employees, EU and US customers
- No DPO, no formal privacy program, ad-hoc compliance
- DPO appointment commercially driven by enterprise buyer requirements

The problem

Three deals worth EUR 400K+ in combined ARR stalled in procurement for 6 to 8 weeks each. Prospects asked for DPAs, a named DPO, and privacy documentation. The team had nothing ready. One deal was lost entirely. The CTO was fielding privacy questions personally.

What we did (over 3 months)

Month 1:

- Privacy audit, core documentation build (privacy policy, RoPA, DPA template, sub-processor list)
- DPO appointed, supervisory authority notified where required
- Reusable trust package created for enterprise prospects

Months 2 to 3:

- Took over all vendor assessments and enterprise questionnaires
- Reviewed and negotiated customer DPAs (in collaboration with the client's legal counsel)
- Investor-ready privacy documentation for Series B

Results

- Deal privacy cycle: 8+ weeks to under 3 weeks
- Trust package sent proactively to all new prospects
- CTO largely removed from privacy questions within 6 weeks
- Series B closed on schedule
- No deals lost to privacy during the engagement period

"Working with Engage was a game changer for our ability to win deals. Their thorough understanding of data protection risks combined with a tailored approach gave us confidence, leading to increased commercial success."

- CTO, B2B SaaS company

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