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Spin.AI Battlecards for Partners

Updated Q3 2024

Agenda

- Key Differentiators
- Backup: Acronis
- Backup: Backupify
- Backup: Google Vault
- Backup: Keepit
- Backup: Spanning
- SSPM: AppOmni

SpinOne SaaS Security Differentiators

1. **Vision:** focus on protecting mission-critical SaaS data, while reducing security costs, simplifying secops, and improving compliance

2. **Only vendor offering all-in-one SaaS security platform** with SSPM, DLP, Ransomware Protection and Disaster Recovery in one dashboard

3. **Google recommends SpinOne and selected SpinOne** for integration with its Google Workspace Admin Console

4. **Forrester recognized Spin.AI** as a Strong Performer in the Forrester Wave

5. **Customers love us** for our fast deployment, ease of use, and excellent support

SaaS Backup

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Why SpinBackup Wins Against Acronis

Overview of Acronis
Acronis Cyber Protect Cloud integrates backup, disaster recovery, cybersecurity, ransomware protection and endpoint management in one solution (primarily for servers/cloud), and it protects Google Workspace and Microsoft 365

SpinBackup Wins Over Acronis
A Premier Google Workspace Partner selected SpinBackup because Acronis lacked transparency, claiming "unlimited" data storage, but the Terms of Service indicated a storage limit

Why SpinBackup Wins
SpinBackup is more affordable and flexible than Acronis's pricing; Acronis's backup solution requires its "Cyber Protect" license
Coverage of SaaS apps including GWS, M365, Salesforce, Slack; Acronis only supports GWS, M365
KNOCKOUT PUNCH Expansion to SpinOne SaaS security platform including DLP and SSPM

Traps They Set	Counter
Acronis offers expansion of its backup solution for Servers/Virtual Machines to SaaS Apps	Spin is focused on providing security for mission-critical SaaS Apps, including GWS, M365, Salesforce, and Slack

Why SpinBackup Wins Against Acronis

Acronis

Capability	SpinBackup	Acronis	Trap Setting Questions
Cost effective pricing	●	◑	How will you quantify the ROI of your investment?
Breadth of SaaS app support	●	◑	Besides [X] what are some other SaaS apps that you would consider to be critical for your business?
SaaS security platform beyond backup	●	◑	How are you reducing the risk of SaaS ransomware, data leak/loss, misconfiguration, third-party apps, and non-compliance?

Why SpinBackup Wins Against Backupify

Overview of Backupify

Backupify (acquired by Datto which was later acquired by Kaseya) provides enterprise backup solutions for Google Workspace and Microsoft 365. Backupify is going through a period of transition with Kaseya, which we believe will be disruptive to their product and business operations and is already evident in recent negative customer reviews. Backupify and Spanning are owned by Kaseya and offer the same functionality, so we expect consolidation.

SpinBackup Wins Over Backupify	Why SpinBackup Wins	Traps They Set	Counter
-2U, an online education platform company, switched to SpinBackup due to the technical issues it was experiencing with Backupify -Vox Media, a media company, switched to SpinBackup due to Backupify's poor user interface and unreliable functionalities -Outbrain, an ad company, switched to SpinOne because they liked the all-in-one platform and because Backupify had deleted already backed up data and required a plan upgrade	Selection of data storage providers Flexible data retention policy Coverage of SaaS apps KNOCKOUT PUNCH Expansion to SpinOne SaaS security platform including ransomware protection with fastest 2-hour recovery SLA	Backupify markets "unlimited" data storage	Backupify's unlimited storage policy is limited to 100GB/ license per its Terms of Use showing a lack of transparency
		Backupify sometimes offers a bigger discount	Spinone offers value-add: ransomware protection, DLP, and SSPM in one platform, plus faster, more reliable backups and excellent support

Why SpinBackup Wins Against Backupify

Capability	SpinBackup	Backupify	Trap Setting Questions
Breadth of data storage providers	●	◔	Do you have any data storage requirements - whether by provider or by geographic location?
Flexible, customizable data retention policy	●	◔	Do you have any internal retention policies you have to follow (e.g. legal reasons, compliance reasons)?
Breadth of SaaS app support	●	◑	Besides [X] what are some other SaaS apps that you would consider to be critical for your business?
Recent, positive customer reviews	●	◔	How important is backup reliability and customer support to you?
SaaS security platform beyond backup	●	◔	How are you reducing the risk of SaaS ransomware, data leak/loss, misconfiguration, third-party apps, and non-compliance?

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Why SpinBackup Wins Against Google Vault

Overview of Google Vault
Google Vault is an information governance and e-Discovery tool for Google Workspace. It isn't a backup solution because it: • Is designed as an e-Discovery tool • Is not designed to store constantly changing files • Does not take versions/snapshots of data • Does not provide point-in-time data recovery • Does not restore folder hierarchy Google Vault itself states that Vault ≠ Backup

| Why SpinBackup Wins |
|---|
| Restores include the folder hierarchy |
| Uses versioning/snapshots backup, which enables version history of files, instead of not backing up at all |
| Stores deleted users' data via archive licenses |
| KNOCKOUT PUNCH
Expansion to SpinOne SaaS security platform including ransomware protection with fastest 2-hour recovery SLA |

Why SpinBackup Wins Against Google Vault

Capability	SpinBackup	Google Vault	Trap Setting Questions
Restores include the folder hierarchy	●	○	How does your organization organize its data?
Version history of files	●	○	How do you use version history?
Cost-effective archive licenses	●	◑	Do you anticipate the need to access files from deleted users, such as ex-employees?
SaaS security platform beyond backup	●	○	How are you reducing the risk of SaaS ransomware, data leak/loss, misconfiguration, third-party apps, and non-compliance?

Why SpinBackup Wins Against Keepit

Overview of Keepit

Keepit provides next-level SaaS data protection purpose-built for the cloud, by securing data in a vendor-independent cloud. Supported apps include: Microsoft 365, GoogleWorkspace, Salesforce, Zendesk, PowerPlatform, and other Microsoft products (Dynamics, Azure DevOps, EntraID).

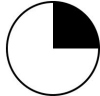| SpinBackup Wins Over Keepit	Why SpinBackup Wins	Traps They Set	Counter
Suara moved to SpinBackup because Keept was converting file formats which caused layout, formatting, metadata, and functionality issues, and it had a poor UI when previewing emails, files, etc.	Selection of data storage providers Flexibility in data retention policy Maintenance of Google Workspace file formats KNOCKOUT PUNCH Expansion to SpinOne SaaS security platform including ransomware protection with fastest 2-hour recovery SLA	Keepit sometimes offers a bigger discount	Spin offers value-add, including ransomware protection, DLP, and SSPM in one platform, plus faster, more reliable backups and excellent support

Why SpinBackup Wins Against Keepit

| Capability	SpinBackup	Keept	Trap Setting Questions
Breadth of data storage providers	●	○	Do you have any data storage requirements - whether by provider or by geographic location?
Accessible and frictionless in terms of how to buy and trial the product	●	◔	Do you have a partner that you work with?
Flexible retention period	●	◑	Does your organization follow any compliance, legal, or business requirements that requires minimum data exposure?
SaaS security platform beyond backup	●	○	How are you reducing the risk of SaaS ransomware, data leak/loss, misconfiguration, third-party apps, and non-compliance?

Why SpinBackup Wins Against Spanning

Overview of Spanning
Spanning (acquired by Kaseya) protects SaaS data with automated backup. Spanning is going through a period of transition with Kaseya, which we believe will be disruptive to their product and business operations and is already evident in recent negative customer reviews. Backupify and Spanning are owned by Kaseya and offer the same functionality, so we expect consolidation.

SpinBackup Wins Over Spanning	Why SpinBackup Wins	Traps They Set	Counter
-ATYR Pharma moved to SpinBackup because Spanning increased its price during contract renewal, new features weren't being released, bugs weren't being fixed, and customer support was poor -WUSC.ca moved to SpinBackup because after the acquisition of Spanning by Kaseya, Spanning lost backups, made the UI more difficult, and lowered their standards for business management practices	Selection of data storage providers Flexibility in data retention policy Coverage of SaaS apps KNOCKOUT PUNCH Expansion to SpinOne SaaS security platform including ransomware protection with fastest 2-hour recovery SLA	Spanning markets "unlimited" storage	Spanning's unlimited policy is limited to 100GB/ license per its Terms of Use showing a lack of transparency
		Spanning sometimes offers a bigger discount	Spin offers value-add, including ransomware protection, DLP, and SSPM in one platform, plus faster, more reliable backups and excellent support

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Why SpinBackup Wins Against Spanning

Capability	SpinBackup	Spanning	Trap Setting Questions
Breadth of data storage providers	●	○	Do you have any data storage requirements - whether by provider or by geographic location?
Breadth of SaaS app support	●	◔	Besides [X] what are some other SaaS apps that you would consider to be critical for your business?
Recent, positive customer reviews	●	◑	How important is backup reliability and customer support to you?
SaaS security platform beyond backup	●	◔	How are you reducing the risk of SaaS ransomware, data leak/loss, misconfiguration, third-party apps, and non-compliance?

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SaaS Security Posture Management (SSPM)

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Why SpinSPM Wins Against AppOmni

AppOmni

Overview of AppOmni
AppOmni is a SaaS Security and SSPM vendor that secures customers' SaaS data across a variety of apps through visibility and automation

SpinSPM Wins Over AppOmni
Rokt, an ecommerce technology company, selected SpinSPM because of the browser extension risk functionalities, which no other vendor has. This, coupled with Spin's partnership with Google, drove Rokt to purchase SpinSPM

| Why SpinSPM Wins |
|---|
| Visibility and evaluation of 3rd party apps |
| Visibility and management of data |
| Customer support SLA |
| Recommended and integrated by Google, recognized as a Strong Performer in Forrester SSPM Wave |
| KNOCKOUT PUNCH Expansion to SpinOne SaaS security platform including ransomware protection, backup, and DLP |

| Traps They Set	Counter
AppOmni integrates with 40+ apps and offers the AppOmni Developer Platform, which enables integration to any app	AppOmni's SSPM functionalities fail to provide meaningful insight and action into improving its customers' security posture.

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Why SpinSPM Wins Against AppOmni

AppOmni

Capability	SpinSPM	AppOmni	Trap Setting Questions
Visibility and management into web browser extensions	●	○	How do you view and manage your users' web browser extensions?
Granular management of 3rd Party Apps via Allowlist/Blocklist by OU	●	◔	Do your teams have different 3rd Party App needs?
Granular visibility into 3rd Party Apps via detailed risk score assessment based on permission scope and business/security/ compliance risks	●	◔	How do you currently determine the risk level of a 3rd Party App?
Data visibility and data access management	●	○	How do you currently view data and manage data access in your organization?
2-hour customer support response window	●	◔	What steps do you typically take if you run into an issue?
SaaS security platform beyond SSPM	●	◔	How are you reducing the risk of SaaS ransomware, data leak/loss, backup and recovery, and non-compliance?