

# Aqera - Competitive Battle Card

Sales Battle Card

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# Feature Comparison Matrix

## Head-to-Head: Aqera vs. Vanta vs. Manus AI

Capability	Vanta	Manus AI	Aqera
Compliance Frameworks	129+	N/A	7+ configurable
Vendor Risk / TPRM	400K vendor DB	N/A	AI-native with Claude scoring
Questionnaire Automation	Templates + 95% AI fill	N/A	Templates + AI scoring + auto-complete
Trust Center	Customer portal	N/A	Evidence-backed portal
AI Governance	Basic agent	No governance	7-law governance brain
Evidence Integrity	Audit logs	None	Cryptographic chain
Ambient AI	Web only	Web + API	Chat + Slack + Teams + Email + CLI + API
Workflow Builder	Rigid compliance flows	Autonomous (no governance)	Visual builder with governance gates
Security Operations	Compliance monitoring	N/A	Full security posture + incidents
Friction Score	N/A	N/A	Unique metric (only Aqera)
Self-Consuming	No	No	Template of Aqera for enterprise

# Pricing Comparison

64-78% cheaper than Vanta across all tiers.

Tier	Vanta	Aqera	Savings
Entry / Startup	~\$7,500/yr	\$2,388/yr (\$199/mo)	68% cheaper
Mid-Market	~\$25,000/yr	\$7,188/yr (\$599/mo)	71% cheaper
Enterprise	\$50,000-80,000+/yr	\$17,988/yr (\$1,499/mo)	64-78% cheaper

# Key Differentiator -- AI Governance Brain

## **Vanta monitors. Aqera governs.**

### 1. AI Governance Brain

Vanta monitors compliance controls. Aqera governs AI operations with a 7-law framework that classifies intent, enforces policies, and requires human approval for irreversible actions.

### 2. Cryptographic Evidence

Vanta provides audit logs. Aqera provides a hash-chained, signed evidence ledger where every claim is cryptographically verifiable.

### 3. Friction Score

Neither competitor measures operational friction. Aqera quantifies process, data, compliance, communication, and technology friction -- a single number for operational health.

# Key Differentiator -- Ambient AI and Pricing

**Meet users where they work. At a price anyone can afford.**

## 4. Ambient AI (Ara)

Vanta works in the browser. Ara operates across Slack, Teams, Email, CLI, API, and web -- meeting users where they work.

## 5. Accessible Pricing

Vanta starts at \$7,500/yr. Aqera starts at \$199/mo. Any company can afford to start.

# Objection Handling

## Common objections and how to respond.

"Vanta has 129 frameworks, you only have 7"

Most companies need 1-3 frameworks. Aqera's are AI-native with continuous evidence collection, not checkbox compliance. Custom frameworks are fully supported.

"Vanta has a 400K vendor database"

Breadth without depth. Aqera uses Claude to analyse vendor responses and score risk intelligently. Smaller database, smarter analysis.

"Manus AI is backed by Meta"

Manus has zero governance. Autonomous execution without oversight is a liability. Aqera provides governance gates at every step.

"We already use Vanta"

Aqera complements Vanta -- connect via integration and add AI governance, Friction Score, and ambient automation on top.

# Customer Talking Points

## What customers say about choosing Aqera.

- "We needed compliance AND AI governance -- Vanta only does compliance"
- "The Friction Score showed us bottlenecks we didn't know existed"
- "Ara handles routine compliance tasks so our team focuses on strategy"
- "At \$199/mo, we could start without a budget approval cycle"
- "The cryptographic evidence chain gives our auditors confidence"



# When to Lead with Aqera

## Scenario-based positioning guide.

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Internal document. Aqera Ltd, United Kingdom.

Scenario	Lead With
SOC 2 audit approaching	Aqera (faster, cheaper setup)
AI adoption accelerating	Aqera (AI governance is unique)
Board asking about AI safety	Aqera (7-law governance)
Vendor risk management needed	Aqera (AI-native TPRM)
Budget constrained	Aqera (68-78% cheaper)
Need 50+ frameworks	Vanta (breadth advantage)
Large existing Vanta deployment	Aqera as complement