

## CASE STUDY

# Building and Expanding Trust Through SOC 2 Attestation

Data platform Lido achieved SOC 2 attestation, strengthening credibility and expanding trust with enterprise clients.

## Challenge

As a data platform that works with sensitive business documents like financial records, contracts, PII, and more, SOC 2 was essential for Lido to earn and maintain the trust of its enterprise clients.

“Gaining SOC 2 compliance was not about ticking a box but rather showing our customers that we take their data seriously and have the right systems and processes in place to protect it,” said Andres Balcazar, Chief Business Officer at Lido.

After deciding SOC 2 was necessary, Lido quickly discovered they were working with a tight deadline and needed an audit partner who could help them achieve this.



## Overview

Lido, a next-gen data extraction and automation platform built on top of a spreadsheet interface, combines AI, OCR, and integrations with tools like Google Drive, OneDrive, and email platforms to help teams automate processing invoices, purchase orders, contracts, timesheets, and more—without needing engineers. Lido's mission is to make automation as easy as working in a spreadsheet, so teams can spend more time analyzing data and less time copying and pasting it.

## Services

- ◆ SOC 2

## Solution

Working with a tight deadline, Balcazar and the team knew a compliance automation platform was needed. Lido ultimately signed with Drata. Having an audit partner who understood Lido's goals and timeline, and knew how to work within the Drata environment, was important.

From the first call, Sensiba stood out with their speed, transparency, and experience. "They were true partners," Balcazar said. "We wanted someone who could guide us through our first SOC 2 audit with clarity and support, without slowing down our growth. Their fixed-fee structure and cloud-first approach also matched the way we work."

The integration between Sensiba and Drata allowed Lido to experience a smooth and streamlined SOC 2 process. Drata's automation reduced the manual effort required from Lido and made it easy for the Sensiba team to review the evidence. Weekly check-ins and calls from Sensiba kept Lido on track to complete SOC 2 within the deadline.

"Everything was great," Balcazar said. "Sensiba are great communicators, they get on calls to help us understand tactical next steps, they are patient, and have a great and respected reputation. Just an awesome experience."

## Result

Having completed their SOC 2 audit, Lido is already experiencing the benefits of being able to close more deals and increase overall revenue.

Balcazar and the Lido team would recommend SOC 2 for any company for more than just compliance. It makes any company more trustworthy. "Our advice: don't wait until the last minute. Use a tool like Drata to streamline the process and choose an audit partner like Sensiba who understands how startups move. Treat it as an investment in your long-term growth," Balcazar said.

With Type 1 complete, Lido is working toward its Type 2 attestation. They are also expanding their platform capabilities into RPA, document workflow automation, and more advanced AI integrations. Lido's broader goal is to continue to empower every team to automate manual data work without writing code—securely, reliably, and at scale.



"Sensiba stood out as an auditor that understood modern SaaS businesses and could work in a fast, collaborative, and flexible way. They have a great reputation as an auditor—their stamp of approval matters."

**Andres Balcazar**  
*Chief Business Officer at Lido*

## About Sensiba

Our risk assurance professionals help you identify, analyze, and manage potential risks. We collaborate with you to enhance the value of your business with customized risk models and experienced support.

Our flexible and pragmatic approach addresses your concerns efficiently and cost-effectively with solutions tailored to your specific needs.