

# Level up your public cloud data security with DSPM

Dive into the seven latest and greatest techniques to reduce data security risk in complex public cloud environment with DSPM

## 93%

of security experts are concerned about sensitive data security<sup>1</sup> >



### Be consistent with security policies

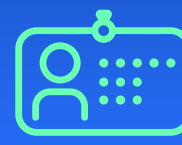
Ensure your organization's data security practices are consistent, comprehensive, and equipped to deal with current threats

### Address growing insider risk

Eliminate data exposure risk caused by human and service identities in public cloud environments and achieve least-privileged access at scale

## 80%

of organizations have suffered identity-related breaches<sup>2</sup> >



## 228 DAYS

to detect and remediate data breaches<sup>3</sup> >



### Detect and respond to threats faster

Prevent impending attacks and accurately communicate risk to support remediation efforts and lower MTTR with advanced threat correlation

### Proactively monitor for compliance with regulations

Expedite audits, fire drills, and reporting with DSPM's automated continuous compliance

## 40%

of teams faced a security breach resulting from manual compliance practices<sup>4</sup> >



## 52%

of a typical organization's data estate is comprised of unstructured data<sup>5</sup> >



### Comprehensive visibility and control

Get visibility and control over both structured and unstructured data with AI-powered automated data discovery and classification

### Be ready for the unexpected

Harden data security posture with real-time contextual data insights powered by AI and ML to prevent security incidents and non-compliance

## \$1.12M

average savings of containing a data breach in 200 days or less<sup>6</sup> >



## 71%

of organizations expect their cloud spend to increase<sup>7</sup> >



### Do more with DSPM

Easily connect to existing tools and platforms for alerts and remediation guidance, improving ROI

1. <https://cloudsecurityalliance.org/blog/2023/07/19/top-takeaways-from-the-gartner-innovation-insight-data-security-posture-management>  
2. <https://www.darkreading.com/cybersecurity-operations/identity-related-breaches-last-12-months>  
3. <https://purplesec.us/resources/cyber-security-statistics/>  
4. <https://drata.com/blog/introducing-2023-compliance-trends-report>  
5. <https://www.veritas.com/news-releases/2024-06-18-veritas-simplifies-visibility-into-unstructured-and-sensitive-data#:~:text=Dark%20data%2C%20which%20is%20data,average%20organization's%20unstructured%20data%20estate>  
6. <https://caniphish.com/blog/average-cost-of-a-cyber-attack#:~:text=This%20type%20of%20attack%20resulted,M%20on%20average%20oper%20breach>  
7. <https://www.flexera.com/about-us/press-center/2022-state-of-the-cloud-report-by-flexera>

Learn more about DSPM

Download Complete Guide to DSPM

Our guide outlines how security professionals can manage data security with a unified DSPM approach, covering key DSPM requirements to consider while selecting a solution that's right for your organization.