

DATA SHEET

# Proofpoint Data Security Posture Management

Discover, classify and  
protect data wherever it is

## The issue with traditional data security

Data is more valuable than oil and a company's greatest asset—aside from its people. That's why CISOs are prioritizing data security.

The problem is that traditional tools take a siloed approach, focusing on systems or infrastructure rather than proactively addressing data risks wherever they exist. While many tools offer lightweight data classification, they often fail to provide visibility across the entire data landscape.

Without this comprehensive context, tools designed to prevent incidents from happening lack the full picture, leaving gaps in protection. These limitations become even more pronounced when businesses adopt Large Language Models (LLMs), data lakes, or other major data initiatives, which require security teams to fully understand their data environment upfront.

Without the right technology, maintaining effective data security is impossible.

## Why Proofpoint DSPM

Proofpoint Data Security Posture Management (DSPM) provides comprehensive data security across diverse environments, including SaaS, PaaS, public or multicloud, on-premises, and hybrid data stores and LLMs.

### Improve data defenses with greater context about data

- Delivers clear visibility of resources and access paths to and from valuable and sensitive data, at rest and in motion
- Provides context to DLP and other tools for real-time visibility and control over your entire data security posture

### Enforce least privilege with comprehensive data access governance

- Identifies over-permissioned users and unused access across data stores
- Supports enforcement of least privilege principles, forming the foundation for a Zero Trust model

### Prioritize remediation based on data value and likelihood of risk

- Quantifies risk based on the relative value of data, allowing teams to focus on protecting what matters most
- Helps lower costs and reduce the attack surface by identifying unnecessary data stores and optimizing storage practices

This solution set is part of Proofpoint's integrated human-centric security platform, mitigating the four key areas of people-based risks.

### Key benefits

- Improve data visibility and control, reduce risk
- Enforce least privilege with data access governance
- Prioritize risk remediation
- Lower compliance and storage costs
- Secure generative AI tools
- Accelerate data initiatives

## Unique capabilities

### Critical data discovery wherever it is

One-pass scanning enables rapid, highly accurate data discovery and classification with minimal setup or manual tuning.

### Real-time risk visualization

Attack path visualizations and guided remediations highlight risks leading to data breaches and reduce attack surface.

### Data access governance

User access mapping identifies sensitive data requiring stricter controls to support regulatory compliance.

### Impact-driven risk prioritization

Actionable insights based on quantifiable value of data and likelihood of potential data loss or leaks.

### AI data oversight

Identifies unsanctioned AI apps and sensitive data accessible by LLMs like Microsoft Copilot or ChatGPT to prevent unauthorized use in AI-generated content.

### Snowflake security at scale

Discovers and classifies Snowflake data, manages user access precisely, and integrates seamlessly with Snowflake Horizon to secure large-scale data lakes.

## Ensured outcomes

### Enhanced data visibility and control

Minimize misuse, loss, or theft by gaining control over where data resides, who accesses it, and how, across all data stores.

### Continuous compliance made simple

Stay compliant with GDPR, HIPAA, NIST, and other evolving regulations for governance, privacy, and audit readiness.

### Accelerated data projects

Streamline cloud migrations, mergers, acquisitions, data lake optimization, and Zero Trust initiatives with accurate insights into data store contents.

### Enhanced data security tool

Actionable insights based on quantifiable value of data and likelihood of potential data loss or leaks.

### Secure generative AI utilization

Enable safe usage of generative AI tools, SaaS, and data lakes with continuous DSPM monitoring, balancing access and risk.

### Cost-effective storage optimization

Identify unknown, abandoned, or duplicate data to reduce storage costs and shrink attack surfaces.

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