

You Can't Afford to Lose Critical Data. It's Time for a Modern Approach.

Easy to Deploy, Difficult to Bypass: ObserveIT Succeeds where DLPs Don't Cut It

Data Loss Prevention

Trouble deploying and realizing value
(incomplete deployments common)

High-maintenance, endless fine-tuning
of rules and signatures

Heavyweight agent slowing down endpoints

Difficult to maintain data classification
scheme

Insufficient to stymie data loss caused
by insider threats

Trivial for technical users **to bypass**

Incomplete data loss prevention with
a blind spot for insider threat

Struggles to communicate between data
owners and DLP administrators

Lagging response times due to the
difficulty of gaining context

observe **it**

Streamlined deployment and quick return on
investment

Low-maintenance, out-of-the-box threat
library

Lightweight user-mode agent

No data classification scheme required;
user behavior is the focus

Built to detect and respond to insider threats

Extremely difficult to bypass

Complete detection, deterrence, and mitigation
of data exfiltration and insider threats

Easy to communicate between IT and the
larger business about threats

Dramatically reduced response times