

SOLUTION BRIEF

Data Security Posture Management for Snowflake

Secure your growing data platform as a service (DPaaS) environment

Key benefits

- Data visibility at scale
- Least privilege enforcement
- Attack surface reduction
- Continuous compliance

Snowflake has transformed how organizations manage big data workloads. It helps businesses collect, store and analyze vast amounts of data more cost effectively. However, for security and data teams, it has also introduced challenges in managing data movement, classification and access. These challenges increase the risks of breaches and governance issues.

Proofpoint Data Security Posture Management (DSPM) maximizes the value of your Snowflake investment. DSPM simplifies how your security and data teams provide business users with the data they need. It solves problems such

as rapid data growth, complexity of data classification and overprivileged access. It also ensures continuous compliance and governance that inadequate risk-management tools cannot.

In addition to its core features, DSPM's seamless integration with the Snowflake AI Data Cloud gives you access to Snowflake Horizon's security and compliance features. With Proofpoint, you get better control of your Snowflake environment. This accelerates your adoption of Snowflake technologies and advanced capabilities such as AI.

This solution set is part of Proofpoint's integrated Human-Centric Security platform, mitigating the four key areas of people-based risks.

Addressing access governance

- Visibility and control

The need for continuous access governance and data classification at scale

Snowflake provides great flexibility and scale. But these benefits also lead to increased data movement, complex access structures and extensive data sharing. As a result, security and data teams can experience various challenges:

Conflict between granting access and avoiding risks — While data teams aim to give business users access to large datasets for insights, security teams must ensure that users access only data that they are authorized to see and use.

Inability to classify data — A rapid influx of unstructured data poses challenges for continuous classification. Security teams find it hard to enforce access controls and monitor users who might be attempting to access valuable or sensitive data.

Hidden valuable or sensitive data — Unstructured data, such as JSON blobs and AI-generated output, makes it difficult to identify where valuable or sensitive data is located. This complicates data access and control.

Unique capabilities of Proofpoint DSPM

In Snowflake environments, the difficulties of managing data movement, classification and access increase the risk of data breaches and governance problems. DSPM addresses these challenges with unique capabilities:

Continuous discovery and accurate classification — Get full visibility of critical data at all times. The DSPM single-pass scanner provides continuous, rapid discovery and accurate classification of your data. There is no need for setup or manual tuning.

Access governance — Use dynamic, detailed graphs to see how your people and resources access data. Identify who has access to specific data stores and determine whether they are using their permissions. Identify which users are inactive, misconfigured or over-provisioned. Ensure that users can access only necessary data.

Credential management — Identify users that have access to valuable and sensitive data but who lack necessary security measures such as multifactor authentication. Enforce stricter authentication policies for those users.

Risk management — See attack paths that could lead to breaches or data loss. Review real-time graphs that rank your risks by data value and the likelihood of successful attacks. Assign monetary value to your data, with rankings that help security and data teams assess the relative impacts of potential data loss. Reduce your attack surface and save on storage costs by identifying abandoned data. Continuously monitor for anomalous activity, such as unexpected spikes in data downloads or access from unusual locations. Use these insights to address high-risk issues more quickly.

Data compliance — Stay ahead of regulatory challenges and reduce risks with advanced tools to support rigorous compliance protocols, such as ISO 27001, SOC 2, PCI-DSS, NIST CSF 2.0 and the Snowflake CIS Benchmark.

In-place scanning architecture — Have complete confidence in your data security. Running as a Snowflake-native app, DSPM operates scanners within your environment. This ensures that data never leaves your secure perimeter.

Unique capabilities

- Data context
- Data access governance
- Data compliance

Maximize the value of your Snowflake investment

By optimizing workflows for your data and security teams, Proofpoint DSPM helps you to maximize the value of your Snowflake investment.

Enabling Snowflake technology utilization — DSPM makes data use more secure for a wider range of users in your organization. This empowers Snowflake customers to use more of the Snowflake technology stack, including its AI capabilities.

Reducing the unknowns — DSPM removes friction between data and security teams by streamlining the process of granting users the appropriate levels of access. This ensures that your data stays both accessible and secure.

Providing context for Zero Trust and compliance requirements — DSPM supports the enforcement of Zero Trust and other security frameworks by precisely classifying valuable and sensitive data and effectively managing user access.



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