Microsoft Security

Fortify data security to protect your most sensitive data

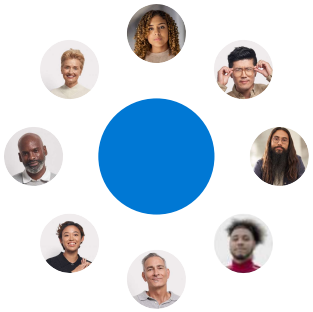
Cybersecurity is a constantly shifting landscape. As our digital world continues to grow, so do the risks. According to research, 83% of organizations experience more than one data breach annually. Malicious insiders account for 20% of data breaches with an average cost of **$4.18M** when a malicious insider is involved[2]. With more than 300 million people working remotely all over the world and collaborating across multiple environments and devices, **data security incidents can happen anytime anywhere**. Data leaks and theft might be overshadowed by external threats in the past. However, they have become one of the most common risks that organizations need to address, and Microsoft can help.

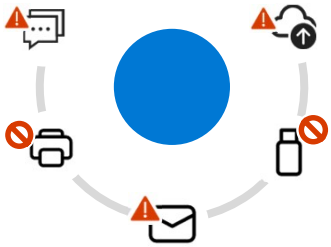
Strengthening data security in a comprehensive way, organizations need to...

Protect sensitive data wherever it lives throughout its lifecycle

Understand user activity context around the data and identify risks

Prevent data from unauthorized use across workloads

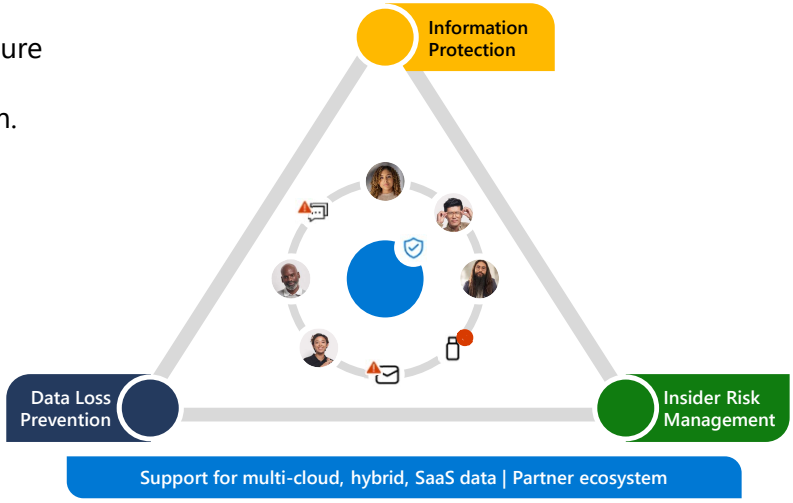




Microsoft provides layers of protection to help you fortify data security

You need all three defenses of protection to effectively secure data from potential data security incidents and they work better together with reinforced synergy across the platform.

- **Discover and auto-classify** data and prevent it from unauthorized use across apps, services and devices
- Understand the **user intent and context around sensitive data** to identify the most critical risks
- Enable **Adaptive Protection** to assign appropriate DLP policies to high-risk users



Manage data security with a defense-in-depth approach

Microsoft

1. Data Breach Investigations Report 2022, Verizon
2. Cost of a Data Breach Report 2022, IBM

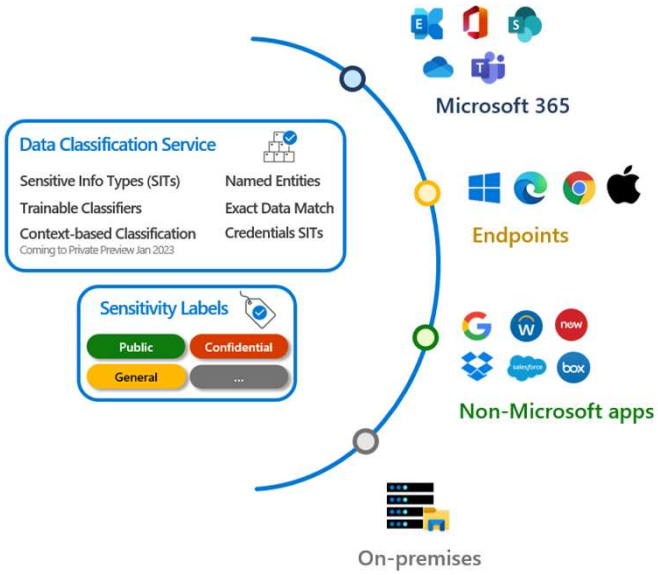
Microsoft Security

Microsoft Purview Data Loss Prevention

Prevent risky or unauthorized use of sensitive data

We are witnessing the proliferation of different types of data and access points, coupled with an ever-evolving regulatory landscape, with hybrid work being the new normal. Additionally, the solution landscape is fragmented, with most organizations using several solutions and custom integrations to meet their data protection needs.. Stitching together disparate solutions is not only resource-intensive but also could lead to potential blind spots and gaps in an organization's data protection strategy. At Microsoft, we are committed to providing a unified and comprehensive solution that can help you prevent the loss of your sensitive data with Microsoft Purview Data Loss Prevention (DLP).

A unified solution for apps, services, and endpoints



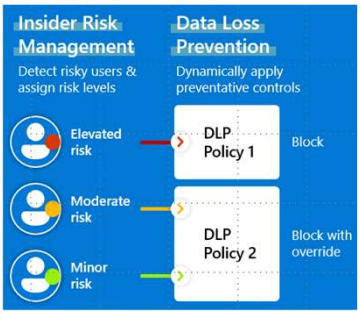
- Cloud native solution with protection built-into Microsoft 365 apps, services, and endpoints, eliminating the need of any on-premise infrastructure or agents
- Balance protection and productivity with policy tips and user notifications and granular policy controls, while managing policies across all workloads from a single place.
- Unified alerting and remediation that allows easy triaging and alert integration with the Microsoft 365 Defender portal and Sentinel
- Easy to onboard and deploy with pre-built templates, default policies, and tools to help migrate existing DLP policies to Microsoft environment

Integrated with Microsoft Purview Information Protection: Leverage the out of the box, custom, and advanced classification types including exact data match, named entities, and trainable classifiers in DLP policies. Configure DLP policies to take action based on the sensitivity label.

Optimize data protection automatically

New

Enable Adaptive Protection to optimize data protection by automatically by assigning high risk users to strictest DLP policy and reassigning them to less strict policies as the risk level reduces over time.



Why choose Microsoft Purview DLP?

Save deployment and maintenance costs by eliminating agents and on-premise infrastructure

Protect all your workloads, including Microsoft and non-Microsoft applications using a single solution

Get started quickly with out of the box classifiers and templates and default policies

Microsoft

Prevent data exfiltration with Microsoft Purview DLP

Contact us to conduct a data security assessment and get tailored recommendations.