

If you cannot find your data, then how can you protect it?

Organizations struggle with the task of knowing where their data resides, posing potential risk to data security and regulatory compliance. Once you have discovered where all your data resides, the next step is defining its sensitivity so you can handle it securely across the data lifecycle.



About Data Security Posture Management (DSPM) Platforms

The current sweetheart of cybersecurity, “DSPM tools provide visibility regarding where sensitive data is, who has access to that data, how it has been used, and what the security posture of the data stored or application is. It does that by assessing the current state of data security, identifying and classifying potential risks and vulnerabilities, implementing security controls to mitigate these risks, and regularly monitoring and updating the security posture to ensure it remains effective.” ~ [Gartner Peer Insights](#)

Why DSPM is the Sweetheart

43% of orgs were not able to identify the location of their critical data assets.¹

53% of companies reported they had over 1,000 sensitive files open to every employee.²

54% of data in organizations is unclassified and unlabeled.³

1) [Lepide](#) 2) [Varonis](#) 3) [EmeraldInsight](#)

The Challenges Organizations Face

Due to ever-changing and diverse workforce environments, employees are introducing new devices, apps, cloud environments...and *DATA* every minute of every day. Data Discovery is highly intrusive by design and not all organizations are prepared to *CONSUME* the sheer volume of data uncovered.

Data classification, coupled with data discovery, protection and governance, strengthens downstream controls that can minimize or mitigate potential breaches and their impact. Data classification leads to persistent data risk and sensitivity awareness, which can shorten response and recovery times.

There are dozens of DSPM vendors in the marketplace peddling their 1-stop-shop solutions, so it's hard to know where to begin – plus - comprehensive solutions require skilled interpretation and application to keep your data awareness current. ***Cloudrise can assist...***



Our Recommended Approach

Identify

Identify the different data repositories interacting with the information throughout the data life cycle

Prioritize containers of high risk to low (i.e. share drives, databases, web servers)

Discover

Discover the location and accessibility where your sensitive data resides

Determine the effectiveness of existing controls and processes that are derived from data sensitivity

Produce and maintain a data inventory

Classify

Classify data according to its value, type and/or sensitivity in the org (i.e. IP, proprietary, compliance requirements)

Provide persistent classification and protection of articles identified to be sensitive

Employ data handling procedures to reduce risk

Operate

Build a data security governance program that drives your people, tech decisions, and processes, and addresses the ever-changing data compliance and regulatory landscape.

Continuously optimize and manage the tech and program in order maximize the value of your tech and reduce data risk.

Cloudrise security services, coupled with a DSPM platform, are the foundation for a comprehensive information security strategy to enhance organizations' data awareness and protection.



Tailored Security. Enables organizations to strategically implement appropriate security measures and controls.



Risk Management. Allows for prioritization of protection efforts to focus resources based upon sensitivity and risk exposure.



Incident Response. Allows for quick and efficient organizational response in the case of a data breach.



Regulatory Compliance. Helps facilitate compliance with regulations by enabling targeted security measures for each data category.



Following the Data. With a classification applied will lead to less friction with access control, DRM, etc.



Downstream Security. Data that is classified correctly will make downstream controls much more accurate and efficient.

Supported Technologies



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