Fortify data security with Microsoft Purview

Start here ❯

How secure is your data?

Do you know what kinds of sensitive data you have and where it lives? How are you currently securing sensitive data across all your environments and preventing its loss? And how do you manage insider risks? These are all questions today's businesses need to be asking.

The fact is, data security is hard. You need to secure emails, messages, shared storage, and cloud apps—not to mention all the devices that data is accessed on. Plus, the average company's data footprint keeps growing exponentially. Imagine this: people create 2.5 quintillion bytes of data and send 333.2 billion emails every single day.[1] And with more than 300 million people working remotely all over the world, data security incidents can happen anytime, and anywhere.

It's a conundrum, and today's organizations are struggling with a fragmented solution landscape. More than 80% of decision makers purchased multiple products to meet compliance and data security needs.[2] However, this approach can be costly, hard to manage—and still leave gaps. A holistic approach to data security is essential.

That's where Microsoft Purview data security solutions can help.

83%
organizations experience more than one data breach in their lifetime[3]

44%
increase in insider-led cybersecurity incidents since 2020[4]

US$15.4M
average cost of activities to resolve insider threats over a 12-month period[3]

1. Tech Jury, How Much Data Is Created Every Day in 2023?, February 2023
2. February 2022 survey of 200 US compliance decision-makers commissioned by Microsoft with MDC Research
3. IBM, "Cost of a Data Breach Report," 2022
4. Proofpoint, "Insider Threats Are (Still) on the Rise: 2022 Ponemon Report," January 25,2022.

Introducing Microsoft Purview

To help address data security challenges, organizations need to implement multiple controls. These controls include preventing data from unauthorized use across workloads, securing sensitive data wherever it lives throughout its lifecycle, and understanding user activity context around the data.

Microsoft Purview delivers the various controls you need to create a comprehensive data security solution to help you better understand and mitigate your data risks. As part of the solution, you can easily create a holistic, up-to-date map of your data landscape with automated data discovery, sensitive data classification, and end-to-end data lineage. Available as a single platform, Microsoft Purview helps you fortify data security effectively, so you can more easily develop an in-depth approach to securing your sensitive data—no matter where it resides.

Protect sensitive data with Microsoft Purview Information Protection, which offers visibility into where your data lives, classifies sensitive information through comprehensive labeling, and applies built-in encryption to protect your data.

Prevent data loss with Microsoft Purview Data Loss Prevention, which provides controls to prevent data loss or unauthorized use of that data, such as improperly saving, storage, or printing.

Manage insider risk with Microsoft Purview Insider Risk Management, which provides user context around data and applies built-in, ready-to-use machine learning models to detect and mitigate the most critical data security risks around that data.

Where do data security incidents come from?

Broadly speaking, users cause data security incidents. Sometimes the intent is malicious; data and IP theft from departing employees is, unfortunately, not uncommon. Other times, it's inadvertent exposure. For instance, an employee might accidentally send a document to the wrong person, or leave it unprotected.

But regardless of when and how that data was exposed the larger issue is that most organizations have no visibility into how their data is being used and accessed. And without visibility, you just don't know what your risk is.

Protect sensitive data with Microsoft Purview Information Protection

The very first step to securing data is to understand and discover where it lives in your organization. Therefore, you need a solution that gives you visibility across your entire data estate—whether that's on-premises, in the cloud, hybrid, or multi-cloud.

With Microsoft Purview Information Protection, you can view and manage all your data from a single location, including the volume, type, and location of sensitive information, From here, you can easily classify and label your data and apply controls such as encryption, access control and more.

Microsoft Purview Information Protection also helps safeguard data throughout its lifecycle, with persistent labeling and encryption built into productivity tools. And that's not all; because organizations need to protect data where people work from multiple environments, the visibility and protection of sensitive information are extended across your entire data estate, whether on-premises, hybrid, or cloud.

Microsoft Purview Information Protection helps safeguard sensitive data

- **Discover and classify data at scale** using automation and machine-learning.

- **Safeguard data throughout its lifecycle** with labeling and encryption built into productivity tools.

- **Extend protection across environments** to help safeguard data wherever it lives.

Prevent data loss with Microsoft Purview Data Loss Prevention

People work remotely. Teams collaborate nationally and internationally. The average worker is using not just a computer, but also mobile devices. They're working across apps too, in hybrid models. In short, your data is everywhere.

That's why it's imperative to secure information beyond the document level by ensuring all your egress channels prevent exfiltration and unauthorized use. But it's also important not to lock down data too much, because productivity plummets when users can't access the data they need. How do you solve these challenges? Enter Microsoft Purview Data Loss Prevention (DLP).

This comprehensive solution works across the different applications, services, and devices where sensitive data is stored, used or shared, whether it's Microsoft-native platforms or non-Microsoft services and apps. Because Microsoft Purview DLP is cloud-native, you don't need to install costly on-premises infrastructure or agents. Additionally, it can help you save costs, because you can consolidate the disparate solutions you might have today.

Microsoft Purview Data Loss Prevention (DLP) helps prevent data loss

- **Eliminate the need for on-premises infrastructure and agents** with a cloud-native solution that builds protection into Microsoft 365 apps, services, and Windows endpoints.

- **Balance protection and productivity** with granular policy controls and manage all workloads from a single location.

- **Take an integrated approach to data** by leveraging native integration with data classification, user activity insights, and security incident management.

Manage insider risk with Microsoft Purview Insider Risk Management

Data doesn't move itself; people move data. In other words, data breaches are commonly caused by internal actors, whether it's departing employees exfiltrating data, malicious data theft or inadvertent overexposure.

The key is understanding how and why people are accessing data; when you understand the context, you can identify the potential data security risks and risky user activities that can lead to incidents. Organizations need a holistic approach to managing insider risk by bringing together the right people, processes, training, and tools.

Microsoft Purview Insider Risk Management correlates various signals to identify potential malicious or inadvertent insider risks. These risks include IP theft, data leakage, and security violations. Insider Risk Management also enables customers to create policies that manage security and compliance. Built with privacy-by-design principles, users are pseudonymized by default, and role-based access controls and audit logs are in place to help ensure user-level privacy.

Microsoft Purview Insider Risk Management helps detect and mitigate data security risks

- **Put privacy first by protecting user trust and building a holistic insider risk program** with *pseudonymization* and strong privacy controls.

- **Simplify data security by identifying hidden risks** with 100+ *built-in and ready-to-use machine-learning models* and indicators, requiring no endpoint agents.

- **Accelerate and expedite mitigation** with enriched investigations and A*daptive Protection* that enforce effective controls dynamically.

Fortify your data security with an integrative approach

Microsoft Purview strengthens data security by offering information protection, insider risk management and data loss prevention in a single unified platform. These three different layers of protection don't just help to secure data from potential data security incidents, they also work together as a single platform to strengthen your data security.
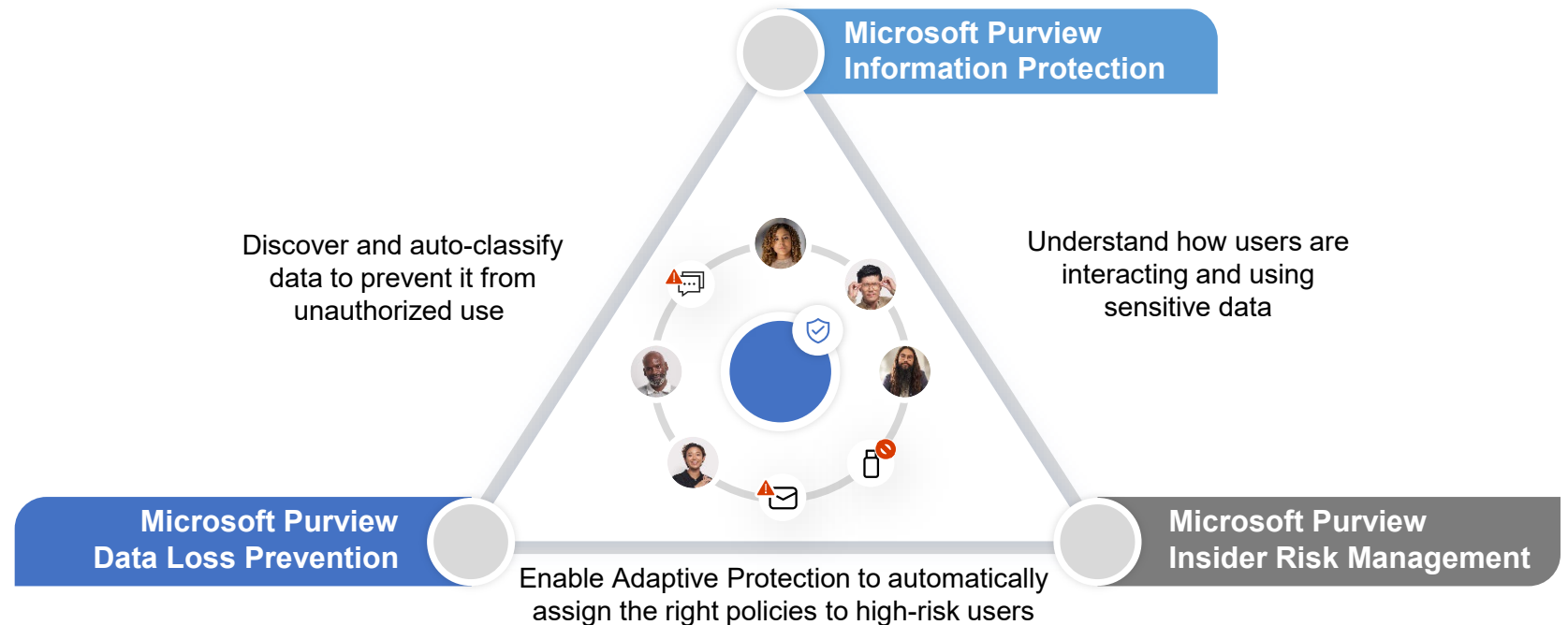
Think of it this way. If you use Information Protection and Data Loss Prevention together, you can discover and auto-classify data to prevent unauthorized use.

Similarly, using Information Protection and Insider Risk Management together helps you understand the user intent around sensitive data to identify the most critical data risks in your organization.

If you use Insider Risk Management and

Data Loss Prevention, you can enable what we call "Adaptive Protection," which assigns appropriate DLP policies based on user's risk levels. With Adaptive Protection, you can understand the context in which users are accessing information and how they're interacting with it. Then you can calculate and assign

appropriate risk levels, and automatically tailor the appropriate DLP controls based on a user's risk levels. And when you put them all together, Microsoft Purview helps you strengthen your data security.

Microsoft Purview Information Protection

Discover and auto-classify data to prevent it from unauthorized use

Understand how users are interacting and using sensitive data

Microsoft Purview Data Loss Prevention

Microsoft Purview Insider Risk Management

Enable Adaptive Protection to automatically assign the right policies to high-risk users

Get ahead of data security incidents with Adaptive Protection

In today's modern workplace, data security risk is dynamic. The type of content changes, just as the people who interact with that data shifts. What people do with data changes too. That means data security is even more complicated to manage. Unfortunately, broad, static policies no longer work; at one extreme, they run the risk of not doing anything and on the other, they can overprotect data to the point that people can't get anything done at all. Far too often, admins scramble to manually adjust policy scope and triage alerts to identify critical risks.

Adaptive Prevention helps solve these issue by helping you address most critical risks dynamically. With Adaptive Prevention, Machine Learning analysis continuously detects and mitigates the most critical risks for both content and users. It helps you gain a better understanding of risk by using Insider Risk Management to classify data and users, understand user context, and gain insights into how that data is going to be used.

Then, Adaptive Protection automatically adjusts the right level of mitigation controls based on the risks detected. For instance, high-risk users can be scoped in a stricter control while low-risk users can work as usual. And it's constantly adjusting; the control can be dialed up and down when user's risk levels change.

As a result, Adaptive Protection not only helps reduce the security team's workload, but also makes DLP more effective by continuously optimizing policies.

Insider Risk Management

Detect risky users and assign risk levels

Data Loss Prevention

Dynamically apply preventative controls

Elevated risk	DLP Policy 1	Block
Moderate risk	DLP Policy 2	Block with override
Minor risk	DLP Policy 3	Policy tips

Strengthen your data security today!

In today's world, there are no geographical limits to sensitive data; it travels across people, places, and devices around the world. The key to data security is securing that data anywhere it happens to go. Microsoft Purview can help you build a data security strategy for today's global, collaborative business landscape. It's simple to get started with built in protection. It's fully integrated for management and secure collaboration. And it's intelligent, giving you the ability to automate your data security.

Isn't it time to secure your data?
Contact us for more details.

https://1staff.com/contact-us/