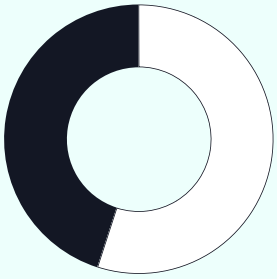
Laminar

The CISO's 60-Second Guide to DSPM

It's hard to deny a new approach to cloud data security is necessary when you consider that **45% of data breaches** are cloud-based.



45%

Of data breaches are cloud-based

It's clear that something — or many things — isn't working. Data proliferates faster than we realize, causing shadow data (unknown or forgotten data) to get lost in a sprawling cloud environment. Legacy or CSPM solutions don't help us to get a complete picture of what data exists where, how sensitive it is, and if it's properly secured.

CISOs need a **cloud-native security solution** designed to meet these challenges. That solution is data security posture management (DSPM).

Read on for a 30-second overview of all things DSPM.

What is DSPM?

Data security posture management consists of processes, policies, and technology designed to secure data and achieve compliance in a multi-cloud environment.

DSPM combines complete visibility into your cloud data — regardless of whether you're using AWS, Azure, GCP, Snowflake, BigQuery, Sharepoint, or another platform — and actionable risk remediation suggestions, ensuring you have everything you need to maintain a robust and consistent security posture.

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Three reasons DSPM matters to you

DSPM helps security professionals walk the fine line between data democratization, (which fuels essential innovation and growth) and managing data risk.

With DSPM, you can:

Prevent sensitive data exposure

DSPM continuously and autonomously scans your cloud environment, monitoring data access, modification, duplication, or movement, and immediately flags policy violations. This ensures unsecured data or non-compliant data usage doesn't fly under the radar.

Enable agility and innovation

With DSPM, you don't have to implement broad, restrictive, "catch-all" data security policies. Instead, continuous and comprehensive visibility empowers you to create more nuanced policies, allowing the right people to access the right datasets and use them correctly and safely.

Reduce fines, revenue loss and cloud costs

DSPM helps you protect your company from a data breach that could result in costly fines and loss of revenue. It also identifies redundant, obsolete, and trivial (ROT) data in your cloud ecosystem, allowing you to reduce the amount of cloud storage you're using and its related costs.

Learn how to protect your organization's most sensitive data

Request a demo

Here's what you need to know about DSPM

Security solution must-haves

When you boil it down, a data security platform needs to be able to do these things:

- Autonomously access and scan ALL cloud platforms, applications, and any on-prem data stores.
- Discover and classify all types of data, including structured and unstructured data, and determine its security posture.
- Continuously monitor for data access or usage that violates your data security policies.
- Immediately provide actionable remediation suggestions.

And it should do all of this in a way that's easy to implement, doesn't impede or endanger operations, and doesn't increase risk (by removing data from the customer environment as it scans).

Legacy data security, CSPM/CNAPP, and CSP-native solutions aren't cutting it

Other solutions, like legacy tools and CSP-native solutions, simply cannot check all of these boxes.

Type of Data Security Capability	Manual/Homegrown Solutions	Legacy Data Security Solutions	CSP-Native Security Solutions	CSPM/CNAPP Solutions	DSPM Solution (Laminar)
Operating cost	High	High	High	Low	Low
Automated data discovery	No	No	Yes	Yes	Yes
Discovers data context	No	No	Yes	No	Yes
Data classification	No	No	Yes	No	Yes
Shadow Data Store Detection	None	None	Low	Low	High
Privacy Controls	None	None	Low	None	High
Data moved outside of customer envir	None	All	None	All	None
Time to Deployment	High	High	High	Low	Low

For an in-depth analysis of the features and capabilities you need in a DSPM solution, check out **A Buyer's Guide to DSPM Solutions.**

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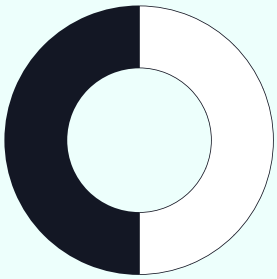
How to get started with DSPM

According to Gartner, **50% of organizations** will consider enabling innovation a central focus of their cloud strategy. To meet these growing demands and maintain data security, modern solutions, like Laminar, must be adopted.



50%

of organizations will consider enabling innovation a central focus of their cloud strategy

For a comprehensive deep dive into DSPM, check out our **What is Data Security Posture Management?** page.

Laminar Security is the market-leading enterprise DSPM solution, bringing together automated data discovery, intelligent classification, custom and out-of-the-box policy validation, along with real-time data threat detection and data access governance, to enable autonomous and continuous data security.

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