

Forcepoint Data Security Cloud

Uniting Visibility and Control for seamless Data Security Everywhere

Empower people to use intellectual property and sensitive data to innovate with confidence while cutting the costs and complexity of safeguarding sensitive data. Reduce the risks of data spread across cloud, GenAI, and remote devices.

Data is the lifeblood of business

Organizations today are overwhelmed by a surge in data, driven by the rapid adoption of cloud computing and Generative AI (GenAI). These powerful technologies are transforming businesses, enabling advanced analytics, automation, and personalized services. However, this data explosion comes with a dark side: a dramatic rise in data breaches.

The challenge

The challenge of securing vast, dispersed data and complying with privacy regulations is daunting. Failing to do so can lead to significant financial losses, loss of customer trust and regulatory penalties. It's a critical moment for organizations to find a solution that not only harnesses the power of new technologies like GenAI but also protects their most valuable asset—data.

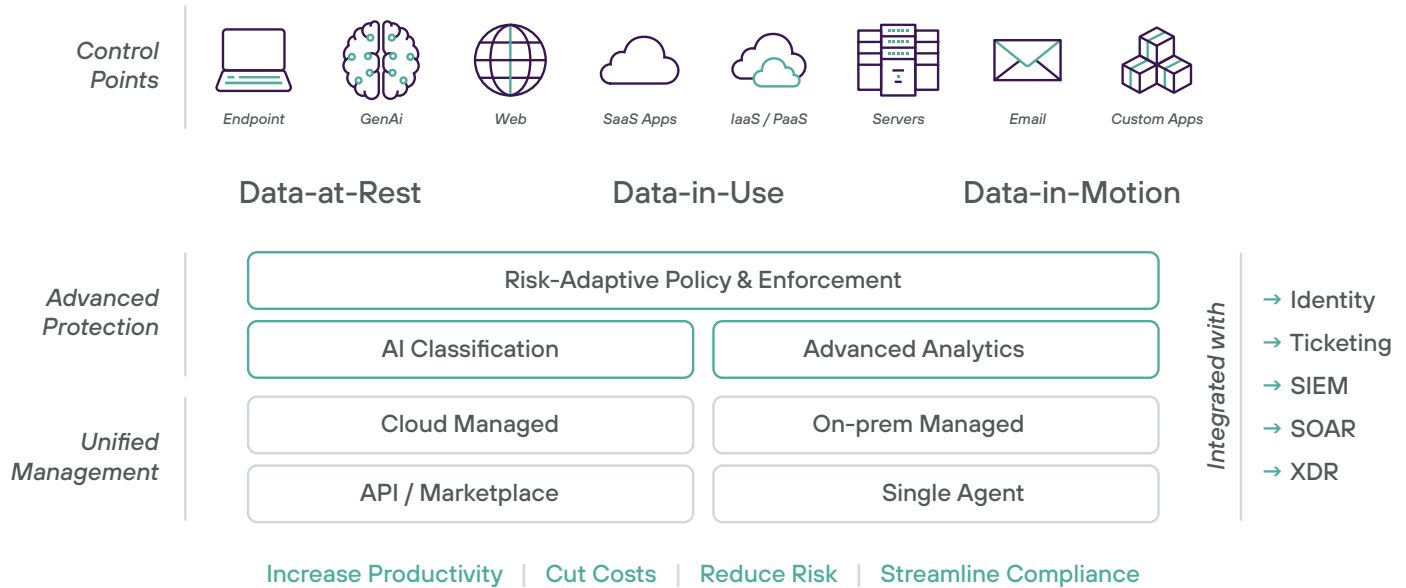
And with the increased pace of change that comes along with a hybrid, AI-powered world, the adversaries are increasing their capabilities daily. In fact, just this year, hackers released a phishing-as-a-service offering that promises to clone any website with amazing accuracy. Using AI, they can then build customized phishing attacks using these cloned sites in only 10 minutes. It is also getting easier to trick people into sharing data they shouldn't. And today, employees rely on an ever-increasing number of apps and services that could put your data at risk.

The stakes

Data breaches are becoming more common and more sophisticated, but they don't have to happen to you. The cost of doing nothing is the cost of a breach, which averaged nearly \$5 million for organizations last year, according to IBM. Perhaps even more important: the loss of customer trust can lead to customer attrition, delayed deals with current customers and prospects and possibly even partner fallout. A poor overall security posture may result in higher cyber insurance premiums. In extreme cases, providers might even deny coverage.



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Data Security Everywhere Powered by the Forcepoint Data Security Cloud

This is why it is more important than ever to stop risks to sensitive data before they turn into breaches with a platform like the Forcepoint Data Security Cloud.

Forcepoint Data Security Cloud is an AI-powered, cloud-first security platform that unites visibility and control of sensitive data to seamlessly deliver data security everywhere. It enables policies for visibility and control over all major channels to be managed in one place. It continuously monitors sensitive data in use, at rest and in motion, allowing organizations to detect and respond to data risks before they become breaches. Forcepoint Data Security Cloud integrates data security with advanced threat protection safeguarding sensitive information and preventing malware from gaining control of sensitive data.

Unlike fragmented solutions with gaps and redundancies that lack the ability to automatically and accurately classify and understand data, only cover a few channels or have immature protection on critical channels such as endpoints, Forcepoint Data Security Cloud unites high-speed discovery, AI-powered classification, prioritization, and remediation with the industry's leading data loss prevention capabilities from the endpoint to the cloud and everywhere in between.

Forcepoint Data Security Cloud's unique AI Mesh delivers the highest accuracy and richest context for data management and security; its pioneering risk-adaptive protection automates and simplifies policy enforcement, and its broad channel coverage and continuous monitoring provide a better picture of the dynamic risks to sensitive data everywhere it is accessed and used.