FBD Insurance Future-Proofs Data Security with Forcepoint DSPM and DDR

Founded in the early 1960s as Farmer Business Developments, FBD Insurance began as a mutual initiative by farmers to serve the agricultural community. Over the past five decades, it has evolved into one of Ireland's leading general insurers, offering a broad range of insurance products to individuals, families and businesses across Ireland.

As a financial institution, FBD Insurance is entrusted with protecting highly sensitive data, including

→ Personally Identifiable Information (PII) of policyholders

→ Medical and health-related claims data

→ Financial and payment records

→ Regulatory compliance documentation

→ Internal operational and risk data

This data is not only critical to FBD Insurance operations but also subject to stringent regulatory oversight, making robust data security a business imperative.

CUSTOMER PROFILE:
FBD Insurance is a leading Irish-owned insurer with over 50 years of experience providing comprehensive insurance solutions to individuals, farmers, and businesses across Ireland.

INDUSTRY:
Insurance

HQ COUNTRY:
Ireland

PRODUCT(S):
› Forcepoint DSPM
› Forcepoint DDR

Challenge: Navigating a Complex and Evolving Threat Landscape

As FBD Insurance scaled its operations and digital footprint, the cybersecurity landscape became increasingly complex. The organization faced mounting pressure to protect sensitive data from both external threats and internal vulnerabilities, all while maintaining compliance with evolving regulatory standards.

"Over time, the environment we operate in, the threat environment in terms of data and IT security, has become more sophisticated." — Enda Kyne

Traditional perimeter-based security models were no longer sufficient. FBD Insurance needed a solution that could

→ Identify and classify sensitive data across a distributed environment

→ Detect and respond to threats in real time

→ Provide transparency and auditability for regulators

→ Enable collaboration across IT, security and compliance teams

"We've partnered with companies who brought us a certainty that we are getting the right solution, we're achieving the right outcomes. We're in business to actually look after our customers, and for companies like Forcepoint, we've got a huge alignment in why they look after us as a customer the same way we look after our customers."

Solution: Forcepoint Data Security Posture Management (DSPM) and Data Detection and Response (DDR)

FBD Insurance selected **Forcepoint DSPM** and **DDR** tools to modernize its data protection strategy. These solutions were rapidly adopted by both the IT security and data protection teams due to their intuitive design and operational relevance.

"Forcepoint DSPM and DDR tools have been very much embraced by our IT security team and our data protection officer team because they're easy to use, they're modern and they're actually fit for purpose."

The implementation of Forcepoint's solutions enabled FBD Insurance to:

→ Map and classify sensitive data with high precision

→ Automate threat detection and response

→ Generate transparent, regulator-ready reports

→ Align security language and taxonomy across teams

Key Benefits

1. Operational Efficiency Through Actionable Intelligence

In a modern threat landscape where security teams are inundated with alerts, Forcepoint DSPM and DDR have enabled FBD Insurance to cut through the noise and focus on what truly matters.

"What it's allowed those teams to do, especially our IT security team, is act on real issues." — Enda Kyne

Forcepoint's intelligent detection capabilities prioritize high-risk incidents and reduce false positives, allowing FBD Insurance's security operations center (SOC) to respond faster and more effectively. This has led to:

→ Reduced alert fatigue among analysts

→ Faster mean time to detect (MTTD) and mean time to respond (MTTR)

→ Improved incident triage workflows, enabling the team to focus on threats that pose real business risk

By surfacing only the most relevant threats, Forcepoint has helped FBD Insurance optimize its limited security resources and improve overall operational resilience.

2. Precision in Data Classification and Risk Management

Accurate data classification is the foundation of any effective data protection strategy. Forcepoint's classification engine uses advanced contextual analysis to identify and tag sensitive data across FBD Insurance's environment.

"It's allowed us really to pinpoint what is the critical data we must manage, what we must lock down." — Enda Kyne

In the insurance sector, where data types range from customer PII to actuarial models and claims histories, this level of classification ensures that the most valuable and regulated data is always under the highest level of protection.

3. Regulatory Compliance and Transparency

FBD Insurance operates in a highly regulated industry, subject to GDPR and other data protection laws. Forcepoint's tools provide built-in reporting and audit capabilities that simplify compliance.

"The team can utilize the solution to provide transparent evidence for auditors who are reviewing what we do." — Enda Kyne

With Forcepoint, FBD Insurance can

→ Generate real-time compliance dashboards for internal and external stakeholders

→ Demonstrate data handling practices during audits with minimal manual effort

→ Track data lineage and access history, ensuring accountability and traceability

This transparency not only reduces the risk of regulatory penalties but also builds trust with customers and partners who expect the highest standards of data stewardship.

4. Cross-Team Alignment and Executive Visibility

One of the most transformative benefits of Forcepoint's platform is its ability to unify language and frameworks across technical and non-technical teams.

"They're able to speak the same language across the teams and has made it easy for leadership colleagues, Board committees and the main Board to penetrate what we're doing in this area." — Enda Kyne

Forcepoint's DSPM, DDR, uses consistent taxonomy across third-party security tools:

→ Seamless collaboration between IT, security, compliance and executive teams

→ Clear communication of risk posture to board members and regulators

→ Strategic alignment of cybersecurity initiatives with business objectives

This has elevated cybersecurity from a siloed technical function to a board-level priority, empowering leadership to make informed decisions based on real-time insights.

5. Future-Readiness with AI-Driven Security

As cyber threats become more automated and AI-driven, FBD Insurance is proactively investing in technologies that can keep pace. Forcepoint's AI Mesh is a key enabler of this strategy.

"Our tooling and our relationship with Forcepoint require solutions that can actually automate reactions to threats much quicker." — Enda Kyne

"Forcepoint's AI Mesh is really world-class cutting-edge technology… to help them discover their data, contextualize their data and then risk assess their data." — Ronan Murphy

TAI Mesh is a highly networked classification architecture that uses a Small Language Model (SLM), deep neural network classifiers, light AI classifiers and other predictive AI and data science capabilities to deliver more rapid, accurate and efficient data classification.

This positions FBD Insurance to not only defend against today's threats but also adapt to the evolving landscape of AI-powered cyberattacks.

Looking Ahead:
A Shared Vision for Innovation

FBD Insurance and Forcepoint are united by a forward-thinking approach to cybersecurity, one that embraces continuous improvement, technological evolution and a deep commitment to customer trust. As the digital landscape grows more complex, both organizations are preparing to meet the future head-on with a shared vision rooted in adaptability and innovation.

At the heart of this vision is the growing role of artificial intelligence. FBD Insurance anticipates a future where AI not only enhances threat detection but also enables autonomous, real-time mitigation of risks. Forcepoint's AI Mesh is a cornerstone of this strategy, offering a lightweight, distributed framework that supports intelligent automation across endpoints, networks and cloud environments. This positions FBD Insurance to scale its defenses in line with the increasing sophistication of cyber threats.

In parallel, FBD Insurance is advancing its zero-trust architecture, and Forcepoint's unified taxonomy ensures that security policies are consistently applied across all layers of the organization. This alignment supports a data-centric approach to innovation, which protects sensitive information throughout its lifecycle, from underwriting and claims to customer service and analytics.

As regulatory frameworks continue to evolve, FBD Insurance and Forcepoint are committed to staying ahead of compliance requirements by building systems that are not only secure but also transparent and auditable. Ultimately, both organizations view data protection not just as a necessity, but as a competitive advantage that reinforces customer confidence and drives long-term growth.

"The paradigm of how we may fulfil that will get more sophisticated over time, especially with AI. I foresee the same with what we do at Forcepoint, and we look forward to how we grow together in that whole era."
— Enda Kyne

Conclusion

By partnering with Forcepoint, FBD Insurance has fundamentally transformed its approach to data security. What began as a need to modernize defenses has evolved into a strategic initiative that touches every part of the organization, ranging from IT and compliance to executive leadership and customer engagement.

With **DSPM** and **DDR** at the core of its security architecture, FBD Insurance has

→   Shifted from reactive defense to **proactive, intelligent protection**

→   Empowered its teams with **actionable insights and automation**

→   Strengthened its ability to **demonstrate compliance and transparency**

→   Aligned cybersecurity with **business strategy and board-level priorities**

→   Positioned itself to **lead in the era of AI-driven threats**

This is more than a technology deployment; it's a blueprint for how modern insurers can thrive in a digital-first, data-centric world. And with Forcepoint as a trusted partner, FBD Insurance is not just securing its data—it's securing its future.

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