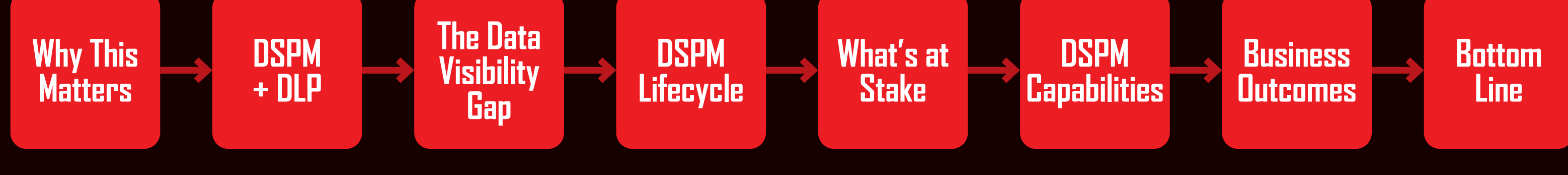


# Data Security Posture Management (DSPM): Modernizing Data Defense

Data is everywhere—and protecting it requires a new approach.



## Key Topics



## Why This Matters

Data now spans on-prem systems, cloud platforms, SaaS applications, and emerging technologies like GenAI. Without a unified approach, organizations struggle to understand and protect their most critical asset.



## DSPM + DLP

*DSPM does not replace DLP—it enhances it.*

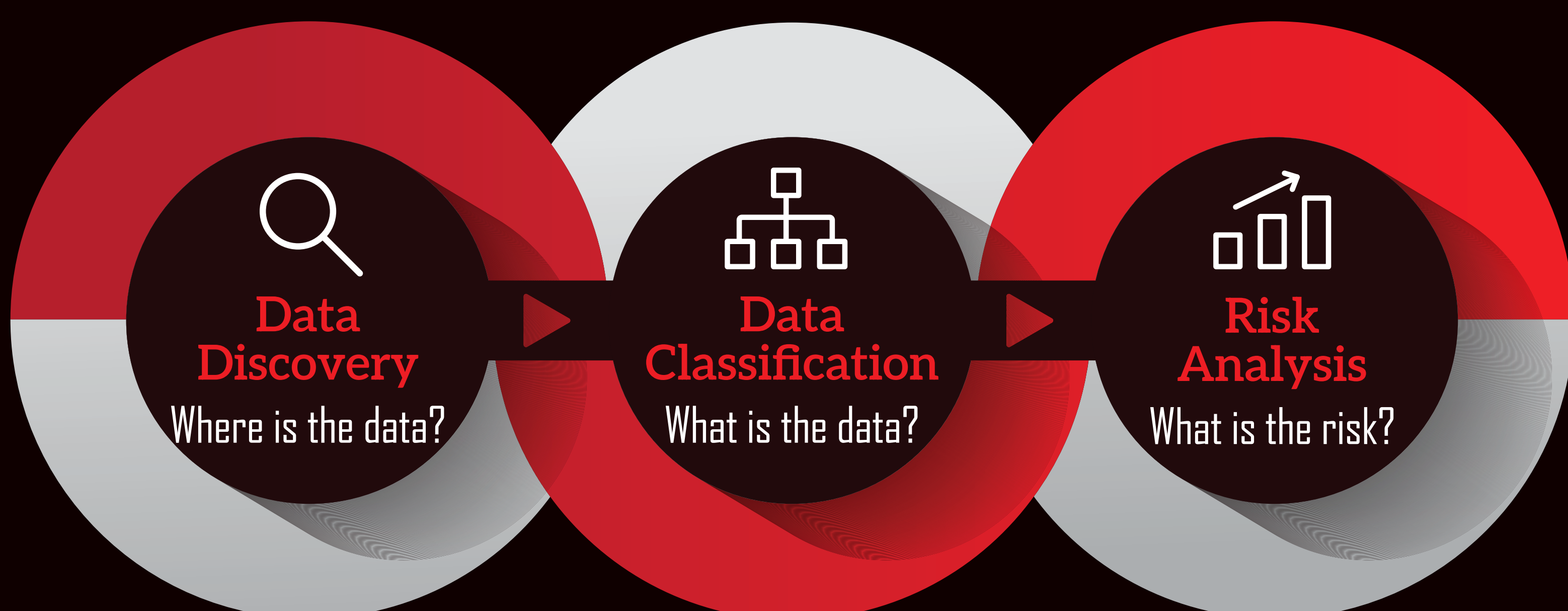


## The Data Visibility Gap



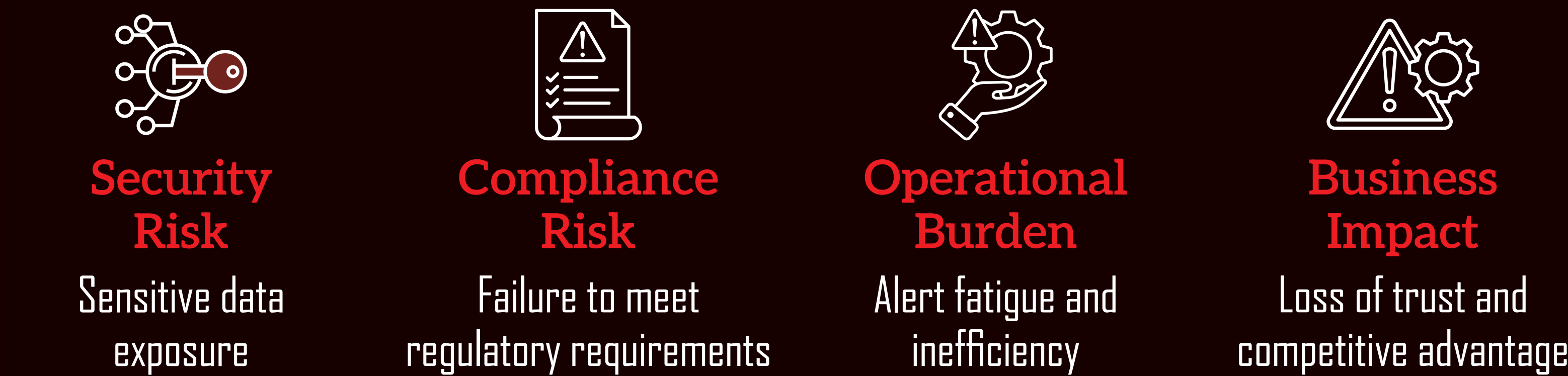
**RESULT: Increased risk and reduced control**

## DSPM Lifecycle

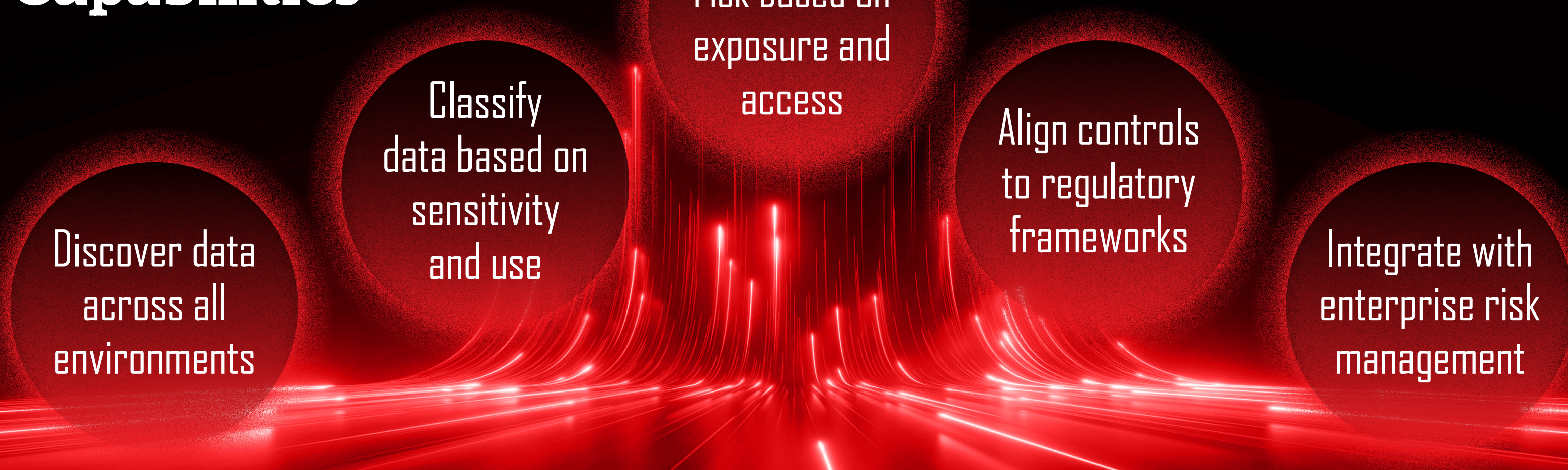


**RESULT: Continuous cycle driving data security maturity**

## What's at Stake



## DSPM Capabilities



## DSPM Business Outcomes



## Bottom Line for Executives

Data security must evolve from a collection of tools to a unified, lifecycle-driven discipline. DSPM enables organizations to understand, protect, and manage data risk at scale—turning data security into a strategic advantage.