

Get people-centric data security for today's dynamic work environment

The role of Adaptive Protection in Microsoft Purview

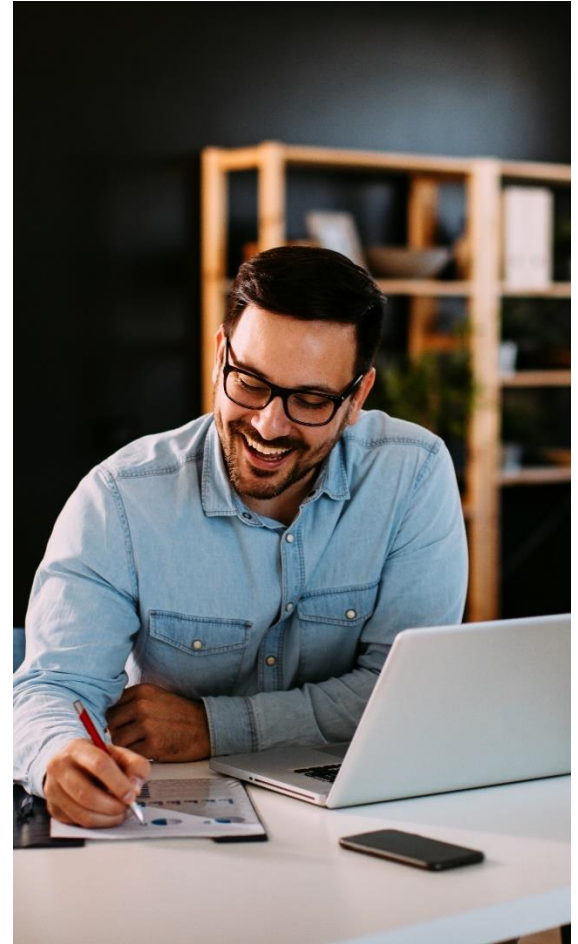
As a technology partner to businesses like yours, we know that security risk is inherently dynamic. There are constantly changing factors—including types of content, people who interact with data, and the activities around the data, all of which make it more complex to manage. The number of data breaches has risen by 15% in the past three years.¹ Meanwhile, 71% of security professionals say their organization has been impacted by the global cybersecurity skills shortage.²

What if you could optimize data protection automatically?

In our security practice, we find that attempting to find the sweet spot between data protection and productivity takes much of the security team's bandwidth.

If a control is too strict, it overloads the security teams with an overwhelming number of alerts and blocks legitimate business activities. Most security teams may prefer a less restrictive control since it doesn't impede productivity, but the risk of data loss would increase.

That's why you need a more adaptive solution that helps you address the most critical risks dynamically. Our recommendation? Adaptive Protection in Microsoft Purview.



Empower your security operations team with Adaptive Protection

Adaptive Protection dynamically assigns appropriate **Data Loss Prevention (DLP)** policies to users based on the risk levels analyzed by the machine learning (ML) models in **Insider Risk Management**.



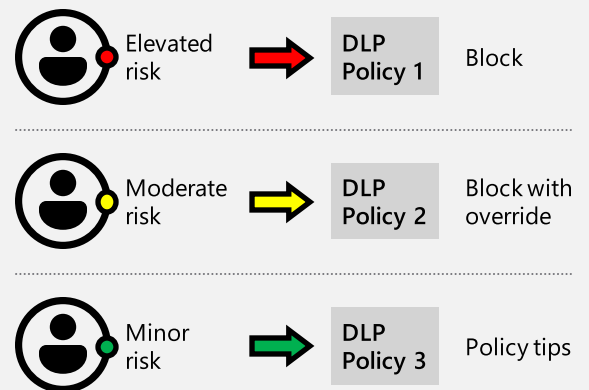
Context-aware detection: Identify the most critical risks with built-in ML-driven analysis in Insider Risk Management.



Dynamic controls: Enforce effective DLP controls on high-risk users while others maintain productivity.



Automated mitigation: Minimize the impact of potential data security incidents and reduce admin overhead.



Learn more about Adaptive Protection

As a Microsoft Security Solutions Partner, we want to show you how Adaptive Protection can transform your data security. No matter what your data security needs are, we're standing by to help. From assessment to deployment and management, we want to help your security operations team take full advantage of Microsoft Purview. [Contact us today.](#)

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1. IBM, "Cost of a Data Breach Report," 2023.

2. Enterprise Strategy Group, "The Life and Times of Cybersecurity Professionals Volume VI," August 23, 2023.