TRACE3

DATA SECURITY

You can't defend what you don't understand.

Know your data.

Sensitive data lives everywhere the business runs, from cloud and SaaS to endpoints and AI pipelines. However, the systems meant to guard it were built for a perimeter the data long slipped past. Securing that data has become the control plane for risk, compliance, and AI.

Visibility

Full-environment discovery, so you know what you have and where it lives.

Control

Zero Trust and least-privilege limits that reduce exposure at every layer.

Compliance

Continuous posture management aligned to HIPAA, PCI, and GDPR.

From Data Risk to Data Control

Then: Fragmented tools

DLP → IAM → Encryption

Now: Layered model

Discover → Classify → Protect → Monitor

THE GAP

- Existing IAM, network, and endpoint controls lack data context.
- Few teams can say where sensitive data lives, who uses it, or how.
- Siloed tools leave incomplete coverage and a reactive posture.

WHY NOW

- Regulations intensify: PCI, CPRA, GDPR, and NYDFS.
- AI adoption accelerates data exposure across every business unit.
- Breaches are judged by the data exposed, not the access gained.

Five Layers, One Delivery Motion

1. **Assess** — Data Risk Assessment
2. **Prove** — DSPM proof of value
3. **Strategy** — Data Risk Strategy
4. **Roadmap** — Capability roadmap
5. **Enable** — Trusted data for AI

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