Microsoft Purview

Leverage Purview to Reveal Hidden Compliance & Privacy Risks in Your Data

February 5th, 2025

What is Purview?

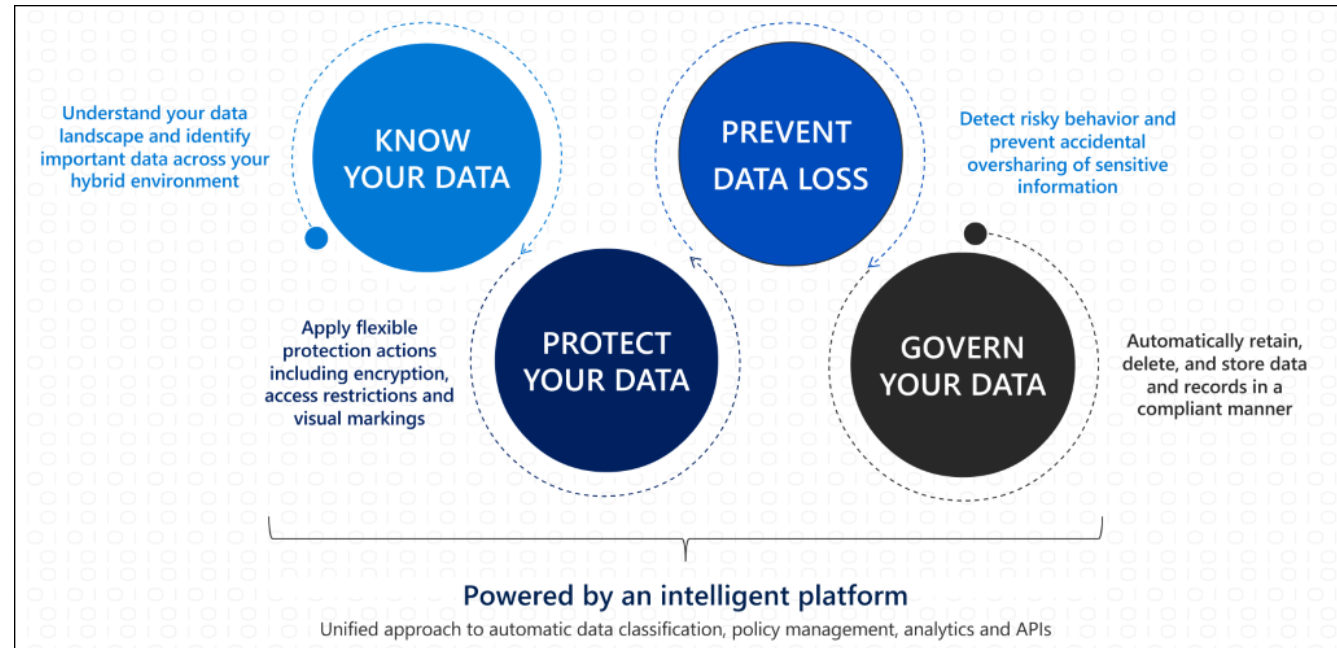## Unified **Platform for Data Governance, Security &Compliance**

- ▶ Fusion of Azure Purview and M365 Compliance
- ▶ Gain visibility into data across your organization
- ▶ Safeguard and manage sensitive data across its lifecycle, wherever it lives
- ▶ Govern data seamlessly in new, comprehensive ways
- ▶ Manage critical data risks and regulatory requirements

Discover. Curate. Activate

2

Purview – Understanding is the Key

Noun: The scope of the influence or concerns of something

► What is the data?

► Where is the data?

► Who has access to the data?

► Where is the data going?

► How long is the data required?

Understand your data landscape and identify important data across your hybrid environment

KNOW YOUR DATA

PREVENT DATA LOSS

Detect risky behavior and prevent accidental oversharing of sensitive information

Apply flexible protection actions including encryption, access restrictions and visual markings

PROTECT YOUR DATA

GOVERN YOUR DATA

Automatically retain, delete, and store data and records in a compliant manner

Powered by an intelligent platform

Unified approach to automatic data classification, policy management, analytics and APIs

Challenges in the Age of AI

Artificial Intelligence (AI) for Good and Evil

► Data of unknown value accessible by users.

► Copilot functioning as the ultimate search, surfaces unknown data.

► User uses data in an unsanctioned way.

► Data leaks, compromising the organization.

► Data of unknown value accessible by users.

► Copilot functioning as the ultimate search, surfaces unknown data.

► User uses data in a creative new way, bringing value to the organization.

► Processes improve, margin expands, organization profits.

Zero Trust – Not Just a Model
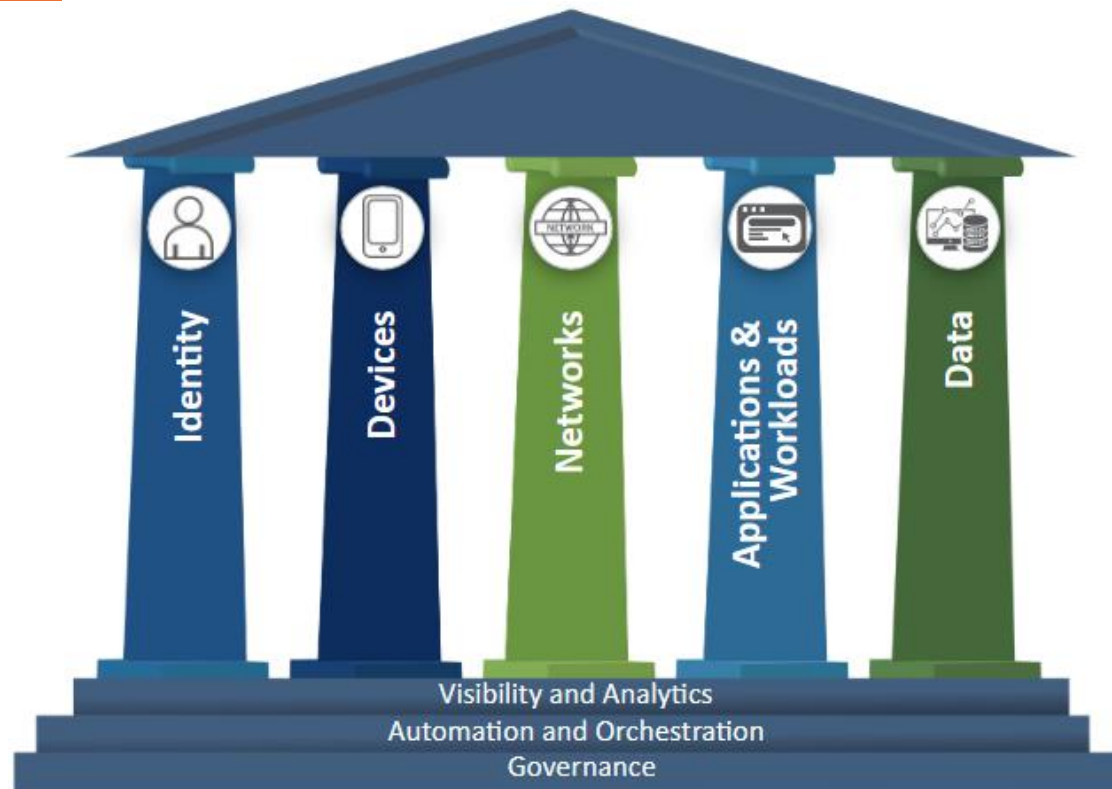
- ▶ Pillars to be built from left to right.

- ▶ Identity: Entra ID

- ▶ Devices: Azure ARC, Intune

- ▶ Networks: Firewalls, Bastions, VPN, ZTNA, SASE, Global Secure Access

- ▶ Applications: Conditional Access, WAF

- ▶ Data: Purview

But Now…

Do You Know Your Data?

- ▶ What is my sensitive data?

- ▶ Where is it located?

- ▶ What data is currently unprotected?

- ▶ How is unprotected sensitive data being used?

- ▶ How can I help lower the risk and help secure unprotected sensitive data?

The Solution is...

Data Security Posture Management (DSPM)

- ► Data Security Recommendations
- ► Data Security Analytic Trends and Reports
- ► Microsoft Security Copilot
- ► Integrations:
  - o Data Loss Prevention (DLP)
  - o Information Protection
  - o Insider Risk Management

Purview – How do we get it?

- ▶ **M365 Business Premium**
  - M365 Data Loss Prevention (DLP) Functionality Only
- ▶ **M365 A/G/E E5**
  - Most Complete Features
- ▶ **M365 A/G/E E3**
  - Minimum base subscription for add-on licenses

[M365 Licensing Comparison](#)
Azure Data loss Prevention License Retired

What's Next

Apply for a *FREE* Data Security Assessment

As a valued attendee of our Microsoft Purview webinar, you have the exclusive opportunity to apply for a comprehensive data security assessment. This assessment will help you:

- **Identify Vulnerabilities**: Uncover potential weaknesses in your data security infrastructure.
- **Enhance Protection:** Receive tailored recommendations to strengthen your data protection measures.
- **Ensure Compliance:** Align your data security practices with industry standards and regulations.
- **Optimize Resources:** Make informed decisions to efficiently allocate your security resources.

APPLY HERE!

Addendum