

# Normalize Data Security Posture Management



## The issue with traditional data security

>> Data is more precious than oil. In fact, the greatest asset to a company—aside from its people—is the data they use to grow, compete and win in the market. That is why CISOs have prioritized data security on their road maps.

The issue: traditional data security tools take a siloed approach, focusing on the systems or infrastructure they are protecting, **ultimately failing to help enterprises see and proactively stop data risks wherever the data is.**

Those legacy tools break down further when the business wants to leverage Large Language Models or data lakes or undertake major data initiatives, requiring security teams to already know enough about their data environment to define effective policies and keep their data secure. **Without the right technology, that is impossible.**

## Why Normalize

Normalize takes a data-first approach to data security. Normalize is the pioneer in Data Security Posture Management (DSPM), helping enterprises secure their data across SaaS, PaaS, public or multicloud, on-prem and hybrid environments.

Normalize also classifies unstructured data in PaaS environments as well as data being accessed by Large Language models (e.g., Microsoft Copilot or ChatGPT), reducing inadvertent access or use.

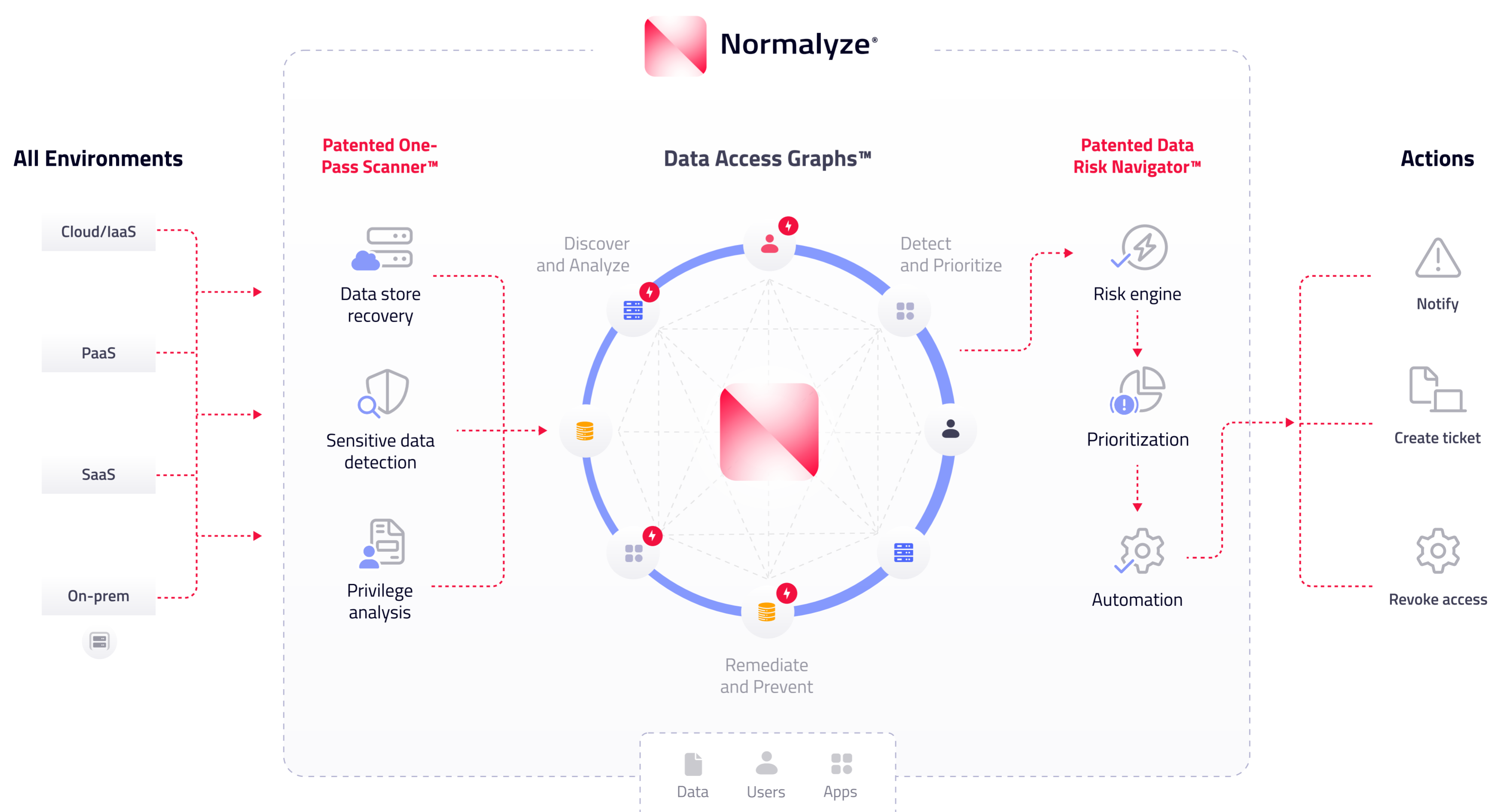
The patented Normalize DSPM platform detects security and privacy risks for data at rest and in motion by continuously discovering data, resources and access paths that lead to data loss or breaches, connecting the dots for real-time visibility and control of an organization's entire data security posture accurately and at scale.

Normalize quantifies risk based on the relative cost of data so teams prioritize remediation and compliance actions to protect data that matters most.

AI-powered data discovery and classification

Patented data attack path detection

Prioritized risks with AI-guided remediation



To learn more or get a demo, visit [www.normalize.ai](http://www.normalize.ai)

# Discover, classify and protect data... wherever it is

## Unique capabilities

- » **One-Pass Scanner™**  
The Normalize patented single-pass scanner provides customers with rapid discovery and the most accurate classification on the market. Teams can scan data at scale without extensive set-up or manual tuning.
- » **Data Risk Navigator™**  
Normalize provides visualizations of attack paths that can lead to data breaches or loss. Each graph is generated and updated in real time, providing visibility as changes to customer infrastructure or environments take place.
- » **Data Access Graphs™**  
These maps help teams see how people and resources access data using dynamic and detailed graph-based visualizations, allowing for strategic planning to neutralize risks in real time.
- » **DSPM for AI**  
Data and security teams can scan for data being used in Large Language Models (e.g., Microsoft Copilot, ChatGPT) to prevent AI-generated content from using unauthorized data. They can also continuously scan for unsanctioned Gen-AI apps operating within the enterprise.
- » **DataValuator™**  
Normalize offers customers a unique risk prioritization feature that assigns monetary value to data, with a ranking to help data and security teams assess the relative business impact of potential data loss.
- » **DSPM for Snowflake**  
Snowflake customers now have advanced tools to automate data discovery and classification of massive amounts of data, along with precise access management using a customized Snowflake Data Access Graph.

## Ensured outcomes

- » **Reduce risk of data misuse, loss or theft**  
Improve visibility and control of where data is, how it is being accessed and by who, across diverse (multi-cloud, SaaS, PaaS, on-prem and hybrid) environments.
- » **Give business teams access to Gen-AI tools, SaaS or data lakes**  
With continuous monitoring of DSPM, data and security teams can provide business users access to data they need without increasing risks.
- » **Accelerate data projects**  
Increase the pace and effectiveness of data initiatives with accurate and complete insights into the contents of data stores during on-prem-to-cloud migrations, mergers and acquisitions, data lake optimization or Zero Trust projects.
- » **Seamless compliance and governance**  
Achieve and maintain compliance with evolving regulations (e.g., GDPR, HIPAA, NIST) through anomaly detection and continuous monitoring of people and resources accessing sensitive data.
- » **Extend the life (and value) of traditional data security tools**  
Increase the accuracy and effectiveness of existing DLP, CASB and other security tools by sharing data classifications and insights across siloes.
- » **Optimize storage costs (while reducing the attack surface)**  
Discover unknown, abandoned or duplicate data and create cost-effective strategies to back-up data into cost-effective repositories or delete it altogether.

See Normalize in action. Request a demo or take advantage of our Data Risk Assessment to understand how our platform can make a significant difference in managing and securing your organization's most valuable data assets. Visit [www.normalize.ai](https://www.normalize.ai) to get started.

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