



Maximizing Data Security ROI through Managed Services



Unlocking ROI through Data Security Maturity

Data security maturity isn't just about reducing risk, it's about unlocking ROI (Return on Investment) through stronger, smarter business outcomes. And in the end, this maturity pays off. The value is not just centered around avoiding costly breaches, of course you want that, but it's also about achieving (and maintaining) regulatory compliance, operational efficiency, customer trust, and the ability to scale securely.

Let's break this down a bit more.



Compliance. Compliance is a foundational requirement for business continuity for many organizations and especially for some industries, such as healthcare, it's absolutely critical. To meet specific compliance requirements, managing sensitive data appropriately is a must. And to achieve that you first need increased visibility into the data - what data do you have? Where is it located? Who has access to it? According to the 2025 Thales Data Threat Report, 78% of enterprises that failed compliance audits also suffered a breach, compared to 21% of those who passed.



Operational Efficiency. Data security and operational efficiency are tightly intertwined. Better data security measures can positively impact operational efficiency through reduced downtime, streamlined processes, and reduction of costs associated with data breaches.



Customer Trust. Customer trust and data security are inseparable in today's digital world. Exemplifying strong data security builds loyalty, while breaches erode it, leading to financial and reputational damage. Going beyond the bare minimum when it comes to protecting customer data and showing transparency builds lasting customer relationships.



Ability to Scale. Scalability and data security go hand-in-hand, and maintaining good data security while not hindering the ability to scale is a delicate balancing act. Throw in staffing shortages and skill gaps and there's much to contend with in the effort to build a scalable security strategy.

Where do managed services come into the picture? How can moving to managed services help?



How Managed Services Contribute

Outsourcing data security can significantly enhance your ability to maximize data security ROI. Trusting this work to a third-party provider, such as Cyera DataWatcher, helps contribute to the bottom line and offers additional benefits such as expert guidance.

Let's take a look at the top four ways managed services can help maximize data security ROI:

01

Cost Efficiency

Shared Expertise: Instead of hiring and training a large in-house team, organizations can gain access to a pool of highly specialized experts, in both product usage and data security knowledge.

Predictable Costs: Subscription-based pricing models avoid large capital expenditures and allow for better budgeting.

02

Risk Reduction

Faster Response: Managed services use automation/AI and dedicated teams to move quickly on breaches.

Compliance Alignment: Providers help map controls to frameworks (GDPR, HIPAA, SOC 2, etc.), reducing costly fines and reputational damage.

03

Operational Efficiency

Proactive Threat Hunting: Managed services can go beyond alerts, finding and eliminating hidden risks before they escalate.

Reduced Downtime: With robust disaster recovery and continuity planning, outages and breaches have less business impact.

Focus on Core Business: Internal teams are freed up to innovate instead of firefighting.

04

Scalability

Unimpeded Growth: Security services can scale with the business—whether entering new markets, adding cloud environments, or handling surges in users—without requiring proportional increases in headcount or spend.



Measuring ROI in Practice

How can you measure the effectiveness of a managed service for driving ROI? While there are a number of metrics you can track, here are a few finite examples to start with:

- ✦ **Reduction in breach costs** (forensics, fines, downtime).
- ✦ **Time saved** on security management and compliance reporting.
- ✦ **Lower insurance premiums** (cyber insurers reward mature security postures).
- ✦ **Improved customer retention and trust** through stronger data protection.

Strategic Benefits Beyond Cost

Finally, the benefits of managed services are not only about direct dollars. A well-run managed service creates confidence in security, enabling faster digital transformation projects, safe adoption of AI/automation, and smoother compliance audits—all of which drive revenue and growth.



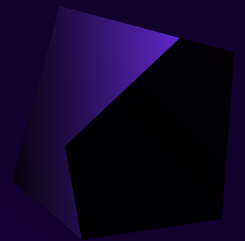
About Cyera DataWatcher

Cyera DataWatcher provides end-to-end management of the Cyera Data Security Platform. Protect your organization from data breaches with real-time data security monitoring, risk analysis, and expert-led response support that resolves risks to your critical data.

Let our experts take on time consuming tasks - finding data at risk, reviewing data controls, tuning policies, managing your Cyera DSPM and Omni DLP solutions, ensuring data compliance, and accelerating the remediation of data incidents before they become a headache - so you can free up your team to focus on more strategic initiatives for the organization.

DataWatcher provides:

- ◆ **End-to-end management** - from deployment to ongoing administration - of the Cyera Data Security Posture Management (DSPM) and Cyera Omni Data Loss Prevention (DLP) solutions
- ◆ **Visibility** into your data landscape across cloud, on-prem, and hybrid infrastructures
- ◆ **Real-time** Cyera data event monitoring and alerting
- ◆ **External** exposure and data risk assessments
- ◆ **Post data** breach analysis and remediation recommendations



For more information or to schedule a call, visit us at cyera.com/datawatcher

