

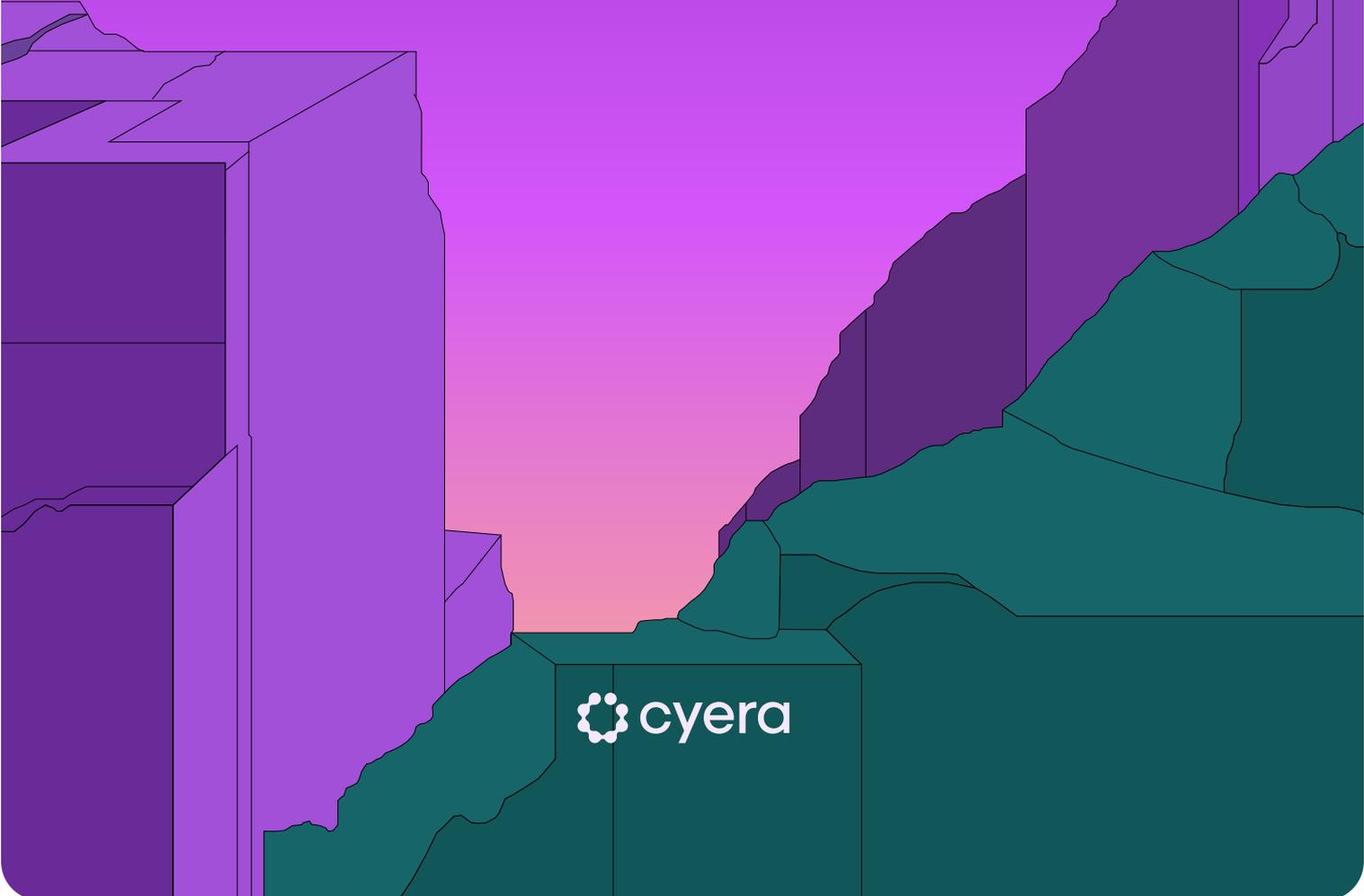


GUIDE

From Data Chaos to Data Zen: How DSPM and DataWatcher Keep You Covered



DSPM + DataWatcher



 cyera

Why DSPM + Managed Data Security Matter

Let's start with a quick data reality check:



82%

of breaches now involve cloud-stored data, and 39% span multiple environments - a recipe for blind spots where attackers thrive.



67%

of organizations are facing staffing shortages, and 60% say skills gaps have significantly impacted their ability to secure their organizations. More than half (58%) admit these gaps put their organization at risk.

4.9 million

The average breach costs almost **USD 4.9 million** and takes months to contain, with costs rising sharply when data is scattered across clouds.

It's no surprise that we've seen significant changes in the data security landscape and that traditional data security solutions were not designed for this reality. But what organizations now need is continuous, data-centric visibility, precision, and the ability to act before data breaches become headlines.

Enter Cyera DSPM and DataWatcher.



Understanding Cyera DSPM

What is DSPM?

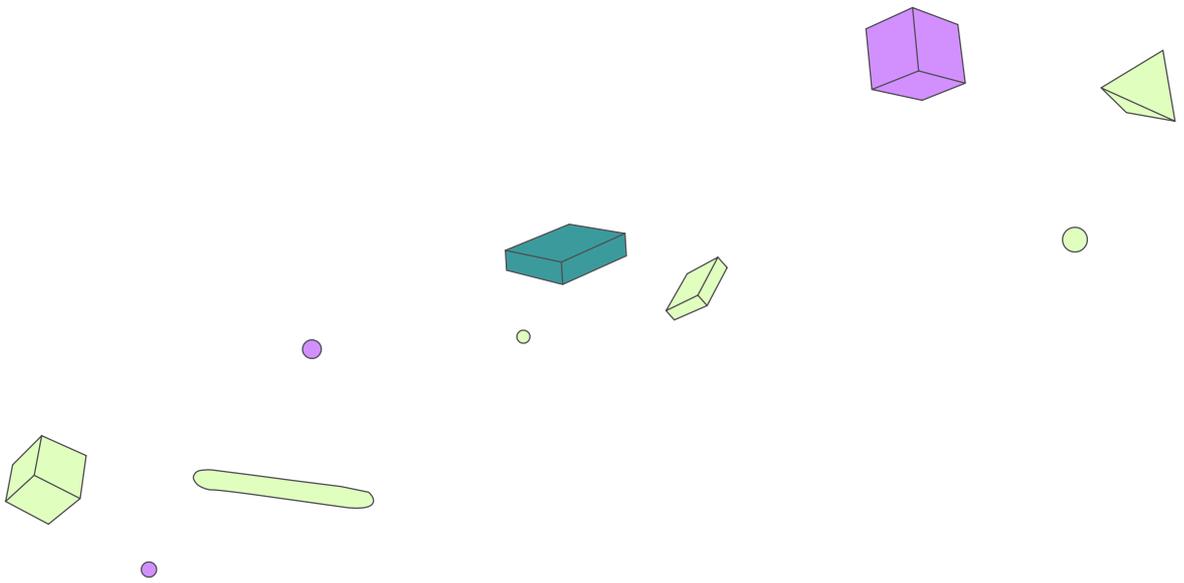
Cyera's Data Security Posture Management (DSPM) platform provides the foundation for modern data security by giving organizations fast and accurate visibility into where their sensitive data lives, how it is used, and where it is at risk. This trusted data foundation informs adjacent controls such as identity, DLP, privacy, AI security, and incident response, enabling teams to make confident decisions across the security stack.

Built as an AI-native, agentless platform, Cyera DSPM deploys in minutes to discover, classify, and secure all sensitive data types, including structured, semi-structured, and unstructured data. It spans multi-cloud, SaaS, and on-premises environments without disrupting operations or slowing down the business.

At its core, Cyera DSPM answers the foundational questions security and data leaders must understand to protect what matters most:



By grounding decisions in precise classification and correlating business, identity, and usage context, Cyera DSPM replaces assumptions with clarity and enables confident, timely action.



Key DSPM Capabilities

Autonomous discovery across the dataverse:

Cyera DSPM is designed to deliver immediate value while supporting sustained scale. It deploys agentlessly in minutes using API-based, read-only access and requires no infrastructure, agents, or hardware. This approach eliminates lengthy setup cycles and enables teams to gain visibility across SaaS, IaaS, DBaaS, and on-premises environments almost immediately.

To operate efficiently at enterprise scale, Cyera DSPM uses smart sampling, clustering, and change-based monitoring. Instead of rescanning everything continuously, the platform scans only what has changed. This maintains an up-to-date data posture while controlling cost and complexity, allowing organizations to scale to hundreds of petabytes with predictable performance.

In one deployment, a global enterprise scanned 28.5 terabytes of Snowflake data and identified 1.6 billion sensitive records at risk in 17 hours.

Adaptive classification with business context:

Cyera DSPM goes beyond traditional classification methods to deliver true data understanding. Its AI-native classification engine interprets data in context, adapts automatically to each customer environment, and continuously detects proprietary, previously unknown, and regulatory data types without manual tuning.

The platform supports structured, semi-structured, and unstructured data across all major environments. It applies the appropriate level of intelligence for each dataset, using regex, machine learning, and/or large language models based on complexity. This layered approach accelerates classification, improves precision, and produces insights that directly inform risk reduction, policy enforcement, and remediation.

Teams can also extend classification on demand using natural language definitions. Cyera DSPM automatically builds and applies custom models both forward and retroactively, without requiring a rescan. This enables organizations to evolve their data understanding as the business changes, without introducing operational overhead.

Customers have realized more than \$134K in annual savings by replacing manual classification methods with Cyera DSPM's AI-native classification.



Key DSPM Capabilities

Interpretation that prioritizes real risk:

Cyera DSPM enriches data findings with the context required to make confident security decisions. It connects data to business ownership, organizational structure, identity access, and actual usage so teams understand why data matters, who is responsible for it, and how it is exposed.

The platform identifies business associations such as business units, subsidiaries, projects, customer names, and product lines. It also maps identities to data access and activity, showing not only who can access sensitive data but who actually did. This context clarifies ownership, improves accuracy, and enables security teams to collaborate more effectively with data owners.

By embedding business and identity context directly into the platform, Cyera DSPM transforms raw findings into prioritized, actionable insights that align security, privacy, and governance teams around a shared source of truth.

As one security leader noted:

“The accuracy with which Cyera sorted and classified sensitive data was amazing. It made communicating real risk to the business dramatically easier.” - CISO, Healthcare and Biotech (Gartner Peer Insights)

Integrated monitoring and response:

Cyera DSPM connects insight directly to action through built-in remediation and automation. The platform includes a broad set of out-of-the-box remediation actions that allow teams to revoke access, remove public sharing, mask data, apply labels, delete files, or trigger workflows with a single click.

Remediation is designed to scale with lean teams. Issues can be routed to the appropriate data owners, resolved directly by end users through a guided portal, or automated through policies and integrations. This distributed model reduces bottlenecks and ensures risks are addressed quickly and consistently.

By combining precise classification, clear context, and automated response, Cyera DSPM enables organizations to continuously reduce data risk without overwhelming security teams or disrupting the business.

Customers have achieved up to an 80% reduction in breach likelihood by identifying and remediating high-risk data exposures.



Benefits of DSPM

With a continuously updated understanding of sensitive data, Cyera DSPM enables organizations to move from visibility to control. The following benefits highlight how DSPM delivers measurable value.



Fast Deployment, Limitless Scale

Cyera DSPM is designed to deliver value quickly without adding operational burden. Its agentless architecture enables deployment in minutes, allowing organizations to gain immediate visibility into sensitive data across cloud, SaaS, and on-prem environments.

As data estates grow into hundreds of petabytes, Cyera DSPM scales seamlessly without compromising performance. Autonomous discovery ensures coverage remains complete and current as new data sources, workloads, and initiatives are introduced.



Precise Classification, No Blind Spots

Traditional classification approaches struggle to keep up with modern data, particularly proprietary information embedded in unstructured documents. Cyera DSPM replaces brittle, rule-based methods with AI-native classification that adapts automatically to each organization's environment.

By accurately identifying sensitive data across structured and unstructured sources, including business-specific intellectual property, Cyera DSPM eliminates blind spots and reduces false positives. Security teams gain confidence in their data inventory without manual tuning or ongoing maintenance.



Contextual Risk, Clear Priorities

Not all data exposures carry the same level of risk. Cyera DSPM helps teams focus on what matters most by correlating data sensitivity with access permissions, identity types, usage patterns, and exposure conditions.

This context-driven prioritization enables teams to reduce noise, act decisively, and focus remediation where it will have the greatest impact on breach risk and business exposure.



Confident Action, Automated Response

Insight without action leaves risk unresolved. Cyera DSPM enables confident remediation by connecting prioritized findings directly to automated and customizable response actions.

Teams can revoke access, mask data, trigger workflows, or route issues to data owners with the context they need to act quickly. By integrating remediation into existing security and operational workflows, Cyera DSPM reduces friction, shortens time to resolution, and ensures consistent risk reduction at scale.



Elevating DSPM with DataWatcher Managed Services

What is DataWatcher?

DataWatcher was created to help bridge the technical capability and capacity gaps facing today's security teams. We act as an extension of your team, providing end-to-end management of Cyera DSPM, including real-time data security monitoring, risk analysis, and expert-led response support. Our experts take on the time consuming tasks - finding data at risk, reviewing data controls, tuning policies, managing your Cyera DSPM platform - so you can free up your team to focus on more strategic initiatives for the organization.

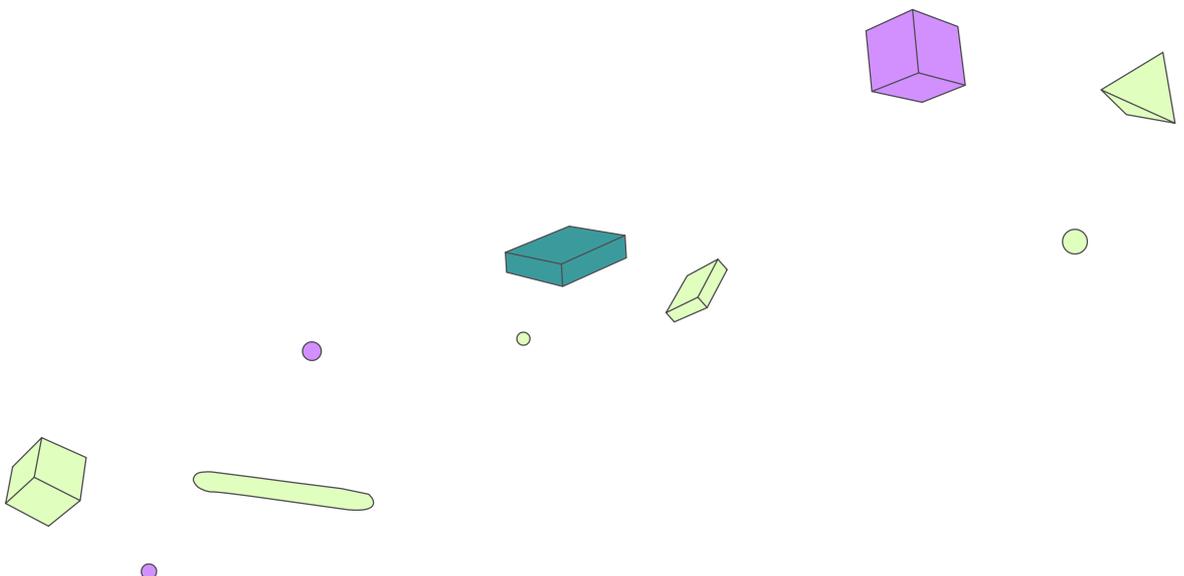
Adding DataWatcher to your Cyera investment can help you:

Accelerate time-to-value. Be up and running on Cyera quickly so you can begin identifying data risks and act.

Improve security posture. Gain instant access to Cyera's rich data security intelligence and improve resilience.

Optimize operational efficiency. Ensure Cyera is performing at maximum efficiency and delivering results without straining your infrastructure or team.

Understand and respond quickly to a data breach. Accelerate the mean time to materiality and get recommended next steps.



Business Outcomes and Benefits

What can you expect when you make the investment in both Cyera and DataWatcher? Quite a bit.

Business Outcome	Cyera DSPM	+ DataWatcher
Speed & Efficiency	Rapid agentless deployment	24x7 monitoring, onboarding, optimization
Risk Reduction	Precise discovery & classification	Expert-led analysis, remediation guidance
Operational Impact	Automated controls	Managed performance, quarterly roadmap updates
Compliance Readiness	Visibility and audit support	Proactive gap analysis & tailored reporting
AI Enablement	Safe, governed AI usage	AI oversight and assurance for LLM access



Conclusion: Achieving Data Zen

Today's data landscape is defined by scale, speed, and constant change—conditions that easily lead to data chaos. Sensitive information spreads across clouds, SaaS platforms, and on-prem environments, while security teams face growing risk, limited visibility, and persistent resource constraints. Achieving “data zen” requires more than tools alone; it demands clarity, confidence, and continuous control.

Cyera DSPM provides the foundation for that clarity by delivering accurate, real-time understanding of where sensitive data lives, how it's used, and what risk it creates. DataWatcher builds on this foundation by acting as an extension of your team—continuously monitoring, analyzing, and helping respond to data risk so insights don't stall and exposures don't linger.

Together, Cyera DSPM and DataWatcher transform data security from a reactive, fragmented effort into a calm, controlled, and proactive practice. Instead of chasing alerts or guessing where risk exists, organizations gain balance: clear priorities, confident action, and measurable risk reduction. That's what it means to move from data chaos to data zen—staying protected, resilient, and covered as your data environment continues to evolve.

Ready to get started?

Unlock end-to-end data protection and management from day one with Cyera DSPM and DataWatcher

Learn more at www.cyera.com, or follow Cyera on [LinkedIn](#).

