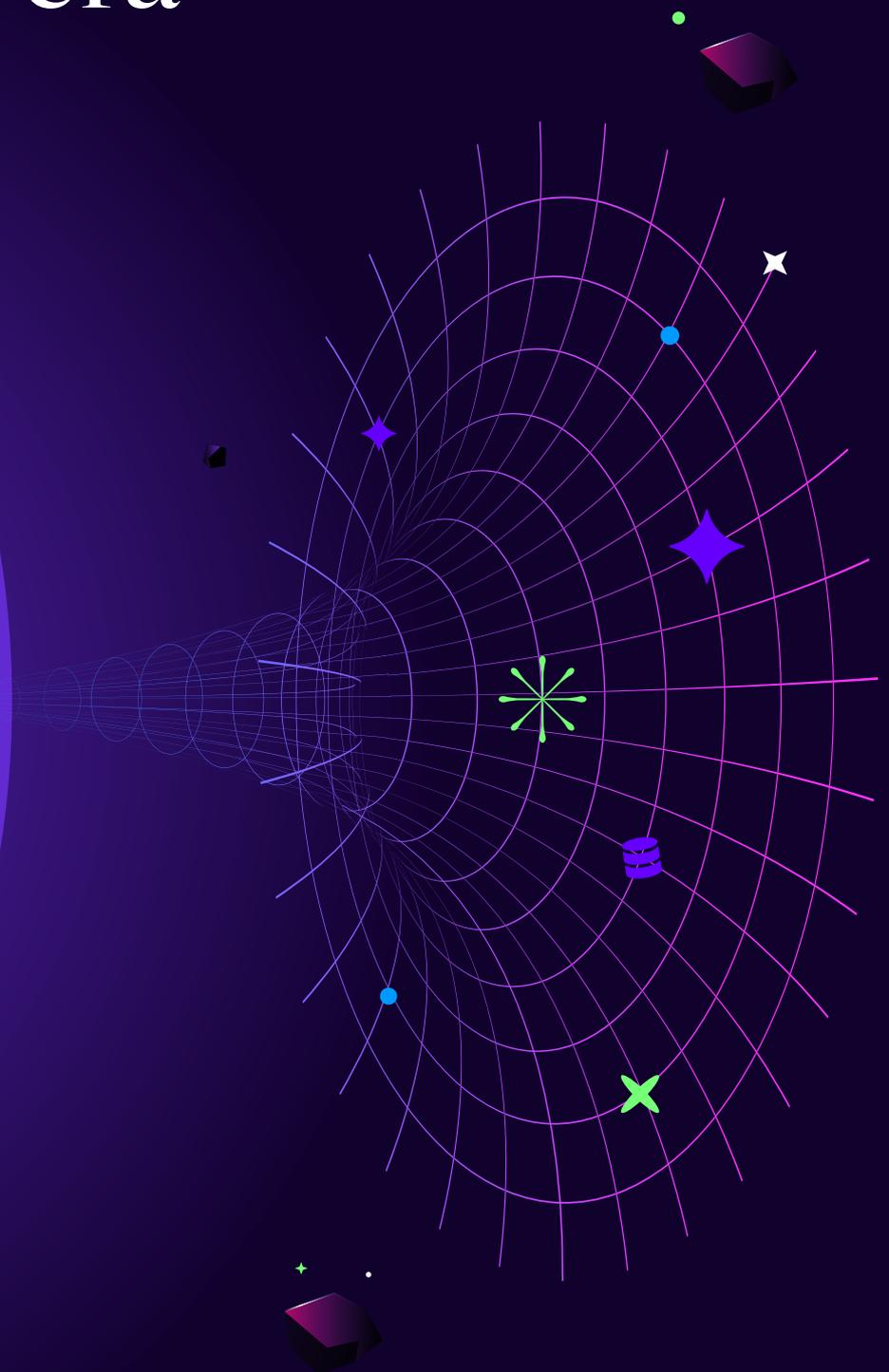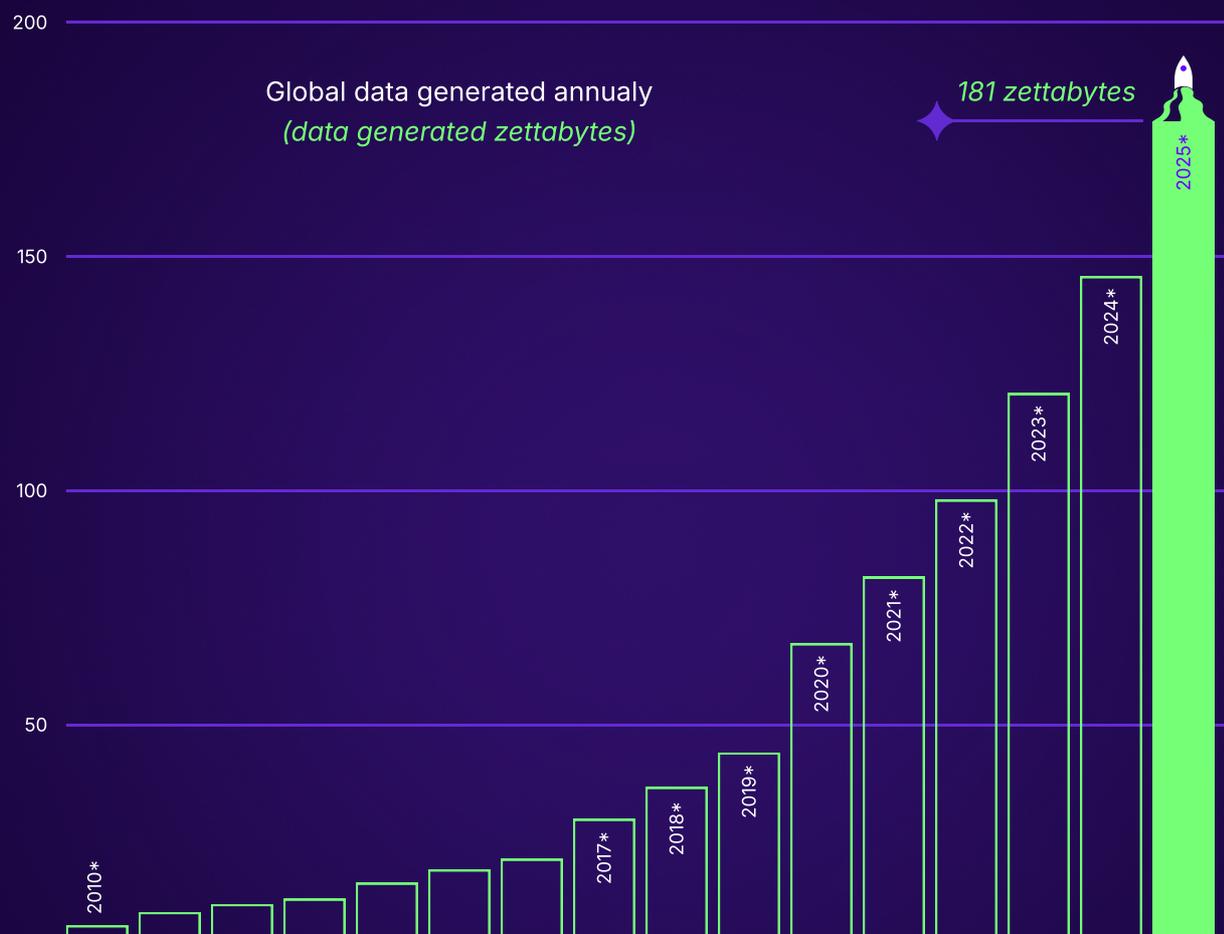# CYERA

Securing Business Data In the Age of AI with Cyera

The Data Explosion and Its Opportunity

Data is the fastest growing resource in the world – with 181 zettabytes expected to be generated in 2025. To put this in context, if each piece of sand was a single byte, one Zettabyte is more sand than every beach and desert on the planet – combined.

Global data generated annualy
(data generated zettabytes)

181 zettabytes

Year	Value (zettabytes)
2010*	
2017*	
2018*	
2019*	
2020*	
2021*	
2022*	
2023*	
2024*	
2025*	181

(Chart axis values: 50, 100, 150, 200)

Data is the fuel that drives growth and efficiency for every business – enabling businesses to innovate, transform to cloud, and unlock AI for business. Research from Mckinsey released in April 2024 found that 65% percent of businesses are regularly using gen AI.

It is for these reasons why according to Gartner's 2025 Finance Executive Priorities Survey, data, metrics and analytics are the number one priority for Chief Financial Officers. It also found that 75% of CFOS are responsible for enterprise-wide data and analytics.
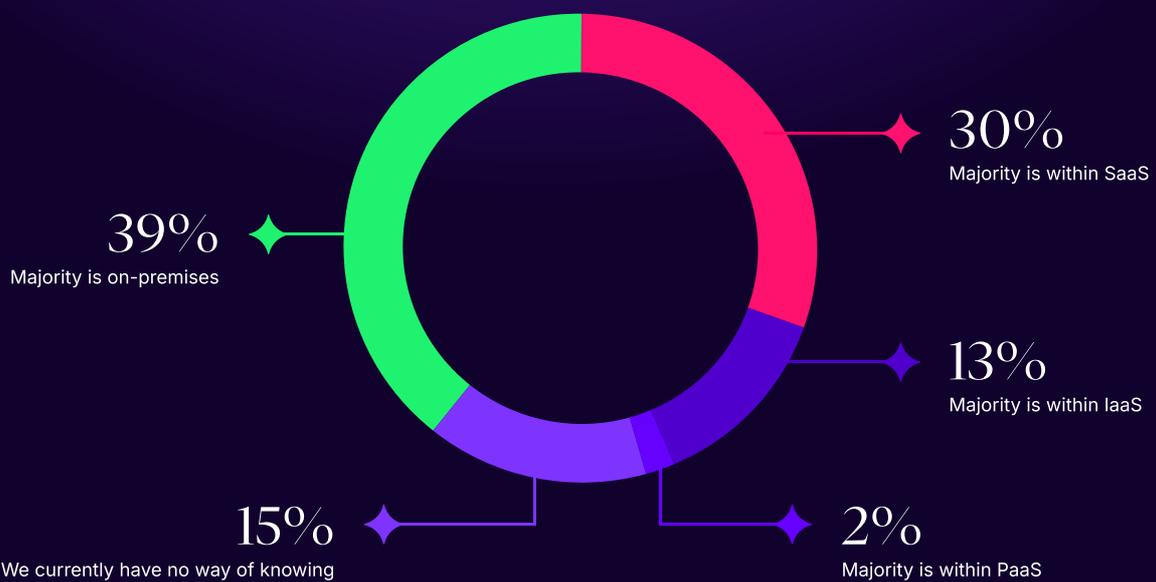
Top Five Finance Executive Priorities

01.	✦	Data, metrics and analytics
02.	✳	Efficient growth
03.	✳	AI adoption in finance
04.	✕	Time allocation and leadership capacity
05.	✴	Source and retain digital talent

But sensitive data is scattered across cloud platforms, repositories, and applications, and its footprint is constantly changing and growing – making it harder to control data, posing new risks and challenges along the way. Threat actors are exploiting this reality, and have remained one step ahead of internal data security programs.

Where Does the Majority of Your Sensitive Data Exist Today?

30%
Majority is within SaaS

39%
Majority is on-premises

13%
Majority is within IaaS

15%
We currently have no way of knowing

2%
Majority is within PaaS

To effectively harness data to drive business initiatives, enterprises must ensure that the right information is accessible to the right people at the right time. This is nearly impossible without full visibility into the data within the organization's environment.

The difficult part is that most companies lack comprehensive insights into where sensitive data resides and how it's being used. It is also critical to strike a balance between making data accessible to innovators in your business and securing that data against accidental misconfigurations, insider threats, and sophisticated attacks that place customer trust and compliance at risk. This requires new technology, which is a top two strategic priority for CEOs in 2025.

The pursuit of growth and cutting-edge technology by CEOs, an intensified focus on data-driven strategies by CFOs, the rising trend of appointing Chief Digital Officers, and the critical need for robust data protection have collectively driven enterprises to make significant investments in data security.

Cyera Makes Data Safely Accessible to the Business

Founded in 2021, Cyera is the fastest growing data security company in the world. Cyera's cloud-native data security platform supports enterprise leaders in their efforts aimed to support expanding data usage and foster innovation within their organizations. Cyera does this by giving enterprises first ever visibility, control, and protection over their sensitive data – allowing them to find what data exists, determine its value, view who has access to it, determine where it's moving, detect risks, and take steps to remove unnecessary data.

AI is a key component of the platform. Cyera's AI, which combines machine learning, natural language processing, pattern matching and validation – delivers an industry best 95% precision of your data, and provides helpful context around its type, identifiability, location, role, and security posture. The platform dynamically learns new data types, allowing it to automatically tailor it to find and protect sensitive data that is unique to your business – like employee IDs, customer numbers, intellectual property and more. 40% of data Cyera finds is specific to the customer's environment – and would have been missed by other vendors.

This comprehensive lens into the accountability of data assets that Cyera provides, ensures visibility, governance, and protection that aligns with enterprise priorities and regulatory expectations, empowering leadership to make informed, strategic decisions about their data security. This gives customers the ability to securely innovate at cloud speed, mitigate potential data security risks, and meet compliance requirements – all without disrupting vital business operations.

Key Benefits

Enhance Data Visibility

Gain instant, real-time visibility into your entire data landscape across multi-cloud environments and SaaS platforms.

Improve Workforce Productivity

Automate workflows for data classification, remediation, and compliance – and share across data stakeholders (Security, Data Scientists, Developers etc.)

Cost-effective Data Management

Discover unimportant and redundant data, and remove from your data landscape to reduce costs and free up budget to invest in new initiatives.

Scalability at Business Speed

Realize time to value in minutes, without hindering business velocity. Cyera's cloud-based architecture automatically scales with the growth of business data.

Proactive Data Risk Mitigation

Understand data sensitivity, access patterns, and risk exposure. Uncover hidden risks, enabling informed decision-making. Identify and mitigate threats before they become incidents.

Securely Accelerate Strategic Initiatives

Improve data security during Cloud Migrations, Mergers & Acquisitions, simplify data security during divestitures, and safely roll out AI to the business.

Democratize Data Security

Pass along key insights to data owners and stakeholders so they know how data is used, how well its managed, and how best to secure it.

Fortune 500 companies rely on Cyera to protect billions of data assets, and help them transform data security into a competitive advantage.

Discover how Cyera can secure your data so you can power innovation at Cyera.com or contact us at sales@cyera.com.