

POOR VISIBILITY IMPACTING YOUR DATA MANAGEMENT?

With data streams distributed across multiple devices, different applications, and infrastructure on-premises and in the cloud, staying in control can feel like an impossible task. The emergence of AI has only raised the stakes even higher.



of organisations believe that half of their data is dark[†]



of businesses have purchased multiple products for data management and compliance.^{††}



of businesses struggle to cope with continuous data growth^{†††}

Sources: [†]Erwin. ^{††}Microsoft. ^{†††}ProfileTree.

Take control of your data with a solution that:

- Provides a unified view of all your data assets — on-premises and in the cloud.
- Automatically discovers, maps and classifies sensitive data.
- Creates and administers sophisticated data policies.
- Detects and responds to insider risks before they become incidents.
- Simplifies compliance across multiple regulatory frameworks.

Microsoft Purview

Gain complete visibility of your data estate

Microsoft Purview maps your entire data estate across on-premises and cloud, helping you discover, govern and protect data wherever it lives. Purview balances protection with productivity, always safeguarding data but ensuring controls never get in the way of users.

With multiple capabilities consolidated into a single tool, you reduce complexity, have fewer vulnerabilities and generate more value from data, while supporting easier compliance and governance.

With Microsoft Purview on your side, you can:

- Analyse and profile your entire environment to get more value from data.
- Automatically discover and protect sensitive information.
- Prevent data exfiltration with Data Loss Prevention tools.
- Apply consistent policies across multi-cloud and hybrid environments.
- Create a full catalogue to assist with data search.
- Streamline compliance and access tools to identify policy violations.
- Leverage machine learning to quickly identify insider threats.
- Monitor and audit data access across your organisation.
- Harness AI and automation to reduce data admin.
- Easily access insights on user activity to prepare for data audits.

The Results



sensitive information types in-built for data classification.



complex regulations into tangible actions to ensure ongoing compliance.†

Sources †Microsoft.



Ready to wrestle your data estate into shape? Get started with a free trial and discover the value of Microsoft Purview for yourself.

Prepare for Copilot with Microsoft Purview

Any investments in AI depend heavily on the quality, organisation and security of your data. If your business is readying itself for Copilot deployment, Microsoft Purview is an essential stepping stone to adoption. With the ability to map and classify data, as well as ongoing scanning and policy enforcement, Microsoft Purview supports compliant AI adoption and ensures the protection of sensitive information as you use it in new ways.