



Microsoft Purview

Data Governance in the age of AI

James Serra

Data & AI Technical Specialist

Microsoft, Federal Civilian

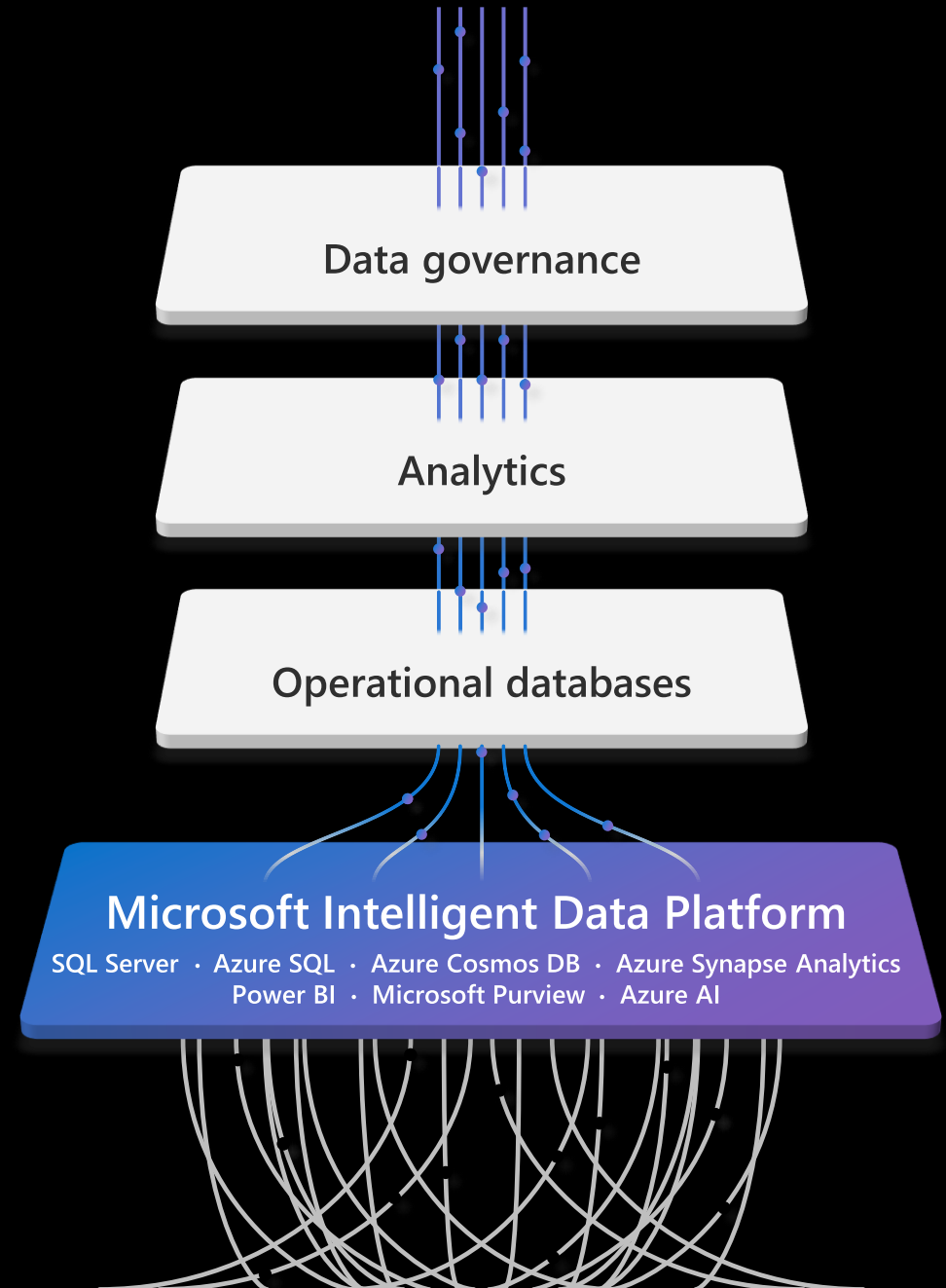
jameserra@microsoft.com

Blog: JamesSerra.com

11/11/24



Introducing Microsoft Intelligent Data Platform

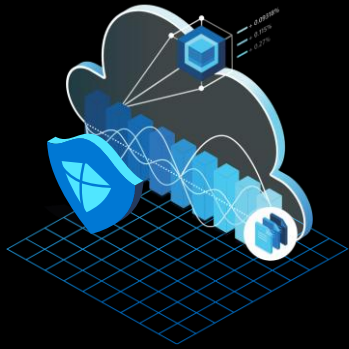


Reimagine data governance with Microsoft Purview

Unified | Hybrid | Open



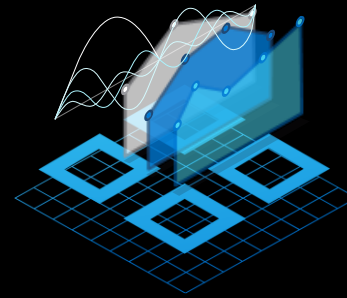
Microsoft Purview enables unified data governance



Reimagine data
governance in
the cloud



Set the foundation
for effective
data governance



Maximize business
value of data for
data consumers



Gain strategic insight
into data use across
the estate

Data governance and security for the era of AI

Your AI is only as good as your data. Good data is at the heart of good AI



74%

Can't secure
the data

68%

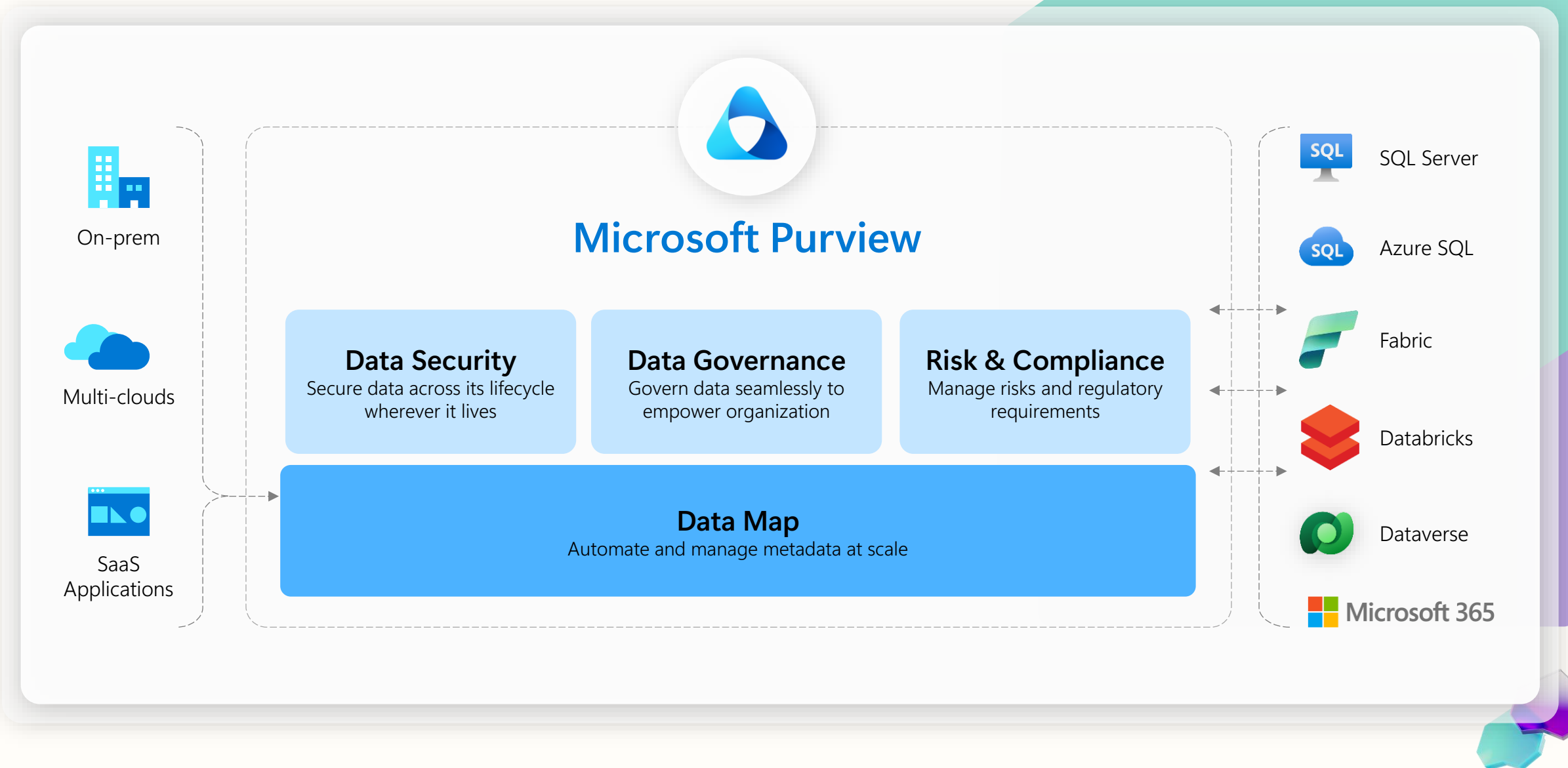
Can't activate
the data

47%

Can't adhere
to regulations

- 1. Data Security Index Report
- 2. 2022 Chief Data Officer survey, Deloitte, 2022.
- 3. ISMG First Annual Generative AI Study:

Govern and secure your data estate





Microsoft Purview

Secure, govern, and protect your entire data estate

Formerly called Microsoft Information Protection -
compliance.microsoft.com or .us (compliance portal)

DATA SECURITY

Secure data across its lifecycle,
wherever it lives

M365 Purview

Data Loss Prevention
Insider Risk Management
Information Protection
Adaptive Protection

Formerly called Azure Purview -
web.purview.azure.com (governance portal)

DATA GOVERNANCE

Responsibly unlock value
creation from data

Azure Purview

Data Catalog/Map
Curation, Discovery, Lineage,
Governed Access, Classifying, Glossary

Data Management
Data Quality and Health Controls

Formerly called Microsoft Information Governance
- compliance.microsoft.com

DATA COMPLIANCE

Manage critical risks and
regulatory requirements

M365 Purview

Compliance Manager
eDiscovery and Audit
Communication Compliance
Data Lifecycle Management
Records Management

Azure Purview is identifying mostly structured data (reactive) vs M365 Purview is securing mostly unstructured data (proactive)

Unstructured & Structured data

Traditional and AI generated data

Microsoft 365 and Multi-cloud

All under purview.microsoft.com (unified portal) if "New Microsoft Purview portal" switched on

Shared platform capabilities

AI-based efficiency, Data Map, Classification, Labels, Audit Logs, Policies, Data Connectors

Microsoft Purview free vs enterprise

Here's a brief comparison of the free and enterprise versions of Microsoft Purview:

Free	Enterprise
Auto discovery of Azure data sources	Collections, and glossary terms to organize your data map
Role group access control to platform and apps	Fine-grained, collection-level access control to platform and apps
Definition and manual application of classifications and terms	Automated application of classifications and terms
Manual descriptions, tags, and contacts	Manual and Bulk descriptions, tags, and contacts.
Manual creation of assets using open APIs	Automated scans for the hybrid data estate
	Workflows
	Business rules
	Support for business assets and managed attributes

Applications supported between versions of Microsoft Purview:

Application	Free	Enterprise	Notes
Data Catalog	x	x	Free Supports browse and search, while enterprise supports advanced search and self-service data access
Data Estate Insights		x	Enterprise supports all available reports
Data Sharing	x	x	
Data Policy		x	
Data Map	x	x	Data map history is available in both the free and enterprise versions of Microsoft Purview.

Free version limitations

- In the free version of Microsoft Purview governance solutions, there's a limitation of 1,000 annotated assets. An annotated asset applies both to [live view](#) assets that have been [curated](#), or [custom assets added using the REST API](#). For example, if your account has 50 live view data assets, and you add descriptions and classifications to 15 of those assets, you have 15 annotated assets, and can have 985 more before you reach your limit. A description and a classification on the same asset count only as one annotated asset.
- In the free version, only [data curators](#) are able to access any resources added to the data map using the [REST APIs](#).
- If your free version tenant shows three months of no activity, we have the right to clean up the account and might remove the unused resources.

[What's in the free version of Microsoft Purview? | Microsoft Learn](#)

Feedback: <https://aka.ms/summit/feedback>

Q & A



James Serra, Microsoft, Data & AI Solution Architect

Email me at: jameserra@microsoft.com

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