

Enterprise Data Loss Prevention

Current Stateand the Need for a New Approach Modern enterprises are responsible for protecting sensitive information

of customers and employees, business secrets and their intellectual property from accidental leakage or theft in a security climate where breaches are more ominous while regulatory compliance is stricter than ever. Yet conventional data loss prevention (DLP) solutions have become

too complex for the modern enterprise because they are anchored by on-prem infrastructure and manual software provisioning. Cloud and digital transformation signal the need for a better approach to DLP.

The Pressing Issues with Sensitive Data



Information (PII) &

Intellectual Property (IP)



(GDPR, CCPA), payment

card data (PCI - DSS), health (HIPAA) & financial (SOX) data

Data Breach is the Biggest Fear Organizations Face Today

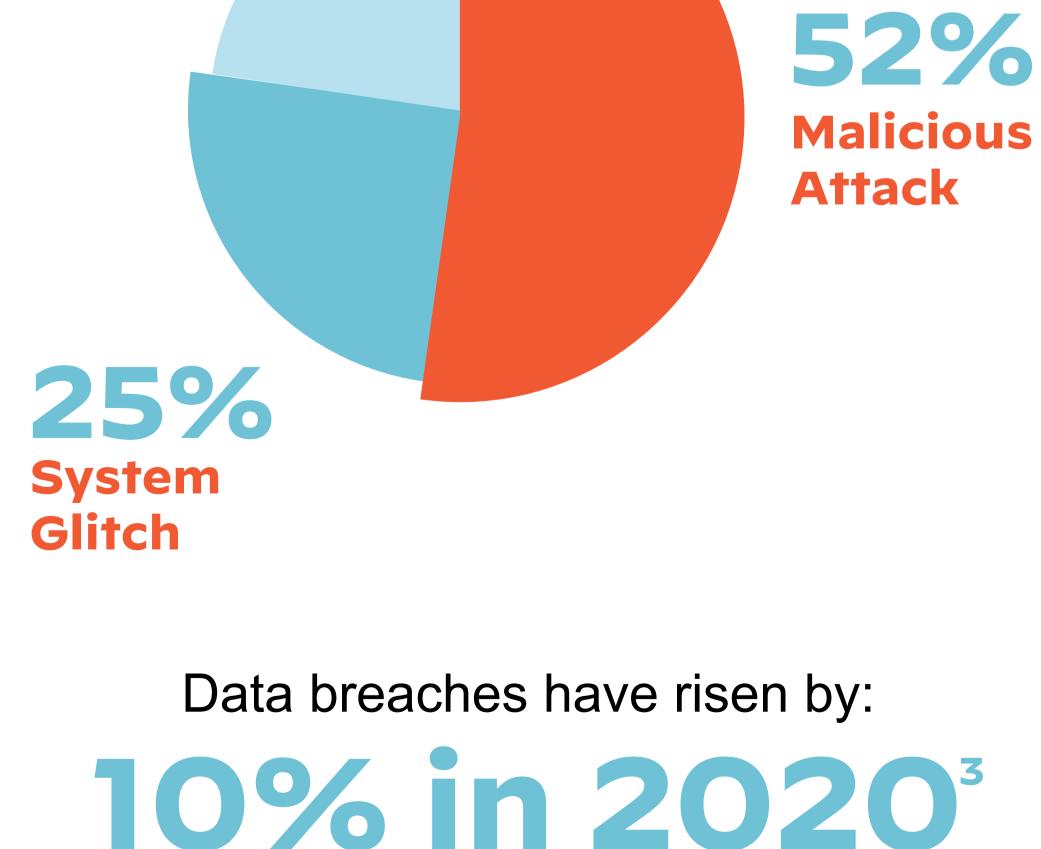


or malicious insiders

LEADING CAUSES OF TYPE OF DATA MOST

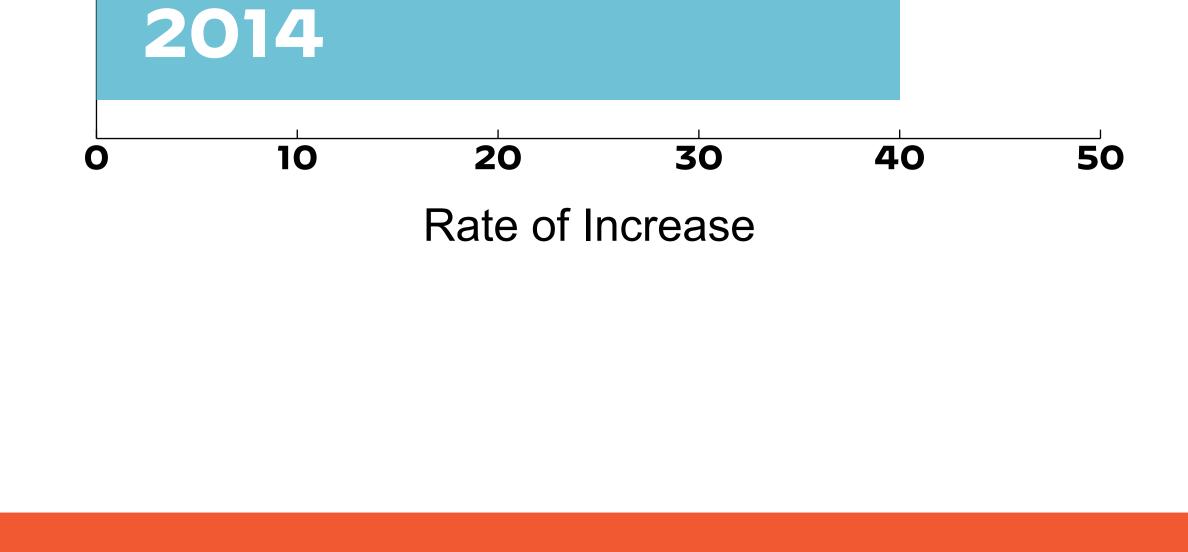
23% Human Error

DATA BREACHES¹



2020

2014 vs. 2020



80%

COMPROMISED IN A BREACH²

Customer PII

32% Intellectual Property 24% Anonymized Customer Data

\$ 23% **Corporate Data Employee PII**

Average increase in the cost of a data

breach due to complex security

21%

\$291,8704 Data breaches caused by compromised

systems?

Fast Fact:

by cloud misconfiguration are 19%.5

credentials are 19% and those caused

16% 15% 44% CEOs rank data privacy Enterprises rank regulatory Enterprises consider

compliance for data privacy

as a top information

security project in the next

12 months⁷

Regulatory Compliance Prevails Like Never Before

among top 3 policies

most impactful to their

businesses⁶

Notable Regulatory Compliance Requirements **General Data** Protection Regulation

(GDPR)

The California

>31%

Rise in the overall cost of

insider threats in 20209

Consumer Privacy Act

Data Security Standard (PCI-DSS) The United State's Health Insurance Portability and

Payment Card Industry

The Gramm-Leach-Bliley Act (GLBA)

compliance requirement as

a key determinant in

implementing information

security projects in their

organizations8

The Sarbanes-Oxley Act (SOX)

\$11.45M

Cost of insider

threats in 2020¹¹

Negligence¹²

Annualized cost for

Annualized cost for

Criminal Insider¹³

Accountability Act (HIPAA) (CCPA)

Insider Behavior is Still a Lingering Threat

\$8.76M

Cost of insider

threats in 2018¹⁰



63%

Credential Theft

Incidents relating to

Incidents relating to

Incidents relating to

Criminal Insider

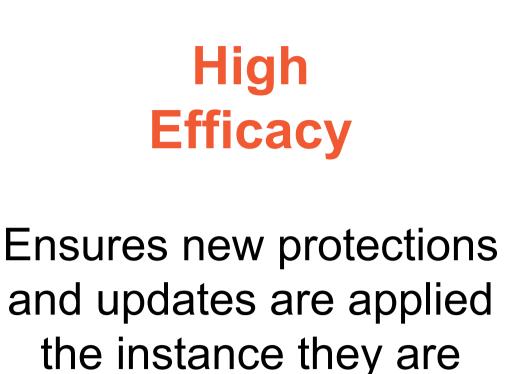
Negligence

>> \$2.79M

>> \$4.58M

Annualized cost for **Credential Theft**¹⁴

According to Gartner, the YoY data security spend in 2020 is expected to grow by 7.2%.15 Can legacy DLP approaches champion the growing need for innovative data security?



released with "zero

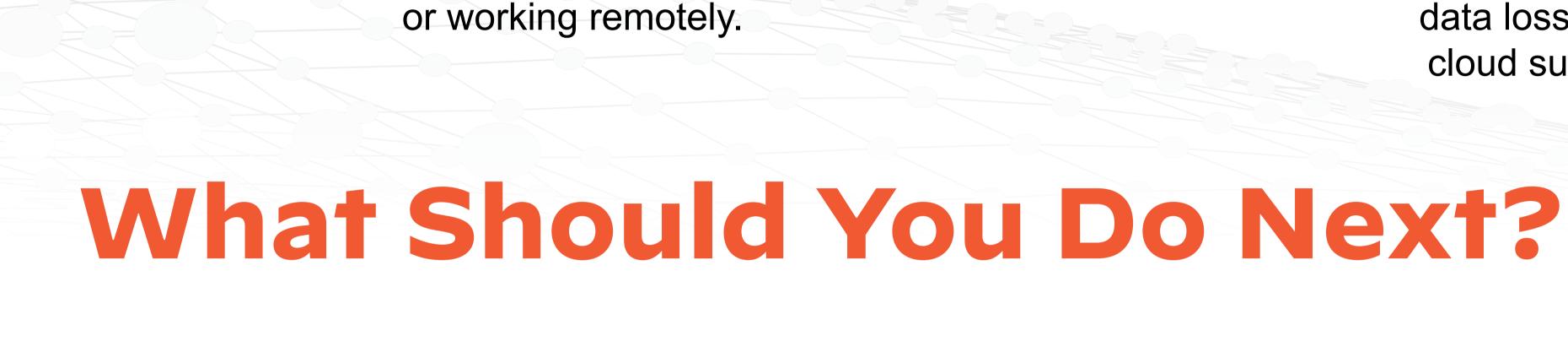
delay" unlike legacy

solutions that require

multiple manual steps

taking months to apply.

ESG WHITE PAPER



Legacy DLP approaches are too complex



Legacy DLP

approaches increase

total cost of ownership

and protects all sensitive data across physical and virtual networks, cloud including SaaS at-rest, SaaS in-line, for easy deployment

Comprehensive

Coverage

Discovers, monitors

and cloud native laaS,

lives or where it flows. Palo Alto Networks Enterprise DLP is innovative because it solves your biggest data security challenges that other



the enterprise in minutes, and every user whether on-campus, at branch locations or working remotely.

designed to scale across

not months!

Easy

Deployment

Serves as a single cloud service activated by a license in all existing **Next-Generation Firewall** and Prisma control points

Natively integrates into all existing control points to lower your total cost of ownership

Legacy DLP

approaches are

resource intensive

Cost

Effective

(TCO) up to three

times more compared

to legacy products. No

need for additional

proxies, servers, or

databases—prevent

data loss with just a

cloud subscription.

Revamp your cyberdefense strategy with comprehensive data loss protection that makes all sensitive and confidential data easier to manage and easier to secure—no matter where it



Enterprise Data Loss Prevention, Revisited

Integrated, Cloud-native Data Protection with Palo Alto Networks

vendors don't address well. Read our "Enterprise DLP Revisited" report to uncover ways to perfect your Enterprise DLP strategy as your organization embarks on its cloud and digital transformation journey.

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7,8 Voice of the Enterprise: Information Security, Workloads & Key Projects 2020, 451 Research

15 Forecast: Information Security and Risk Management, Worldwide, 2018-2024, 1Q20 Update, Gartner

1-5 Cost of a Data Breach Report, 2020, IBM Security

9, 11, 12-14 2020 Cost of Insider Threats Global Report, Ponemon Institute

10 2018 Cost of Insider Threats Global Report, Ponemon Institute

6 Top Policy Trends 2020: Data Privacy, PwC

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