Secure Your Data Universe with AI-powered DSPM

Secure data everywhere with a single integrated data security platform.

zscaler™

Challenges of securing diverse data landscape in AI era

$4.88M

The global average cost of a data breach is $4.88M

40x

40x surge in enterprise AI adoption

258

The average time to identify a data breach is 258 days

("COST OF A DATA BREACH 2024 REPORT" IBM SECURITY — 2024)

(ZSCALER THREATLABZ AI REPORT)

"By 2026, more than 20% of organizations will deploy [Data Security Posture Management] DSPM technology, due to the urgent requirements to identify and locate previously unknown data repositories and to mitigate associated security and privacy risks."

– GARTNER

Securing data in diverse environments is intrinsically complex and resource–intensive. The sheer amount of data being pushed to the cloud and AI services combined with a high number of users accessing different platforms, accounts, and services makes it difficult for organizations to understand and control what's happening with their data. Security professionals face four main challenges when it comes to securing data in diverse environments:

01

AGILE AND COMPLEX ENVIRONMENTS

The rising volume of data, cloud adoption and AI–powered operations makes it difficult for the organizations to effectively monitor and secure sensitive data in complex environments.

02

DATA GOVERNANCE

The ever evolving stringent requirements of regulations(like GDPR,HIPAA and more) demand robust security around sensitive data, customer data and AI usage.

03

DATA EXPOSURE RISK

The complex data landscape is prone to the risks arising from misconfiguration, excessive access permissions, and the rapid scaling of services.

04

LACK OF DATA CONTEXT

Alert overload without prioritization based on context of sensitive data lead to greater resource fatigue and security breaches.

What's driving the need for a comprehensive DSPM?

Legacy data protection solutions were not designed for dynamic data environments. Meanwhile, many DSPM vendors are delivering siloed, point approaches that do not seamlessly integrate into existing data protection programs. Organizations need a new, unified approach to secure their cloud data.
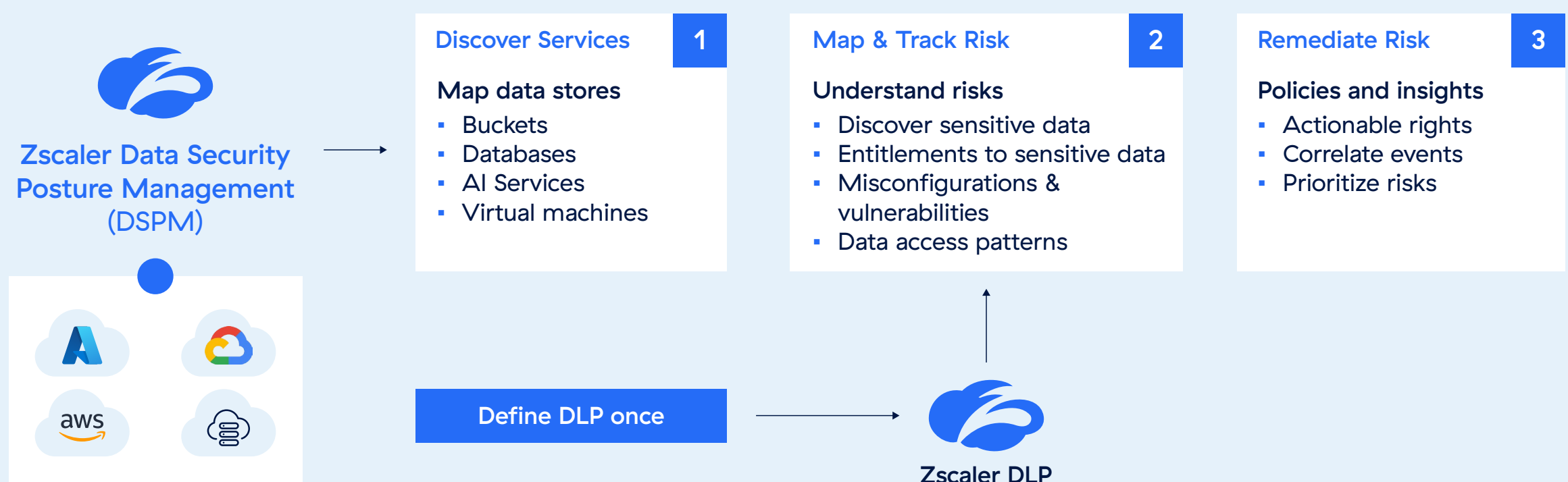
Redefine DSPM Strategy

Meet AI-powered Zscaler DSPM

Zscaler AI Data Security is the world's most comprehensive, fully integrated data security platform that provides in depth control and best-in-class security for all data across all channels such as web, SaaS, public cloud, on-prem, email, endpoints, private apps and AI.

As part of the platform, Zscaler DSPM extends robust security for your data on-premises and in the public cloud. It provides granular visibility into cloud data, classifies and identifies data and access, and contextualizes data exposure and security posture, empowering organizations and security teams to prevent and remediate cloud data breaches at scale.

Using a single unified DLP engine, it delivers consistent data security across all channels. By following all users across all locations, and governing data in-use and at-rest, it ensures sensitive data is seamlessly protected and compliance is achieved.

Secure AI and Data Across Complex Environments and Stop Breaches

Zscaler Data Security Posture Management (DSPM)

Discover Services [1]

Map data stores
- Buckets
- Databases
- AI Services
- Virtual machines

Map & Track Risk [2]

Understand risks
- Discover sensitive data
- Entitlements to sensitive data
- Misconfigurations & vulnerabilities
- Data access patterns

Remediate Risk [3]

Policies and insights
- Actionable rights
- Correlate events
- Prioritize risks

Define DLP once

Zscaler DLP

Integrate DLP to secure structured & unstructured data in public cloud

Why Zscaler DSPM?

01

A UNIFIED DATA SECURITY PLATFORM

Get best-in-class data security for web, SaaS, on-premises apps, endpoints, BYOD, and public clouds via seamless integration with the comprehensive Zscaler AI Data Security platform.

02

AI AUTO-DATA DISCOVERY AND CLASSIFICATION

Automatically discover, classify, and identify data without any configuration, greatly accelerating your deployment and operations.

03

SECURE AI INNOVATIONS

Automate AI security posture management (AI-SPM) and establish granular controls to safely adopt and use generative AI tools.

04

GOVERNANCE AND COMPLIANCE

Automate best practices, policy enforcement, and audit trails to comply with stringent security and privacy regulations (e.g., GDPR, NIST).

05

EMPOWERED TEAMS AND SIMPLIFIED OPERATIONS

Minimize alert overload with powerful threat correlation that uncovers hidden risk and critical attack paths, allowing your team to focus on your top risks.

The Zscaler DSPM Advantage

Unifying DSPM and Data Security Into One Game-Changing Platform

Understand Your Data Universe

Discover All Data and Apps
Find & catalog continuously

Complete Coverage
See data everywhere

| SaaS | IaaS |
| Endpoint | On Prem* |

Intelligent LLM Classification
Discover new, unexpected data

Unified Dashboard*
Complete Context & Correlation

* New Innovation: CY Q3 2025

Web · SaaS · IaaS · BYOD · On Prem

Data Protection Platform

Full Data Visibility — Unified Protections

Control Your Data Universe

Secure Cloud Data
Prevent risks & misconfigurations
(CASB, SSPM, DSPM)

Control Data in Motion
Control outbound data and cloud apps like Gen AI
(Shadow IT/AI, Web & Email DLP)

Protect Device Data
Stop exfiltration and secure BYOD
(Endpoint DLP, Browser Isolation)

Manage Risks & Operations
Automate incident response workflows and coach users

Feature	Advantage	Benefits
Discover and Classify Data	• Scan and discover sensitive data across a diverse data landscape • Get precise, AI-based data classification backed up by the Zscaler platform, which monitors billions of transactions daily • Accurately categorize, label, and inventory sensitive data based on predefined or custom policies	Gain exclusive visibility into data sprawl and discover sensitive data where you didn't even know you had it
Map and Track Exposure	• Get a unified view of security, inventory, and compliance for sensitive data and AI services in your environment. • Get a granular, risk-based, user-centric view over all access paths to mission-critical data assets and their configurations • Analyze hidden risks, such as misconfiguration, excessive permissions, and vulnerabilities	Understand the data blast radius of compromised data assets, access, hidden attack paths, and sophisticated threats underway

Feature	Advantage	Benefits
Remediate Risk	• Prioritize risk based on severity • Easily fix issues and violations at the source with context-based guided remediation	Minimize the risk of data exposure and breaches
Secure AI Services	• Gain 360-degree visibility and control over AI services and models • Discover, classify, and fine-tune AI data sets • Identify and remediate hidden risks, such as data exposure, data oversharing, and data poisoning	Accelerate secure AI adoption
Maintain a Consistent Posture	• Enforce consistent, best-in-class data security everywhere, from endpoint to email, SaaS, on-premises, and the public cloud.	Improve overall security posture and outpace threats
Maintain Continuous Compliance	• Continuously map security posture against data and AI regulatory benchmarks to identify and remediate compliance violations • Leverage a comprehensive compliance dashboard that simplifies security collaboration between cross-functional teams	Control violations, simplify audits, and prevent financial and reputational loss
Integrate Workflows	• Seamlessly integrate existing security ecosystem, third-party services, native tools for risk prioritization, and team collaboration applications	Minimize the cost and complexity of securing sensitive data

Zscaler AI-Powered DSPM: Key Components

Feature		Included in DSPM
Data Discovery	Automatically discover structured and unstructured data stores	✓
Data Classification	Automatically detect and classify sensitive data with out-of-the-box, AI-powered detection and custom rules	✓
Data Access Control	Map and track access to data resources	✓
Risk Assessment	Detect and prioritize risk based on severity and impact using AI, ML, and advanced threat correlation	✓
Risk Remediation	Follow step-by-step guided remediation with complete context	✓
Compliance Management	Automatically map your data security posture against industry benchmarks and compliance standards such as GDPR, CIS, NIST, and PCI DSS*	✓
AI-SPM	Detect, inventory, and secure AI and data usage	✓

Experience Zscaler DSPM

Schedule A Demo

Experience the power of Zscaler DSPM with a guided demo.

REQUEST A DEMO

See DSPM in action

Explore how DSPM eliminates complexity and delivers superior data security in the face of today's sophisticated attacks and threats, allowing security teams to maximize efficiency.

WATCH ON DEMAND

For more information, visit: www.zscaler.com/dp/dspm

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Zero Trust Everywhere