

DSPM: Strategic Market Research

Data Security Posture Management

Our Cyber Research team cuts through the noise to show how leading Data Security Posture Management (DSPM) products actually perform against real-world use cases.

WHAT IS DSPM?

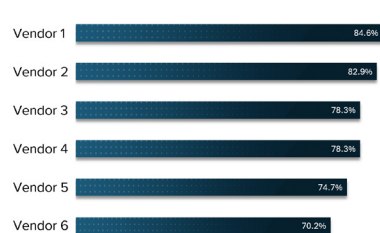
DSPM provides tools to help reduce the data attack surface and comply with various security frameworks and regulations. With the rapid adoption of AI tools underway, categorizing, classifying, and investigating the use of sensitive data becomes even more important. Monitoring sensitive datastores is critical to ensure confidential internal or customer data is not used for training AI models, or leaked to unauthorized parties via AI tools like ChatGPT or CoPilot.

WHAT YOU'LL LEARN

- **DSPM 101:** What DSPM is, where it fits, and the challenges it solves
- **Market Landscape:** How vendors like Varonis, Cyera, Concentric AI, BigID, Sentra, Proofpoint and others compare with strengths, gaps, and fit by use case.
- **Heatmaps & Scorecards:** Our proprietary scoring across objectives such as Data Discovery and Classification, Remediation, and more

WHY ENGAGE WITH K LOGIX

- **Independent research** - K logix Cyber Research is vendor-agnostic
- **Actionable clarity** in one meeting save weeks of evaluation time
- **Accelerated outcomes** from shortlisting to defensible decisions



Evaluation Domains	Weighting
AI Security and Governance	50%
Dashboards, Visualization and Reporting	20%
Administration	5%
Compliance	5%
Data Classification	5%
Data Discovery and Scanning	5%
Data Misconfiguration Detection and Remediation	5%
Implementation and Deployment	5%

See DSPM results like these, and much more!