Forcepoint

Self-Aware Data Security for an AI-Powered World

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AI

THE CHALLENGE

AI Changes Everything — Including Your Risk Exposure

Data Sprawl

85%

unknown data exposure

85% of organizations don't know where their sensitive data lives across cloud, SaaS, endpoints & AI tools.

AI Risk Explosion

10x

faster data movement with AI

GenAI tools like Copilot and ChatGPT process sensitive data at machine speed — faster than any human review.

Insider Threat

82%

breaches: human element

82% of data breaches involve a human element. AI supercharges both malicious and accidental insider risk.

Regulatory Pressure

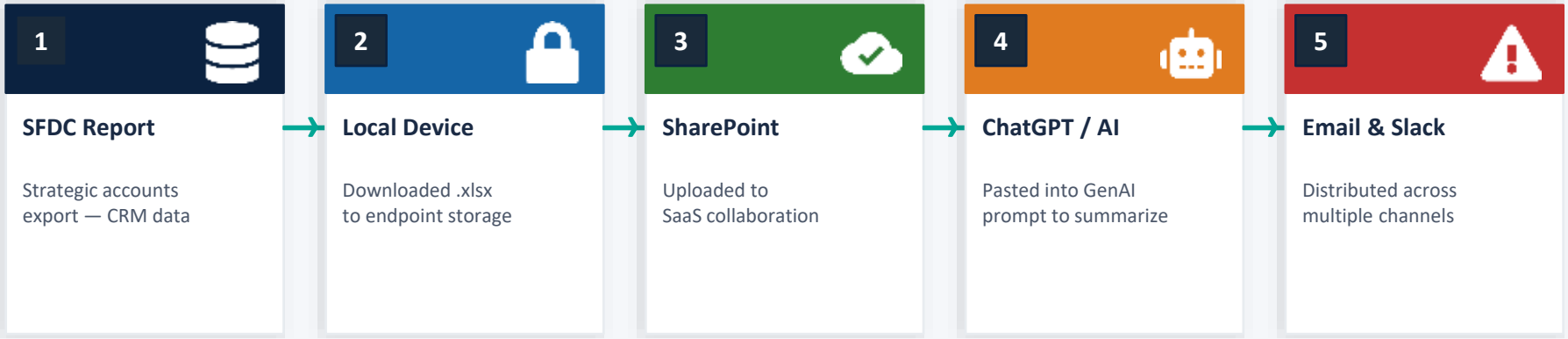
72h

breach notification window

GDPR, ISO 27001, NIS2 and emerging local regulations demand proactive governance — not reactive patching.

THE PROBLEM

A Single File — 5 Exposure Points in Minutes



⚠ Without proper data security controls, a single sensitive document can proliferate across 5+ locations in minutes — across endpoints, SaaS, AI tools and communication channels — completely undetected.

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USE CASES

Securing AI — Critical Scenarios for Azerbaijan Organizations

Securely Enable GenAI

Employees use ChatGPT, Copilot, Gemini every day. Forcepoint controls exactly what sensitive data can enter AI prompts — and blocks what can't, with real-time policy enforcement.

Microsoft Copilot Data Security

Forcepoint DSPM classifies and fixes MIP labels on M365 data before Copilot accesses it — preventing hallucinations and data leakage from miscategorized files.

Risk-Adaptive Insider Protection

Behavioral analytics build a dynamic risk score per user. When a user's score spikes — uploading files to personal Dropbox — policies automatically escalate from audit to block.

AI SECURITY MATURITY

1. Foundation
Data Discovery · Classification

2. Awareness
Prioritization · Risk Scoring

3. Control
Ingress/Egress · Access Controls

4. Detection
Threat Monitoring · Misuse Alerts

5. Assurance
Model Integrity · Continuous Loop

Forcepoint Self-Aware Data Security | Know · Adapt · Protect

DISCOVER	CLASSIFY	PRIORITIZE	REMEDIATE	PROTECT
Scan & map all sensitive data across cloud, on-prem, SaaS & endpoints	AI-powered labeling with context & sensitivity — 900+ policy templates	Focus on highest-impact data based on value, usage & regulatory risk	Automate response based on risk score and user behavior in real time	Enforce controls across email, web, cloud, endpoint, GenAI — always on

These phases run continuously and simultaneously — not as a one-time assessment.

KNOW

AI Mesh discovery & classification — know your data the moment it's created

ADAPT

Risk-adaptive policies, behavioral analytics & user coaching in real time

PROTECT

Single policy framework enforced across every channel, everywhere

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PLATFORM

Data Security Everywhere

Any Device · Any App · Any Location

KNOW	ADAPT	PROTECT
AI Mesh Discovery & Classification	**DSPM** Data Security Posture Mgmt	**DLP** Data Loss Prevention	**DDR** Data Detection & Response
CASB Cloud App Security	**SWG** Secure Web Gateway	**Email Security** DLP + Threat Protection	**Risk-Adaptive DLP** Behavioral Enforcement

160+ Countries · 30M+ Endpoints · 12,000+ Customers · 1,700+ Built-in Templates · 900+ File Types

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WHY FORCEPOINT

The Industry's Only Self-Aware Data Security

AI-native by design. Not bolted on.

> *"Forcepoint is defining wide values — data security, classification, having the appropriate tools to monitor what is going on… you have the data in a container that is so well designed and protected."*
>
> — Marcelo Amaral, CISO, Banco Safra

forcepoint.com/data-security

AI-Native Architecture

AI Mesh delivers highest-accuracy classification — 10x smaller, 200ms fast, fully explainable.

Single Policy Framework

One policy governs all channels: email, web, cloud, endpoint, SaaS, GenAI — no gaps.

Risk-Adaptive Enforcement

Policies auto-adjust to real-time risk scores. No false positives. No disruption to productive users.

Broadest Coverage

160+ countries, 30M+ endpoints, 12,000+ customers. Proven in governments and enterprise.

Ready to secure your AI journey? · Contact Forcepoint EMEA today

Forcepoint AI Mesh Provides Highest-Accuracy Understanding of Data

More than just classification, rich context to truly know your data

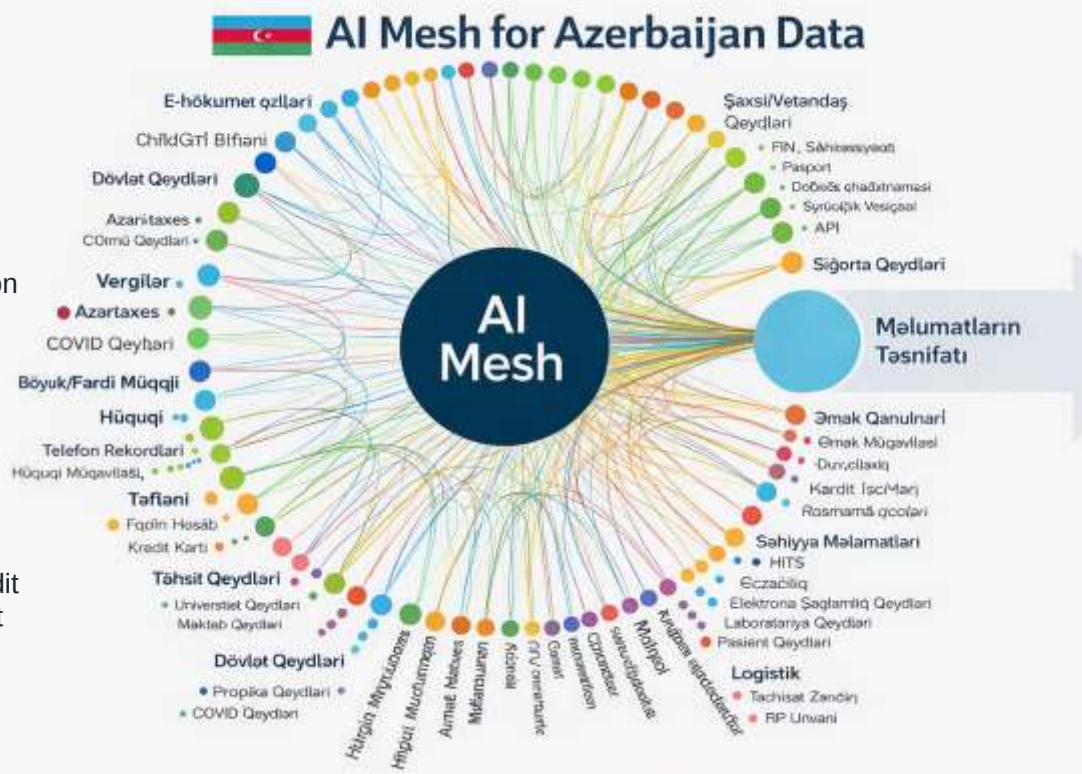
Smaller: SLM 10X smaller than LLM models

Faster : 200ms classification using regular CPUs

Lower TCO: smaller nodes significantly lowers cost

Trainable: can be tuned to unique classification requirements

Explainable: Simplifies audit of AI for transparency / trust



AI-powered Accuracy

Speed

Completeness

Tailored Predefined Rules to Understanding of Data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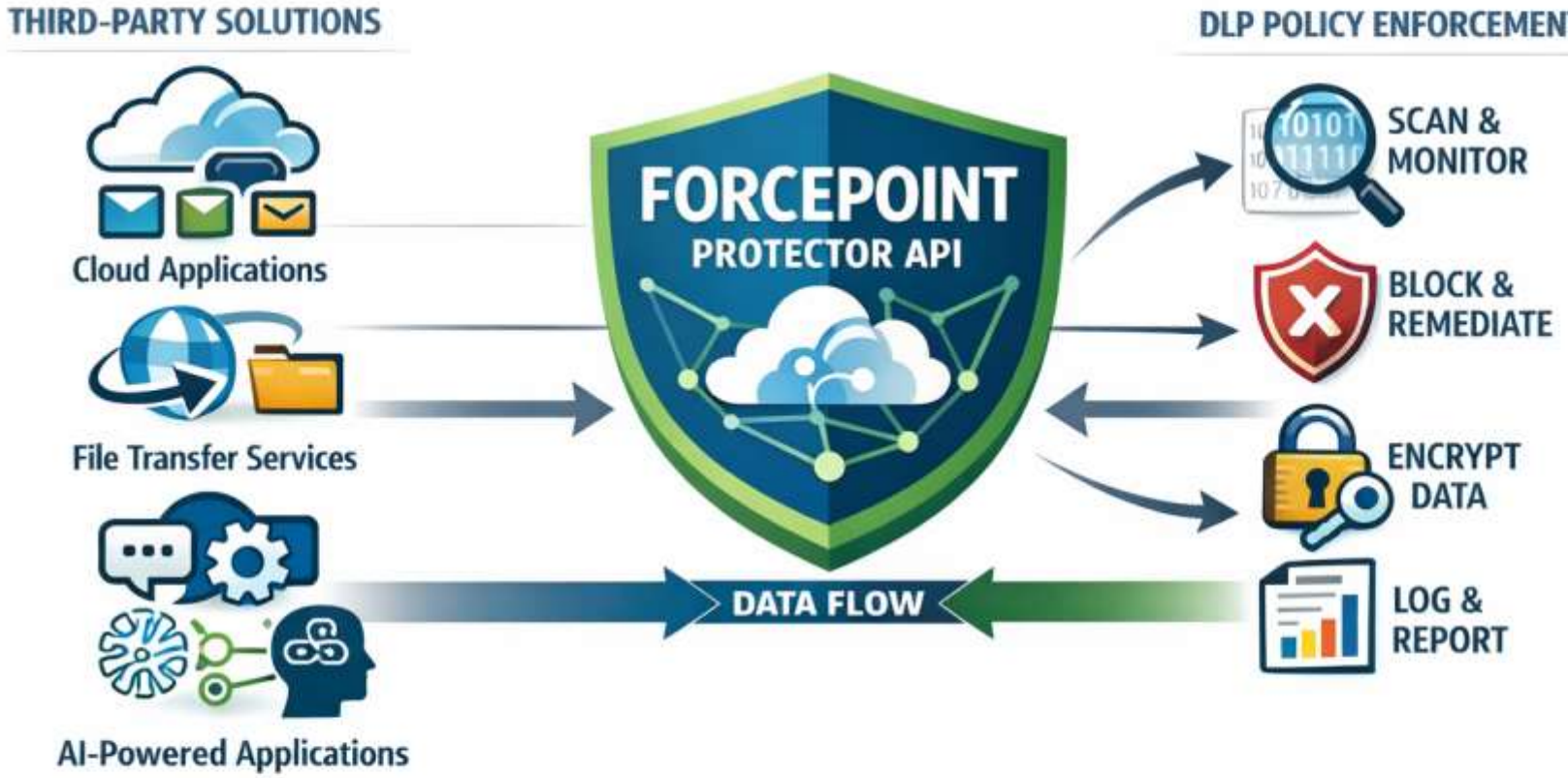

THIRD-PARTY SOLUTIONS
DLP POLICY ENFORCEMENT
Cloud Applications
File Transfer Services
AI-Powered Applications
FORCEPOINT
PROTECTOR API
SCAN &
MONITOR
BLOCK &
REMEDIATE
ENCRYPT
DATA
LOG &
REPORT
DATA FLOW

AI Security Dashboards

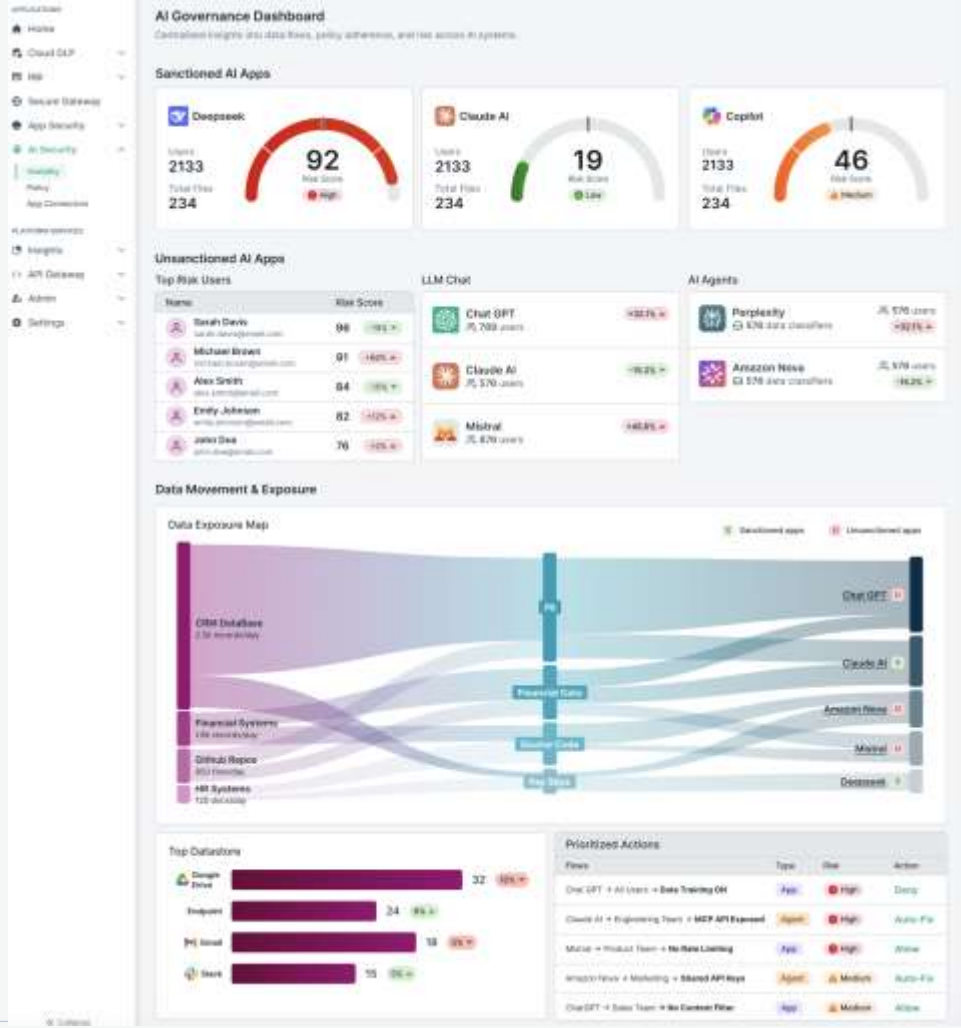
Thin UI layer that creates unified visibility

Unified/Streamlined Experience

- Single-entry point for administrators to view and control AI activity. No need to jump between various products.

Unified Reporting

- Policy audit logs centralized across all enforcement points.
- Event logs from sanctioned and unsanctioned AI apps, aggregated for a unified operational view.



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The industry's only self-aware data security

"[Forcepoint is] defining wide values, data security, classification, having the appropriate tools to actually monitor what is going on… you have the data in a container that is so **well designed and protected,** and you have **appropriate DLP and access control rules** to actually start the **learning curve of AI adoption."**

– Marcelo Amaral, CISO, Banco Safra

"Forcepoint DSPM and DDR tools have been very much embraced by our teams because they're **easy to use, modern, and actually fit for purpose.** It's allowed teams to **act on real issues.**"

– Enda Kyne, CISO, FBD Insurance

Security that enables today's global business

12,000+	160+	30M+	1700+	900+	1st	1st
Customers	Countries	Endpoints Secured	Built-in industry and geo templates	File types recognized	To offer Risk-Adaptive Policies	Integration with ChatGPT, Copilot


Forcepoint
Data Security Everywhere