



Cognizant® Unified Data Protection Service powered by Microsoft Purview

Overview

Today's IT landscape has evolved into a perimeter-less, multi-cloud, SaaS-driven environment, where sensitive organizational data is distributed across diverse workload islands. To secure these expansive data estates, organizations rely on multiple tools and platforms. The rapid proliferation of Generative AI — and its unprecedented adoption across enterprises — has further expanded the attack surface, introducing new risks such as prompt injections, model poisoning, and AI-driven data exposure. *According to Microsoft's Data Security Index, organizations experienced an average of 156 data security incidents in the past year, with 27% classified as severe¹.* As insider threat risks grow exponentially, effective mitigation has become critical. At the same time, organizations must meet the rising demand for compliance with evolving regulatory data standards.

Key Challenges:

With the changed landscape, security decision makers are faced with multiple challenges fortifying organization's crown jewels:

- Organization's data is spread across hybrid, cloud and SAAS platforms. Identifying sensitive data from these various data islands and classifying them is a mammoth and time-consuming task. Organizations fail to scale in carrying out such activities.
- Concerns over data leakages and regulatory data non-compliances with AI applications deployment
- Organizations have disparate, bolt-on tools to secure their data estate. This leads to increased complexity and higher costs of administration, management and overall security operations.
- Organizations are increasingly facing incidents of both accidental and malicious exposure of sensitive data. These breaches often trigger costly internal investigations and legal actions involving HR, cybersecurity, legal, and risk teams.
- Noncompliance with regulatory data standards and lack of processes for mitigating related risks
- Limited visibility of organization's sensitive data, related leakages, periodic audits, tracking non-compliances and reporting.

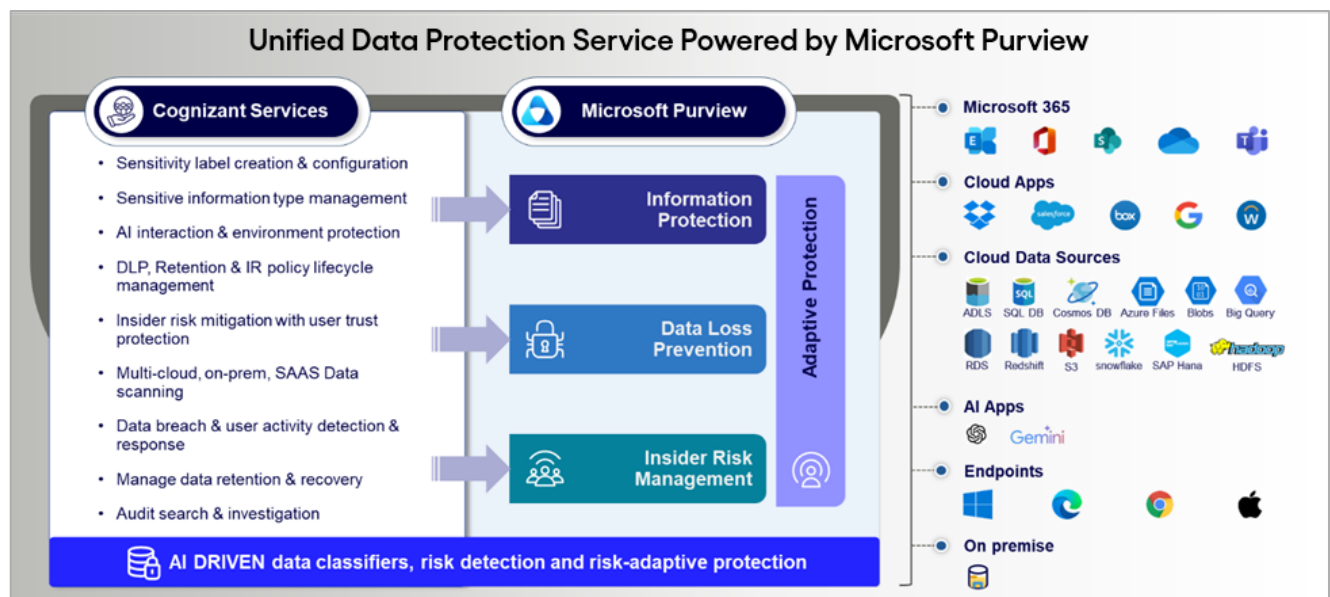
Solution

I. Bolstering Data security while ensuring User productivity

In order to address the inherent challenges and have an effective mechanism for mitigating risks, Cognizant offers Unified Data and Protection Services which leverages MS Purview's Information Protection, Data Loss Prevention (DLP), and Insider Risk Management features to fortify organization's entire data estate, without impacting user productivity.

The service offerings help automate the discovery, classification, and labeling of sensitive data, which reduces the manual burden on users and minimizes errors.

Its Context-aware, risk based, enabling user behavior detection, real-time policy calibration and automated mitigation allowing security teams to address potential data security threats without restricting user activities and impacting their productivity.



II. Our enhanced solution to prevent data leakages in AI environment.

With the rise of Generative AI, organizations face new data security risks from AI prompts, user responses, prompt injection attacks, and model poisoning. Cognizant's services offer comprehensive protection against AI-driven data leaks by leveraging Microsoft Security Copilot, Microsoft Purview's data security and compliance capabilities, Data Security Posture Management (DSPM), threat protection, and governance tools. The solution integrates seamlessly with Microsoft 365 Copilot, ensuring that AI-generated content inherits sensitivity labels and associated protections from source documents—preventing inadvertent exposure of confidential data during AI interactions.

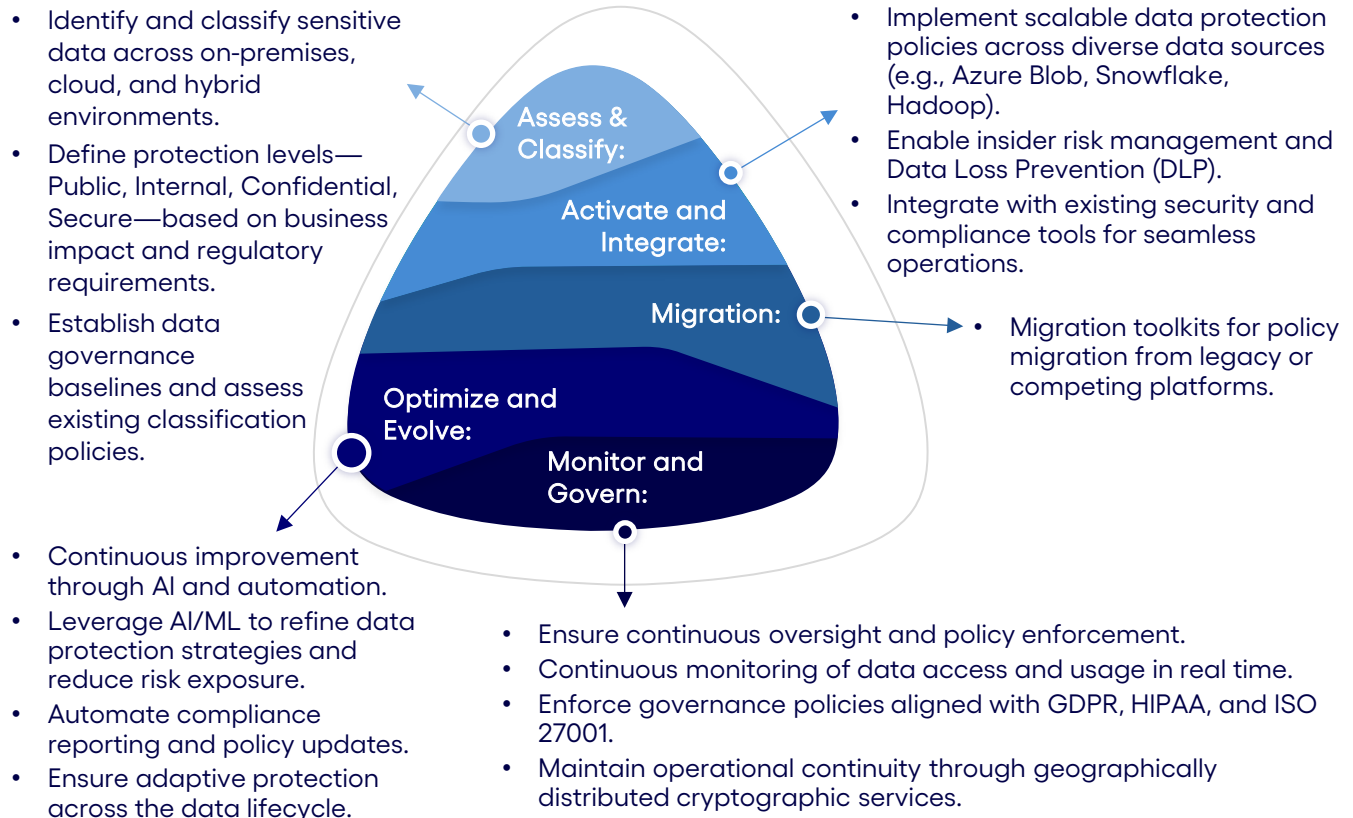
Key Capabilities

- Information protection through sensitivity label creation and configuration
- Classification and protection of sensitive data across hybrid environments
- Deployment of cloud-native data loss prevention (DLP) policies
- Centralized management of DLP rules across platforms
- Real-time detection and response to data breaches and user anomalies
- Implementation of insider risk management programs
- Monitoring and investigation of insider threats using behavioral analytics
- Adaptive protection based on dynamic user risk assessment
- AI-powered data classification and risk detection
- Automated governance and compliance enforcement
- Seamless integration across endpoints, cloud apps, and on-premises infrastructure
- Support for industry wide regulatory standards like GDPR, HIPAA, and ISO 27001



Our Offerings:

At Cognizant, we deliver Unified Data and Protection Services powered by Microsoft Purview, designed to protect sensitive information across hybrid environments while ensuring compliance and operational resilience. Our phased transformation journey enables enterprises to adopt a mature data security posture tailored to their business needs:



Use Cases

Critical use cases for value realization

- Identifying and classifying sensitive data for specific industry segments, ensuring compliance with industry regulations.
- Compliance reporting for audits thereby reducing penalties for non-compliance
- Protecting critical organization data with encryption and monitoring unauthorized access
- Maintain data governance standards for accessing data by regional offices in a global corporation.
- recommendations for classifying sensitive information, labeling and privacy compliance.

Benefits:

Functional Benefits:



End-to-End Data Protection: Safeguards sensitive data across multi-cloud, hybrid, on-premises, and Microsoft 365 environments.



AI-Driven Classification & Risk Insights: Automates data discovery, classification, and risk assessment leveraging AI.



Unified Governance Framework: Integrates monitoring, automation, and policy enforcement into a cohesive architecture.



Real-Time Visibility: Enables proactive risk mitigation through continuous data activity insights.



Industry-Specific Sensitivity Mapping: Tailors protection strategies to sector-specific data types and compliance needs.

Deployment Benefits:



Accelerated Implementation: Pre-built templates and adaptive policies simplify rollout and reduce time-to-value.



Streamlined Processes: Reduces manual effort in managing data lifecycle and compliance workflows.



Proactive Threat Detection: Rapid identification and remediation of oversharing, misconfigurations, and insider threats.



Accelerated Regulatory Alignment: Streamlines adherence to regulatory standards through automated logging and reporting.

Commercial Benefits:



Lower Compliance Costs: Reduces regulatory penalties and audit overhead through automation.



Reduced Financial & Reputational Exposure: Protects critical assets, lowering financial and reputational exposure.



Business Continuity: Maintains agility and productivity while enforcing robust security controls.



Strategic Value Realization: Aligns data protection with business goals, enhancing trust and competitive advantage.

Why Choose Cognizant

Cognizant is a Global Systems Integrator (GSI) and a specialized partner across all four Microsoft Security solution areas—Threat Protection, Cloud Security, Identity & Access Management, and Information Protection & Governance. As an esteemed member of the Microsoft Intelligent Security Association (MISA), Cognizant brings deep domain expertise and a proactive approach to cybersecurity. Our certified security professionals and analysts deliver scalable, compliant, and resilient solutions tailored to industry-specific needs, helping enterprises strengthen their security posture and accelerate digital trust. To know more contact – cybersecuritypulse@cognizant.com

Source:

1- [Data Security Index 2024 Report](#)



Cognizant helps engineer modern businesses by helping to modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. To see how Cognizant is improving everyday life, visit them at www.cognizant.com or across their socials [@cognizant](https://twitter.com/cognizant).

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