

EXECUTIVE SUMMARY

AskBigID™ GPT gives every business user a direct line to your entire data estate — conversationally, intelligently, and securely. No SQL. No portal. No expertise required. Just ask, in plain language, and get the answer.

Your Data, On Demand

The fastest path from question to insight is a conversation.

The Problem

Data is everywhere — and that's exactly the problem. Scattered across cloud and on-prem systems, locked behind technical complexity, and governed by policies that most business users never see, your data estate is simultaneously your greatest asset and your biggest bottleneck.

Master data management, data virtualization, catalog structures, access controls — these aren't just technical challenges. They're barriers that keep the people who need data most from ever getting it.

The result: slow decisions, duplicated work, and AI initiatives that stall because the right data is never in the right place at the right time.

The Solution

AskBigID™ GPT gives every business user — analyst, operations lead, finance, HR, compliance — a direct line to your entire data estate. No training. No technical knowledge. No idea of where the data lives. None of that is required.

Just ask. In plain language. Like you're talking to a data expert who knows everything.

AskBigID™ abstracts all of the complexity away — the systems, the schemas, the classifications, the access controls — and replaces it with a human-like conversational dialogue. Users interact with their data the way they'd interact with a knowledgeable colleague. They get answers. Not instructions on how to find them.

Under the hood, BigID's MCP and API infrastructure routes every question to the right data, in the right system, at the right time. It virtualizes the data estate and surfaces exactly what each user is entitled to see — automatically, accurately, and securely.

Key Benefits

- **Democratize data with AskBigID™ GPT** — Put the power of your entire data estate in every employee's hands, not just your data team's.
- **No expertise required** — Business users and analysts can ask anything about their data without knowing BigID, without knowing where their data lives, and without any technical training.
- **A truly human conversational experience** — AskBigID™ doesn't return links or search results. It engages in dialogue — understanding context, clarifying intent, and delivering answers the way a data expert would.
- **Structured for BI, unstructured for AI** — Whether you need a report, a clean dataset, or an AI-ready feed, AskBigID™ surfaces the right format for the right use case.
- **Virtualize and abstract your entire data estate** — AskBigID™ handles MDM, virtualization, cataloging, and access controls invisibly, so complexity never reaches the user.
- **Right data, right use case, right time** — AskBigID™ matches intent to data automatically, accelerating every business workflow that depends on it.
- **Governed from the start** — Every answer is policy-aware, privacy-respecting, and AI governance-ready — no manual review required.

What's Working Behind Every Answer

- **Data Catalog** — Auto-classified and continuously updated across every source. Every answer is grounded in data that's been discovered, labeled, and mapped. No other DSPM keeps catalog data this fresh.
- **AI Governance** — Only policy-approved data surfaces in every response. Models stay compliant, workflows stay clean. Govern what your AI uses — before it uses it.
- **Privacy & Compliance** — Personal, sensitive, and regulated data is automatically identified and access-controlled. Users get what they're entitled to, nothing more. Policy-aware by default.
- **Data Discovery & Classification** — BigID finds, fingerprints, and classifies data at scale. AskBigID™ matches intent to information with precision. Hundreds of sources.

One conversation.

- **Security & Controls** — Remediate risk, delete over-retained data, revoke permissions, and manage agentic AI access — all conversationally. Security becomes part of the workflow, not a separate process.
- **Works With Any AI** — AskBigID™ isn't tied to one platform. Use it with Claude, Microsoft Copilot, ChatGPT, or any AI interface your team prefers. BigID's MCP layer and robust APIs make it all possible — with RBAC controls ensuring every user, on every platform, only accesses what they're authorized to see.

Closing

Your data is already there. Your catalog is built. Your governance policies are set. Your AI initiatives are underway.

AskBigID™ GPT connects all of it — and makes it feel like it was always just one question away.

Your Data, On Demand. The fastest path from question to insight is a conversation.

CUSTOMER VALIDATION

Proof in Action

"BigID gives me better visibility into sensitive data, helps prioritize security protections, reduces attack surfaces, strengthens compliance, and increases operational efficiency overall — a strategic pillar of our AI-First Cybersecurity Transformation"

- CISO, Global Healthcare Company

"We needed to automate processes and data management across systems for the data of a few million customers across a lot of systems and data. BigID was the one solution that did this in the most efficient and sophisticated way - and had more use cases we could add on moving forward."

- Chief Privacy Officer, Global Telecoms Company

ANALYST RECOGNITION

Validated by Industry Leaders

- 2025 Company of the Year for AI Governance - Frost & Sullivan
- Named a Leader across all DSPM research including Omdia DSPM Universe, CB Insights for DSPM, TAG, GigaOm, Frost & Sullivan
- Named a Leader in all Privacy Management evals including Forrester Privacy Management Wave & IDC Privacy Compliance MarketScape
- BigID named a Leader across 4 GigaOm evals: DSPM, Data Security Platforms, Unstructured Data Management, Data Access Governance
- Named in Gartner's 2025 DLP Market Guide
- Named in Gartner's 2025 AI TRiSM Market Guide
- Represented 30+ times in Gartner's 2025 Hype Cycles for Security, Privacy, AISPM

FREE RISK ASSESSMENT

Discover Your Data & AI Risk

An agentless, cloud-native assessment to enable security, privacy, and compliance: pinpoint where sensitive data and AI risks live - and how to fix them.

What You Get:

- Complementary 2 week engagement on real data to gain visibility on risk across data and AI
- Executive-ready report identifying high-risk data and AI across cloud environments with next-step recommendations

NEXT STEPS

Ready to Connect the Dots in Data & AI?

Schedule your free risk assessment or ask for a deeper demo across DSPM, DLP, AI SPM, Privacy Automation, AI Risk, and Data Lifecycle Management

► www.bigid.com/demo

► www.bigid.com/risk-assessment

► info@bigid.com



BigID Next

"The features they offer are the moat that they have built around the product. This is what makes them the market leader in Data Privacy and Protection."



IT Security & Risk Management Associate - Banking

Gartner
Peer Insights.

Gartner® and Peer Insights™ are trademarks of Gartner, Inc. and/or its affiliates. All rights reserved. Gartner Peer Insights content consists of the opinions of individual end users based on their own experiences, and should not be construed as statements of fact, nor do they represent the views of Gartner or its affiliates. Gartner does not endorse any vendor, product or service depicted in this content nor makes any warranties, expressed or implied, with respect to this content, about its accuracy or completeness, including any warranties of merchantability or fitness for a particular purpose.



BigID Next

"Exceptionally powerful and easy to use tool that integrated smoothly into our environment and delivered value from day one. The BigID team is fabulous to work with."



Senior Vice President & Chief Data Officer - Banking

Gartner
Peer Insights.

Gartner® and Peer Insights™ are trademarks of Gartner, Inc. and/or its affiliates. All rights reserved. Gartner Peer Insights content consists of the opinions of individual end users based on their own experiences, and should not be construed as statements of fact, nor do they represent the views of Gartner or its affiliates. Gartner does not endorse any vendor, product or service depicted in this content nor makes any warranties, expressed or implied, with respect to this content, about its accuracy or completeness, including any warranties of merchantability or fitness for a particular purpose.