

Beyond Visibility: Why Actionability Defines Modern DSPM



EXECUTIVE SUMMARY

As data expands across cloud, SaaS, and AI systems, risk is no longer just about where data lives—it's about how it's used and exposed. Modern organizations need actionable intelligence that connects data and AI risk. Without actionability, visibility becomes liability.

The DSPM Gap: Visibility Without Action

Traditional DSPM tools were designed for a simpler world—focused primarily on cloud storage and basic classification. As the data landscape has evolved, most solutions have failed to keep pace.

Most legacy solutions:

- Scan only a subset of environments
- Provide shallow or generic classifications
- Surface risks without clear remediation paths

This creates a fundamental problem: security teams are flooded with alerts they can't prioritize, data owners receive tickets without context, and risk persists because no one knows what to fix first. Now extend that problem to AI—which data is being used to train models? What sensitive data is leaking through prompts? Which agents have access to high-risk data? Visibility alone cannot answer these questions—let alone resolve them.

From DSPM to Data + AI Risk Management

DSPM must evolve. Modern data security isn't just about storage posture—it's about data in motion (pipelines, APIs, AI systems), data in use (analytics, copilots, agents), and data in context (sensitivity, access, purpose, business meaning). BigID extends DSPM into a broader model: Continuous Data & AI Risk Management.

This means:

- Discovering and classifying all data—structured, unstructured, and AI-related
- Understanding how data flows into AI systems

- Prioritizing risk based on sensitivity, exposure, and usage
- Enabling direct, scalable remediation

What Actionability Actually Means

Actionability is not just 'having a remediation button.' It means:

- Clear ownership — who is responsible for the data
- Precise context — what the data is, why it matters, and how it's used
- Risk prioritization — what to fix first based on impact
- Embedded workflows — how action happens, not just alerts
- Scalable execution — fixing issues across thousands of assets

BigID operationalizes this by connecting data context (what it is), access context (who can reach it), activity context (how it's used—including AI), and risk context (what matters most). This is how organizations move from 'We found a problem' to 'We fixed the right problem at scale.'

How BigID Delivers Actionable DSPM

1. Universal Coverage Across Data & AI

Go beyond cloud silos to scan across cloud, SaaS, on-prem environments, data warehouses, lakes, applications, AI systems, models, and training datasets. Eliminate blind spots—not just in storage, but in AI pipelines and usage.

2. Context-Rich, AI-Assisted Classification

Move beyond labels like 'PII' to understand exact data types, sensitivity, and business context; relationships between datasets; and data relevance to AI training and outputs. AI-assisted classification continuously improves accuracy and scale.

3. Risk-Based Prioritization (Not Alert Overload)

Prioritize what matters using data sensitivity and volume, exposure and access risk, data usage (including AI interactions), and business impact. Focus teams on high-risk, high-value data first—not noise.

4. Built-In, Scalable Remediation

Take action directly within workflows: restrict or revoke access, mask, redact, or tokenize sensitive data, delete or minimize unnecessary data, and delegate remediation to data owners. Integrate with tools like ServiceNow and Jira to operationalize response.

5. Data Lifecycle Automation = Risk Reduction

Reduce risk at the source by identifying stale, redundant, and over-retained data, automating retention and deletion, and minimizing data footprint across environments. Less data means less risk and less AI exposure.

6. Integrated Governance, Privacy, and Security

Unify traditionally siloed functions—data security posture, access governance, and privacy operations—applying consistent controls across data and AI ecosystems.

7. Built for AI Security & Governance

Extend DSPM into AI with discovery of AI models and shadow AI usage, classification and cleansing of training data, monitoring of sensitive data shared with copilots and agents, and governance of AI access to enterprise data. Protect not just the data—but how AI uses it and exposes it.

Why This Matters Now

AI has fundamentally changed the risk landscape. Sensitive data is no longer just stored—it is prompted, generated, transformed, and exposed in real-time interactions. Security teams can no longer treat DSPM as a static inventory problem. They need continuous visibility, context-rich intelligence, and most importantly—the ability to act.

Conclusion: From Insight to Action

The first generation of DSPM tools helped organizations see their data. The next generation must help them control it—and secure how it's used in AI. BigID sets the new standard by connecting data and AI risk, prioritizing what matters most, and enabling direct, scalable remediation.

BigID helps organizations connect the dots across data & AI—for security, privacy, governance, and AI risk management. Discover, understand, and take action on your most sensitive data—wherever it lives, and however it's used.

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

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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

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