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Traditional DLP vs AI-Powered Data Security

Data Identification & Classification



Traditional DLP

Method: Relies on predefined patterns and static rules. **Challenges:** Struggles with identifying unstructured data and often generate false positives.

AI Data Security

Method: Utilizes machine learning and AI to analyze data context and business logic. **Advantages:** Accurately classifies data, reducing false positives by over 90%.

Threat Detection & Response

Traditional DLP

Method: Minor data based on fixed rules and policies. **Challenges:** Slow to adapt to new threats and often miss insider threats.

AI Data Security

Method: Continuously learn and adapt to emerging threats using behavioral analysis. **Advantages:** Detect anomalies in real-time, providing faster and more accurate threat detection.

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Scalability & Adaptability



Traditional DLP

Method: Limited scalability, often requiring manual updates and maintenance. Challenges: Inefficient in handling large volumes of data and

diverse data sources

AI Data Security

Method: Automatically scale and adapt to growing data volumes and new data types.Advantages: Efficiently manage data across cloud environments, remote endpoints, and various applications

Compliance & Regulatory Support

Traditional DLP

Method: Basic support for regulatory compliance through predefined templates. **Challenges:** Limited flexibility to adapt to new regulations and compliance requirements

AI Data Security

Method: Dynamic compliance management using AI to interpret and apply regulatory requirements.Advantages: Ensure continuous compliance with evolving regulations and reduce the risk of non-compliance



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