Solution Overview

Microsoft Purview is a comprehensive suite of solutions that helps organizations govern, protect, and manage data across their environment, consolidating data governance, compliance, and risk management capabilities under a single brand.

Benefits

1. Unified Data Governance and Compliance

- Centralized Platform
- Compliance and Regulatory Adherence
- Data Protection and Privacy

2. Enhanced Data Security

- Data Loss Prevention (DLP)
- Insider Risk Management
- Zero-Trust Security

3. Streamlined Data Management

- Data Catalog
- Data Policies
- Data Auditing

Key Features and Capabilities

- **Data Governance**

  Purview helps organizations gain visibility into their data assets, understand where data resides, and implement policies to ensure data integrity and security.

- **Compliance and Risk Management**

  Purview helps organizations meet regulatory requirements and manage risks associated with data, including auditing, eDiscovery, and retention policies.

- **Data Discovery and Classification**

  Purview helps organizations discover, classify, and label sensitive data across various locations, including on-premises, cloud, and SaaS applications.

- **Information Protection**

  This feature enables organizations to encrypt and protect data, ensuring that only authorized users can access it.

- **Auditing and Compliance**

  Purview provides comprehensive auditing capabilities to track user activities and support forensic investigations and compliance obigations.

- **Data Security**

  It offers tools to protect sensitive data, including data loss prevention (DLP) policies, information protection, and insider risk management.

- **Unified Platform**

  It integrates various Microsoft 365 and Azure services, providing a unified experience for managing data security, governance, and compliance.

- **Data Loss Prevention (DLP)**

  DLP policies help identify, monitor, and automatically protect sensitive information across Microsoft 365 services like Teams, Exchange, SharePoint, and OneDrive.

- **Insider Risk Management**

  This capability helps organizations detect and investigate potential insider threats and risky activities.

- **Data Security Posture Management (DSPM)**

  This feature helps organizations assess and improve their data security posture, providing insights into potential vulnerabilities and risks.

Prospect Qualification Questions

1 **What are your biggest data governance and security challenges currently?**
This probes for pain points and establishes the need for a solution like Purview.

2 **What data classification and labeling practices do you currently have in place?**
This probes for pain points and establishes the need for a solution like Purview.

3 **How do you currently manage data discovery and risk assessments?**
This explores their existing processes and identifies areas where Purview can provide

4 **What are your organization's data privacy and compliance requirements (e.g., GDPR, CCPA)?**
This helps determine the specific compliance needs Purview can address.

5 **How do you currently monitor and detect data breaches or unauthorized access?**
This explores their current security posture and identifies areas for improvement with Purview.

6 **What are your organization's short-term and long-term data governance goals?**
This helps understand their strategic vision and how Purview can align with it.

7 **Who are the key stakeholders involved in data governance and security decisions within your organization?**
This helps identify the decision-makers and influencers.

Target Audience

- **Security and Compliance Teams**
  Professionals tasked with protecting sensitive data and ensuring compliance with regulations.

- **IT Administrators**
  Individuals who manage and maintain the infrastructure and tools used to govern and protect data.

- **eDiscovery Managers and Compliance Investigation Teams**
  Professionals who use Microsoft Purview eDiscovery tools for investigations and audits.

- **Data Consumers**
  Individuals who need to find, understand, and access data for their work.

- **Fabric Administrators and Data Owners**
  Those responsible for managing and protecting data within Fabric and Power BI.

- **Data Producers**
  Those who create and manage data, including data engineers and developers.

- **Data Stewards and Owners**
  Individuals responsible for ensuring data quality, accuracy, and compliance.

- **Microsoft Customers**
  Anyone interested in understanding and utilizing Microsoft Purview solutions for data management and governance.

Customer Pain Points

- **Data Consumers**
  Individuals who need to find, understand, and access data for their work.

- **Data Producers**
  Those who create and manage data, including data engineers and developers.

- **Data Stewards and Owners**
  Individuals responsible for ensuring data quality, accuracy, and compliance.

- **Security and Compliance Teams**
  Professionals tasked with protecting sensitive data and ensuring compliance with regulations.

- **IT Administrators**
  Individuals who manage and maintain the infrastructure and tools used to govern and protect data.

- **eDiscovery Managers and Compliance Investigation Teams**
  Professionals who use Microsoft Purview eDiscovery tools for investigations and audits.

- **Fabric Administrators and Data Owners**
  Those responsible for managing and protecting data within Fabric and Power BI.

- **Microsoft Customers**
  Anyone interested in understanding and utilizing Microsoft Purview solutions for data management and governance