

The Halo Effect:

The 7 Virtues of Security-Centric Data Management

What separates organizations that master their data from those that don't – and why it matters for every CISO?

We compared Data Management Masters (DM Masters) – organizations with complete knowledge of where their data is stored and that have fully classified their data – versus Data Management Laggards (DM Laggards) who have little confidence in either. Here are the seven ways data management masters pull ahead.

VIRTUE 3

Culture

A more risk-aware data culture

Human error is a root cause in 45% of attacks with DM Masters vs 57% for Laggards. DM Masters are less likely to store sensitive data in the cloud or leave it exposed.

VIRTUE 4

Sovereignty

More ready for data sovereignty challenges

31% vs 20% treat physical cloud location as critical for all workloads. DM Masters rely on data discovery and classification as the essential first step to navigating any jurisdiction shift.

VIRTUE 5

Resilience

Nearly 2x less likely to be breached in the cloud

67% of DM Masters are unbreached in cloud vs 35% for Laggards. DM Masters reduce their attack surface through good data practices and controls.

VIRTUE 2

Control

Less susceptible to AI/LLM attacks

DM Masters experience fewer AI/LLM attacks in general with 3x fewer unbounded consumption attacks.

VIRTUE 6

Simplicity

A simpler, more coherent toolset

DM Masters avoid tool sprawl and are likely to use 4 or fewer data management tools.

VIRTUE 1

Compliance

Nearly 6x less likely to fail a compliance audit

DM Masters have 81% pass rate vs 14% for Laggards. This is in part due to a greater emphasis on DSPM, which provides automated, continuous visibility into where sensitive data is stored.

VIRTUE 7

Quantum ready

Better prepared for a quantum future

46% actively exploring quantum computing vs 42% of laggards. Discovery, risk analysis, remediation – are precisely the steps needed to prepare for quantum threats.



The DSPM difference

What connects the DM Masters is Data Security Posture Management (DSPM), which provides the conditions that make data mastery possible. Organizations that understand their data – where it is, what it is, who can reach it – are the ones that outperform.

Request a demo →

This research was based on a global survey of 3,120 respondents fielded via web survey with targeted populations for each country, aimed at professionals in security and IT management, with annual revenue of less than US\$100 million and with US\$100 million-\$250 million in selected countries. This research was conducted as an observational study and makes no causal claims.