



SECURE YOUR DATA TODAY AHEAD OF GENERATIVE AI TOMORROW.



How to Secure Your Enterprise with Salesforce

Securing and managing your data is easier than ever on the Salesforce Platform.

As businesses everywhere manage more data than ever before, including data generated from large language models (LLMs) like ChatGPT, data security is often overlooked. Unfortunately, bad actors are also taking advantage of these new technologies, putting your business-critical data at risk.

71% of IT leaders believe generative AI will introduce new security risks to data.*

To stay competitive and maintain customer trust, enterprises need a way to innovate and automate faster, while also staying aligned with their security, privacy, and compliance needs. And that's where Salesforce comes in.

“The cost of a data breach averages \$4.24 million for a U.S. company – which doesn't begin to factor the intangible impact on brand integrity and customer trust.”



See how a proactive approach to security protects your company's bottom line.

Compromised data, whether breached or stolen, can become a liability. Learn how to protect your company's most valuable asset:

- Simplify management of security controls and metrics.
- Improve customer trust by automating threat detection and implementing real-time monitoring.
- Stay ahead of regulatory issues with easily configurable privacy solutions.