PT emails x 3 – Next DLP toolkit

Email #1

**Subject:** Is your data protected?

**Preview text:** Data loss can be catastrophic for business

Hi [NAME],

A data breach can happen any time, how do you know if your data is protected?

It’s hard to keep up with the changing threat landscape but luckily there are solutions that take this problem off your hands. Solutions like the Reveal Platform from Next DLP.

Next uses AI technology to identify unusual activities on your devices, analysing behaviours, comparing patterns and learning from your data. It then offers the ability to alert, block actions, isolate machines and take further steps to keep your data safe – isolating your device from the network if necessary.

With Next, you’ll be guided the right way to get your work done safely, giving complete peace of mind.

Ready to let someone else worry about protecting your data? I’d be happy to discuss Next DLP further with you, we could book in a call, when works for you?

Kind regards,

[NAME]

Email #2

**Subject:** Data loss protection – have you got it?

**Preview text:** Don’t risk a breach when you don’t have to

Hi [NAME],

I wanted to get in touch again as I really think Next DLP would make a big impact on protecting your business.

Want to eliminate the stress and worry of a breach of confidential information? There’s a solution built just for this.

I’m sure you’ve wondered what the benefits of Next DLP are, here’s the main ones …

* **Real-time continuous monitoring** – captures and records events in real time, protecting your data from threat and reducing breaches.
* **User training** – provided at the point of risk to educate you immediately when your data is most vulnerable.
* **Machine learning on the end point** – identifies typical vs. unusual behaviour to understand where there’s risk.
* **Adaptive controls** – allows you to decide what actions to take.

Shall we arrange a time to run through the Reveal Platform in a few more details?

All the best,

[NAME]

Email #3

**Subject:** One last thing …

**Preview text:** How are you protecting your data?

Hi [NAME],

Are you sure you wouldn’t feel more comfortable with Next DLP helping you keep your sensitive data safe?

Robust cybersecurity comes in many layers, and data loss protection isn’t a layer you should ignore.

Maybe you’ve got something already in place? Or now just might not be the right time, I get that.

We’re here when you need us, is there a better time in the future you’d like me to get back in touch?

Kind regards,

[NAME]