



## Sayers Monthly Strategic Advisor

This month, we spotlight Pure Storage, Proofpoint, and Rapid7. Discover how their latest innovations are transforming AI deployment, data security, and cybersecurity platforms. Plus, explore key AI trends shaping IT's future and stay informed with insights from the Sayers blog. Stay ahead with Sayers.

### Here's The Rundown:

- 🧐 **Tech Tidbits & Sayers Take:** Pure Storage unveils the GenAI Pod to simplify AI projects, Proofpoint enhances its security platform with Normalyze, and Rapid7 launches the Command Platform for unified cybersecurity.
- 🏠 **AI Corner:** Discover how AI is driving IT automation, improving observability, and revolutionizing security with generative AI and cutting-edge analytics.
- 📖 **Sayers Blog:** Explore insights on security awareness training, resiliency strategies, and avoiding missteps in identity management.

### Tech Tidbits & Sayers Take

#### Pure Storage Introduces New GenAI Pod to Accelerate AI Innovation

Pure Storage has unveiled the GenAI Pod, a comprehensive solution designed to simplify and expedite the deployment of generative AI projects by providing validated, turnkey designs that integrate hardware, software, foundational models, and development tools. Additionally, the company announced that its FlashBlade//S500 storage system is now certified with NVIDIA DGX SuperPOD, enhancing enterprise AI deployments with Ethernet compatibility.

#### Sayers Take

Pure Storage's introduction of the GenAI Pod is helpful for organizations looking to adopt generative AI solutions, as it provides a simplified and scalable infrastructure specifically designed for demanding AI workloads. By integrating NVIDIA DGX SuperPOD and FlashBlade//S technology, it ensures unmatched performance and efficiency, significantly reducing complexity for IT teams. This advancement democratizes access to AI, enabling companies of all sizes to accelerate innovation without needing to invest in bespoke, costly solutions.

Check it out [here](#)!

#### Proofpoint: Acquisition of Normalyze

Proofpoint has agreed to acquire Normalyze, a Data Security Posture Management (DSPM) company, to enhance its human-centric security platform with AI-powered DSPM technology. This acquisition aims to help organizations discover, classify, and protect data across various environments, addressing human-related risks in data security

#### Sayers Take

Proofpoint continues to expand their portfolio with the acquisition of Normalyze. Normalyze uses what they've coined as an agentless One-Pass Scanner and AI to identify and classify data across SaaS, PaaS, cloud, and on-prem environments. The ability to automate the discovery and classification has the potential to reduce the typical manual cycles that are required to maintain a finely tuned deployment. It will be especially interesting to see how Normalyze's findings will play with the entire Proofpoint platform once it is fully integrated.

Check it out [here](#)!

#### Rapid7: Launch of the Command Platform

Rapid7's Command Platform is a unified cybersecurity solution that integrates threat exposure management with detection and response capabilities, providing comprehensive visibility across an organization's attack surface. It leverages AI-powered analytics and insights from Rapid7 Labs to help security teams identify vulnerabilities, detect threats, and respond effectively to incidents.

#### Sayers Take

With many organizations opting to invest heavily into their platform of choice, Rapid7 continues to increase the value of going all in on theirs. With the release of their Command Platform, security teams can understand their exposure of on-prem to cloud assets. Coupled with their attack surface visibility, the Command Platform can give a holistic view of an organization's attack surface in a single view while understanding and remediating potential toxic combinations.

Check it out [here](#)!

## Sayers Blog

From the Sayers Resource Library:

- [Is Your Security Awareness Training Working?](#)
- [Don't Take a Vacation on Resiliency](#)
- [Avoiding Common Security Missteps in Identity Management](#)
- [AI in Cybersecurity: Weighing the Pros and Cons](#)

## AI Corner

### AI Trends Shaping the Future of Information Technology

- Artificial intelligence is redefining how organizations manage IT infrastructure and security. From AI-driven observability to automation in ERP systems, here are key trends shaping the landscape.
- Generative AI in Security: AI-powered engines are revolutionizing threat detection, providing real-time insights to prevent breaches and mitigate vulnerabilities.
- AI Observability Platforms: Service meshes are enhancing scalability and troubleshooting for AI applications, ensuring optimal performance across distributed environments.
- Automation in IT Workflows: AI-driven tools are addressing bottlenecks in enterprise systems like ERP, improving operational efficiency and reducing costs.
- These advancements aren't just technological milestones—they are enablers of innovation across industries like healthcare, finance, and manufacturing. AI is driving agility, resilience, and efficiency, making it an essential pillar for future IT strategies.
- As AI adoption accelerates, staying informed about these shifts will be crucial to navigating the ever-evolving technology landscape.

“We're fortunate to have a great team on our account. Ramey, Corey, Joel, John, Gerry, and the rest of the team have been great to work with.”

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