

DEFENIX Sales Battle Card

Product Name: DefenGPT & DefenAI Firewall

Company: DEFENIX (www.defenix.ai)

Target Buyers: CISOs, DPOs, IT Security Leaders, Compliance Teams

🌟 Unique Value Proposition

DEFENIX is the first AI-native privacy and data protection platform built to secure enterprise environments from GenAI threats like ChatGPT, Copilot, Claude, and more. Unlike retrofitted legacy DLPs, DEFENIX offers real-time prompt filtering, AI policy enforcement, and automated compliance tools — all purpose-built for the age of LLMs.

🔍 Top Differentiators

Feature	DEFENIX	Microsoft Purview	Palo Alto (Prisma/Cortex)	Legacy DLP Vendors
AI-Native Architecture	✅ Yes	❌ No	❌ No	❌ No
Prompt-Level Filtering	✅ Yes (ChatGPT, Copilot, Claude)	⚠️ Partial (Edge only)	❌ No	❌ No
Shadow AI Detection	✅ Full Visibility	❌ No	❌ No	⚠️ Manual Config
Privacy Assistant (DefenGPT)	✅ Built-In	❌ Not Available	❌ Not Available	❌ Not Available
Compliance Automation	✅ DSARs, GDPR, CCPA	⚠️ Limited	❌ Manual	⚠️ Requires Integration
Multi-Cloud/SaaS Coverage	✅ M365, GWS, Slack, AWS, Salesforce	⚠️ M365 Only	⚠️ Endpoint-Focused	⚠️ Limited
Deployment & Time-to-Value	✅ Fast (< 2 Weeks)	⚠️ Weeks+	⚠️ Long Setup	⚠️ Months
Pricing Model	✅ Flexible, AI-focused	⚠️ Bundled	❌ Expensive	⚠️ High TCO

Key Benefits to Highlight

- Prevent prompt-based data leaks to ChatGPT, Copilot, Gemini, and more
- Automate subject access requests and privacy responses via DefenGPT
- Enforce AI usage policies across cloud, browser, and SaaS apps
- Detect unauthorized GenAI tool usage (Shadow AI)
- Ensure GDPR, CCPA, HIPAA compliance with audit-ready workflows

When to Position DEFENIX


- Customer is using or evaluating LLMs (ChatGPT, Copilot, Claude, Gemini)
- Concerned about data loss via AI prompts or shadow AI
- Needs DSAR automation or faces compliance audit pressure
- Already invested in M365 or cloud tools but wants GenAI-specific controls

 Website: www.defenix.ai

 Book Demo: [Book your time with the team](#)


 Contact: Sales@Defenix.AI

AI Firewall for Governance and Security




On-Prem

Installed within the customer's local data centre or infrastructure. It offers maximum control and compliance but requires internal IT resources to manage it.




SaaS (Software as a Service)

Hosted and managed by the vendor in their cloud environment. Customers access the service over the internet with no infrastructure management required.



Private Hosted Cloud

Deployed in the customer's cloud environment (e.g., AWS, Azure, GCP). Offers more control over data and integration with customer infrastructure.



Air-Gapped

Completely isolated deployment with no external network access (including internet). Used in highly secure environments like defence, government, or critical infrastructure sectors.