



AlphaSense: “DLP Was a Noise Machine. Jazz Is Actionable Intelligence.”

Pieter Vanlperen, CISO at AlphaSense

AlphaSense is a leading enterprise, market, and financial intelligence platform. Their entire product is data-driven — and protecting that data is, as Pieter puts it, “quintessential to what we do.”

Pieter had tried every DLP solution available. The verdict was always the same:

“DLP was a noise machine. That’s really what it was. Every solution we tried, we turned it on. You had tons and tons and tons of results, 99% of which were false positives.”



The core issue, he found, [was architectural](#). Legacy DLP relies on rigid rules, and business doesn’t work that way.

“A lot of it was really just a dumb rule system. And business is complicated. Data is complicated. Rules don’t fit that very well.”

What caught Pieter’s attention about Jazz was honesty. Jazz didn’t claim to be a better version of the same broken model — it acknowledged the model itself was the problem.

“Jazz very openly said, DLP doesn’t work — which was something interesting to hear from a DLP company. But I thought it was a very realistic point of view.”

The difference in practice: instead of demanding rules and regex patterns, Jazz asks for your policies in plain language — then learns your business from the data itself.

“Jazz is the first solution that’s really saying, don’t give me rules, don’t give me policies. Give me data, and I will figure out what should be going on with the data. It’s the first solution that’s saying, I want to understand your business.”

The outcome for AlphaSense was immediate and tangible. Jazz didn’t just reduce noise — it delivered intelligence they could act on.

“It’s not yesterday’s DLP. It’s actionable intelligence in our hands. And it allows us to know when to respond and when not to respond and how to respond in a way that I haven’t seen in my career.”

“Jazz is the closest thing I’ve seen to a successful synthetic employee since AI has been AI.”

Pieter’s closing line speaks for itself:

“If someone out there thinks that DLP doesn’t work, I would say they haven’t tried Jazz.”