

# Protected with Proofpoint

## Why More Organizations are Securing Their No. 1 Threat Vector with People-Centric Email Security

### Fast Facts

**94%** of public breaches started with attacks targeting people via email<sup>2</sup>

Business email compromise (BEC) and email account compromise (EAC) cost organizations **\$26.2 billion** worldwide<sup>3</sup>

**86%** of organizations experienced BEC attacks in 2019<sup>4</sup>

### Why securing email is critical

Email is a central feature of modern business. It's also the source of more than 90% of malware attacks<sup>1</sup> and a deluge of other threats such as phishing, business email compromise (BEC), and more.

Proofpoint delivers the most effective solutions to protect people from the threats that target them, the data they work with, their digital activity, and the digital channels they rely on. Our people-centric approach can help fill your cybersecurity gap.

### Why Proofpoint is the best way to protect it

Today's cyber attacks target people, not technology. That's why our approach to cybersecurity centers around people. Our solution helps you understand and communicate the risk people pose. We stop the threats that target them and provide the tools they need to stay safe and alert. No other cybersecurity company protects people and brands more effectively than we do.

### The most effective threat protection

Email threats are evolving. To stay ahead, you need continued innovation to stop email threats, including:

- Credential phishing
- Email account compromise (EAC)
- BEC
- Multi-stage malware

Proofpoint leads the way in new detection techniques that stop these threats. Our dynamic, multi-layered threat detection continuously learns from the threats we analyze. That's billions of emails and thousands of malware samples per day and millions of cloud accounts.

And we never stop. We invest more than 20% of our revenue back into R&D—among the highest rates in the industry—to stay ahead of attackers' evolving tactics.

**In just one example, we helped a customer cut their risk of a data breach by half, creating hundreds of thousands of dollars in value in the first year of deployment alone.<sup>5</sup>**

Whether it's malware, phishing or BEC/EAC attacks, we block more threats than other email security tools.

<sup>1</sup> Verizon. "2019 Data Breach Investigations Report." July 2019.

<sup>2</sup> Ibid.

<sup>3</sup> Exposed losses. FBI. "Business Email Compromise: the \$26 billion scam." September 2019.

<sup>4</sup> Proofpoint. "2020 State of the Phish." January 2020.

<sup>5</sup> Forrester. "The Total Economic Impact Of Proofpoint Advanced Email Protection." October 2019.

## Unmatched visibility

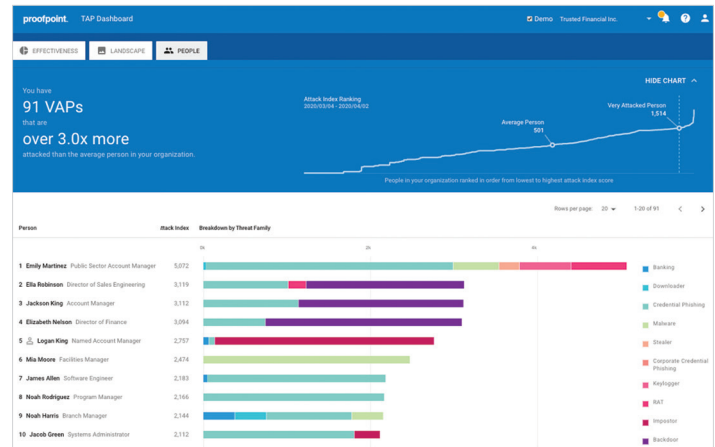
Email attacks are inherently about people. That's why preventing, detecting and remediating them means understanding your Very Attacked People™ (VAPs). These are the people attackers are most interested in—and biggest potential risk.

We give you unique, actionable visibility into your human attack surface. With Proofpoint, you know who's being attacked and what threats are targeting them.

Our unique Attack Index reveals your VAPs to help you assess and mitigate your risk. The Proofpoint Attack Index is a weighted composite score of threats based on four key factors:

- Volume
- Type
- Level of targeting
- Attacker sophistication

With this insight, you can report on risk and prioritize mitigation.



The Proofpoint Targeted Attack Protection dashboard gives you visibility into your VAPs.

## Effective, efficient security operations

Organizations are dealing with security skills shortage and lots of manual work to investigate and remediate incidents. Security teams are stretched, and the threats keep multiplying. More than 4 million cyber security jobs sit unfilled around the world.<sup>6</sup>

That's why you need a security solution that helps manage and reduce the burden. We stop most threats before they reach the inbox and become an incident. And we automate key incident investigation and response functions to give you the context you need to quickly contain and remediate anything that gets through.

Rather than relying on manual labor and guesswork, we automatically remove unsafe emails from users' inboxes.

## Why wait?

Our company earns a sustained customer satisfaction rate of more than **95%** and yearly renewal rate of more than **90%**.

Our customers include:

- More than half of the Fortune 100
- The top global banks
- The top global retailers
- The top research universities
- The top pharmaceutical companies

Examples include an email with a URL that is weaponized after delivery or something your users report. In either case, every instance of these emails can be detected and removed automatically—even if they've forwarded to other users, departments or distribution lists.

**We helped one customer save \$300,000 in operations costs, enabling one security staff member to do the work of two or three.<sup>7</sup>**

With Proofpoint, your team can focus on the things people do best and make the most of limited security resources.

Built on the cloud and the world's most advanced threat intelligence platform, our email security solutions help you effectively prevent, defend and respond to today's biggest threats.

Ready to evaluate your options? Contact us for a free, simple, assessment of your current security environment. We'll have you set up within 24 hours and minimal configuration.

Sign up here: [proofpoint.com/us/free-trial-request](https://proofpoint.com/us/free-trial-request)

<sup>6</sup> (ISC)<sup>2</sup>. "2019 (ISC)<sup>2</sup> Cybersecurity Workforce Study." November 2019.

<sup>7</sup> Forrester. "The Total Economic Impact Of Proofpoint Advanced Email Protection." October 2019.

### ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ: PFPT) is a leading cybersecurity company that protects organizations' greatest assets and biggest risks: their people. With an integrated suite of cloud-based solutions, Proofpoint helps companies around the world stop targeted threats, safeguard their data, and make their users more resilient against cyber attacks. Leading organizations of all sizes, including more than half of the Fortune 1000, rely on Proofpoint for people-centric security and compliance solutions that mitigate their most critical risks across email, the cloud, social media, and the web. More information is available at [www.proofpoint.com](https://www.proofpoint.com).

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