proofpoint

SOLUTION BRIEF

Proofpoint Advisory & Applied Services

AI-powered, expert-governed, outcome-driven Proofpoint Services help you optimize and evolve your security programs



Proofpoint Advisory and Applied Services are give you ongoing access to skilled security professionals who leverage purpose-built tools, AI-powered workflows, and outcome-driven processes that accelerate value and align to your objectives. Whether you need strategic guidance or operational support, we help you optimize Proofpoint solutions, adapt to changing priorities, and maximize the return on your security investment.

Key outcomes

- Benefit from speed and precision of our proprietary, AI-powered services platform with guidance and governance from Proofpoint experts
- Build a partnership with security experts who get to know your objectives and help you execute against them
- Align with best practices, ensure your architecture is future ready, and stay ahead of threats
- Ensure continuity for your security programs — with no surprise costs

Advance your strategic objectives

We are a trusted security partner and a key resource for developing and refining threat protection, data, and AI security programs. We've helped customers of all sizes effectively and efficient achieve their unique strategic objectives. Proofpoint Services deliver key benefits:

AI-powered operations, backed by expert governance

Our experts leverage proprietary, purpose-built agentic technology to help you achieve your desired security outcomes. But we are human in the loop by default, providing critical oversight and guidance.

Consistency and predictability

Hiring, training, and retaining specialists remains an ongoing challenge. And talent gaps can significantly impact the execution and evolution of key initiatives. We help you fill those gaps with reliable, skilled resources.

More bandwidth for your internal resources

Would your security team say no to having more time to focus on core initiatives? Would any security team? Our Advisory Services give your team ongoing access to our expert guidance. Applied Services help you operate and optimize your solutions, giving your staff more freedom to focus on strategic priorities.

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With Advisory Services, our experts guide, and your security teams drive. We are your go-to resource for problem solving, proactive insights, future-ready strategy, and industry-leading threat intelligence. Our teams get to know your organization and its objectives, and they deliver outcome-driven recommendations that matter for your environment.

All Advisory Services are available in multiple tiers, providing flexible options to meet a range of needs. As part of our portfolio, we offer technical account management, scheduled consultations, and tailored threat intelligence analysis — and packages that combine all three.

59%

of organizations said they have a critical or significant security skills needs

Source: 2025 ISC2 Cybersecurity Workforce Study

Proofpoint Advisory Services

Ongoing technical account management

Proofpoint **Technical Account Managers (TAMs)** act as a bridge between your organization and ours. They take a proactive approach and provide expertise in three key Proofpoint solution areas: threat protection, data security, and digital communications governance.

Your TAM will become a key strategic partner and provide oversight for your Proofpoint deployment. They will:

- Get to know your organization and deliver strategic insights to help improve your Proofpoint environment
- Keep you informed of new Proofpoint features and updates
- Serve as a technical advocate when issues arise and monitor your interactions with Proofpoint technical support
- Escalate issues and feature requests on your behalf

Scheduled consultation hours

Proofpoint **Recurring Consultative Services (RCS)** are for customers who want to reserve time every month to collaborate with our experts. Our team of security professionals can help you navigate a number of success paths across the Proofpoint platform, including:

- Knowledge transfer
- Product optimization
- Security maturity
- AI risk protection
- DLP maturity
- Data security program design
- Architecture and design

The RCS team brings deep product knowledge and extensive experience to the table. They are skilled at helping organizations strengthen their security posture, optimize platform performance, and accelerate operational maturity. During your recurring strategic and technical engagements, our experts will help your team focus their efforts and align to key outcomes.

Guidance from Proofpoint threat analysts

Proofpoint **Threat Intelligence Services** give you access to world-class threat analysis that helps you mitigate risk and make better decisions, faster. Multiple teams can benefit from our contextualized intelligence and advanced insights, including security operations center (SOC) analysts and security awareness and human resilience teams.

All Threat Intelligence Services include licenses for our threat portal and API, which provides global threat reports, high-confidence indicators of compromise (IOCs), and the ability to feed that data into your SIEM or TIP. And with our tiered service model, you can gain access to our experienced threat researchers via request for information (RFI) hours, live briefings, and tactical analysis.

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AI-powered operations. Expert-governed outcomes.

Proofpoint Services are designed to transform customer signals into operational outcomes. AI-powered agents observe, reason, and act across email, endpoints, cloud apps, networks, user activity, and threat intelligence to identify patterns, prioritize activity, and accelerate security operations.

Operational Outcomes in Action

Predictive Incident Response

We correlate signals across Proofpoint and third-party technologies to identify emerging attack patterns, prioritize risk, and accelerate response.

DLP Dashboarding, Triage & Reporting

We leverage AI-enabled dashboards, triage, reporting, and insights, helping us investigate faster and giving you greater visibility and access to on-demand reporting.

Threat Intel Portal & API

AI-aggregated, peer-reviewed threat reports and high-confidence indicators of compromise strengthen decision making, and API feeds enrich existing security tools.

Managed Data Guard

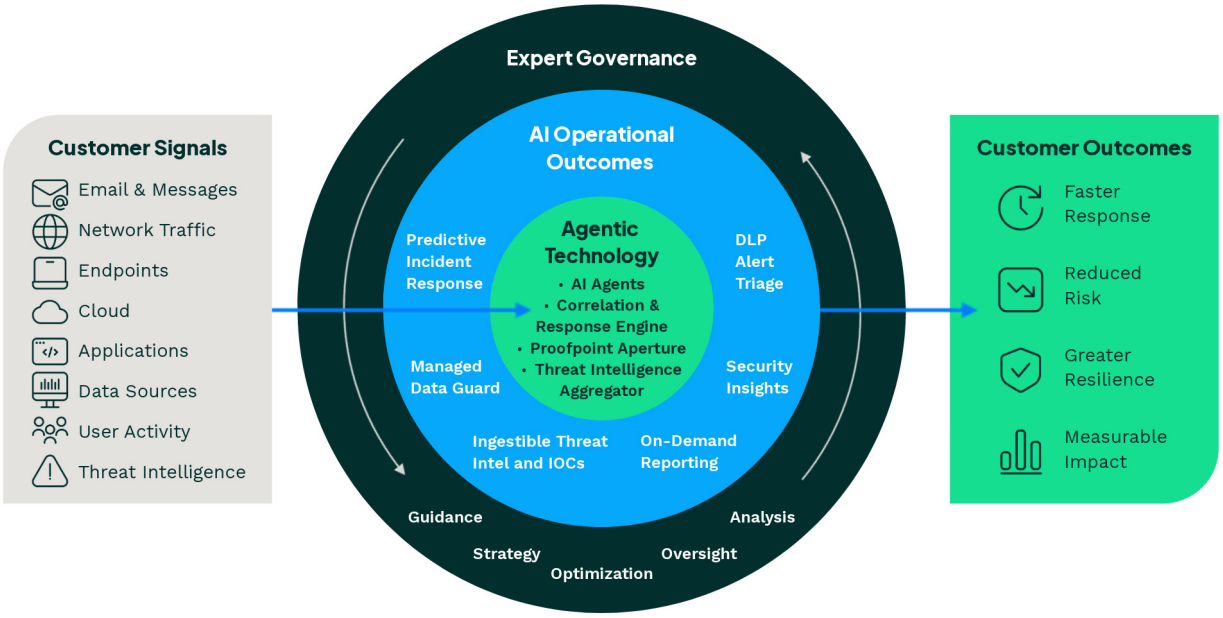
Early detection of Account Takeover and data movement — including encryption and theft — boosts visibility and reduces risk.

SOC Analyst Agent

Enables conversational access to security insights, accelerating investigations and answering operational questions across the Proofpoint platform.

Expert Governance

AI accelerates operations. Our experts ensure those operations produce meaningful outcomes. Proofpoint specialists provide guidance, strategy, optimization, oversight, and analysis, aligning to your organization's objectives and maximizing the value of your Proofpoint investment.



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Proofpoint Applied Services

When you choose our **Applied Services**, we seamlessly take over operation and optimization of critical Proofpoint solutions. You gain a high-touch strategic partnership with Proofpoint specialists who are a force multiplier for your team.

And our Applied Services aren't just people pushing buttons on your behalf. You gain access to a team of proactive, experienced power users of your collaboration security and data security solutions. And we leverage proprietary AI and agentic tools that allow us to execute with speed and precision.

> "Technical prowess and problem-solving skills were evident at every step of the process. It's clear Proofpoint is both highly skilled and deeply committed to providing exceptional support to clients."
>
> Global Cyber Head
> 20,000-seat travel services provider

Optimization for Proofpoint Core Email Protection

Proofpoint's multilayered threat defense blocks 99.99% of email threats. But blocking is just the start. Threat actors are constantly evolving their tactics to evade your defenses — and being slow to adapt can leave your systems vulnerable to emerging threats.

Applied Services for Core Threat Protection can help you enrich and evolve your threat protection program. Your program strategy manager and our team:

- Leverage Proofpoint data and intelligence to identify emerging threats and proactively fortify your defenses
- Manage your Proofpoint Core Email Protection deployment and fine-tune systems for optimum performance
- Track and document key metrics to help you demonstrate and articulate value to your stakeholders

Our tiered service model allows you to choose from 9x5 or 24x7 support for your Proofpoint Core Email Protection solution, ensuring ongoing security coverage. Our team also leverages AI-powered correlation and investigation of security events to deliver Proactive Incident Response for critical events within your Proofpoint environment and key third-party integrations.

88%

of surveyed organizations experienced at least one significant security consequence due to skills needs (and 69% experienced more than one)

Source: 2025 ISC2 Cybersecurity Workforce Study

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AI-enabled data security services

Even with leading-edge technology, data security is a complex pursuit. If you don't have access to layered, specialized expertise — and the ability to tailor your processes to your objectives — you cannot respond with speed and precision.

Applied Services for Data Security ensure you have ongoing access to the right expertise. Our team uses our proprietary NIST-based framework and Proofpoint services platform to guide, mature and evolve your information protection program. We specialize in:

- Data loss prevention (DLP) and insider threat strategy and execution
- AI-driven security analysis and risk management
- Policy development and tuning
- Actionable insights for faster security improvements

Our program strategy managers guide data security services specialists in delivering AI-powered and hands-on system management and program guidance for key Proofpoint data security solutions, including:

- Data Security for AI
- Email DLP, Endpoint DLP, and Cloud DLP
- Insider Threat Management (ITM)
- Data Security Posture Management (DSPM)
- Adaptive Email DLP (AEDLP)

We can also provide expert-guided DLP policy development services and Applied Services for select Microsoft and Broadcom/ Symantec DLP and CASB products.

Human resilience and security awareness

Your employees are a critical line of defense. Building strong awareness takes time and attention — and failing to align to best practices and relevant threats can decrease engagement and increase risk.

Applied Services for ZenGuide delivers expertise and action for your user resilience and awareness program. We help you move beyond compliance-driven exercises and build a stronger security culture. We:

- Leverage threat intelligence to guide and execute a program tailored to your goals
- Help you focus on changing behaviors, not "checking a box"
- Apply proven best practices and processes to reduce risk and evolve your program
- Guide and manage your simulations (email, SMS/text, and QR code-based attacks) and assessments
- Identify and assign relevant training content in the ZenGuide content library
- Support customization of simulations, teachable moments, and training modules

Multiple tiers are available so you can secure the ZenGuide service that's right for you.

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Learn More

For more information, visit
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Additional Applied Services

Applied Services for Abuse Mailbox Management

Managing an abuse mailbox can be time-consuming and tedious. But it's key to limiting threat exposure and meeting regulatory and cyber insurance policies.

Our experts provide timely and secure investigation and analysis, 24/7, ensuring quick, accurate disposition of user-reported emails that require manual review. They also review and tune your Proofpoint Closed Loop Email Analysis and Response (CLEAR) and threat response solutions. And they help you define response playbooks and implement user feedback.

Applied Services for Secure Email Relay

Application mail is vital to your business. But effective security requires expertise, care, and feeding. Our team can expedite and maximize the initial impact of Proofpoint Secure Email Relay (SER) and support ongoing optimization. We'll help you identify, enable, and maintain applicable traffic flows and layer in ongoing deliverability and SER project management services.

Takedown Service

Malicious sites that impersonate your brand undermine trust, mislead customers, and expose your organization to financial and reputation damage. But navigating the takedown process can be time consuming and confusing.

Our two-part Takedown Service provides rapid and effective protection. You submit a malicious site; our team handles the entire takedown process. Our services model minimizes your vulnerability window and strictly adheres to industry regulations for abuse reporting.

Accelerate and Evolve Your Security Programs

Proofpoint solutions provide cutting-edge threat protection, data security, and AI security. But the strongest programs are supported by skilled specialists and refined processes. With Proofpoint Services, you gain access to the expertise you need to optimize, adapt, and stay ahead of threats in an ever changing security landscape.

To learn more about our services, contact your Proofpoint account representative or email us at PremiumServices@proofpoint.com.

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About Proofpoint, Inc. Proofpoint, Inc. is a global leader in human- and agent-centric cybersecurity, securing how people, data and AI agents connect across email, cloud and collaboration tools. Proofpoint is a trusted partner to over 80 of the Fortune 100, over 10,000 large enterprises, and millions of smaller organizations in stopping threats, preventing data loss, and building resilience across people and AI workflows. Proofpoint's collaboration and data security platform helps organizations of all sizes protect and empower their people while embracing AI securely and confidently. Learn more at www.proofpoint.com.

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