



# STRONG BRANDS ARE ABOUT STRONG IDEAS.

A company's brand is its most valuable asset. And, in today's crowded marketing environments, a strong brand is more important than ever. Strong brands are about strong ideas. The Proofpoint brand strategy is the definition and expression of what makes us special — the language and ideas that make what we offer unique, relevant, and compelling to customers.

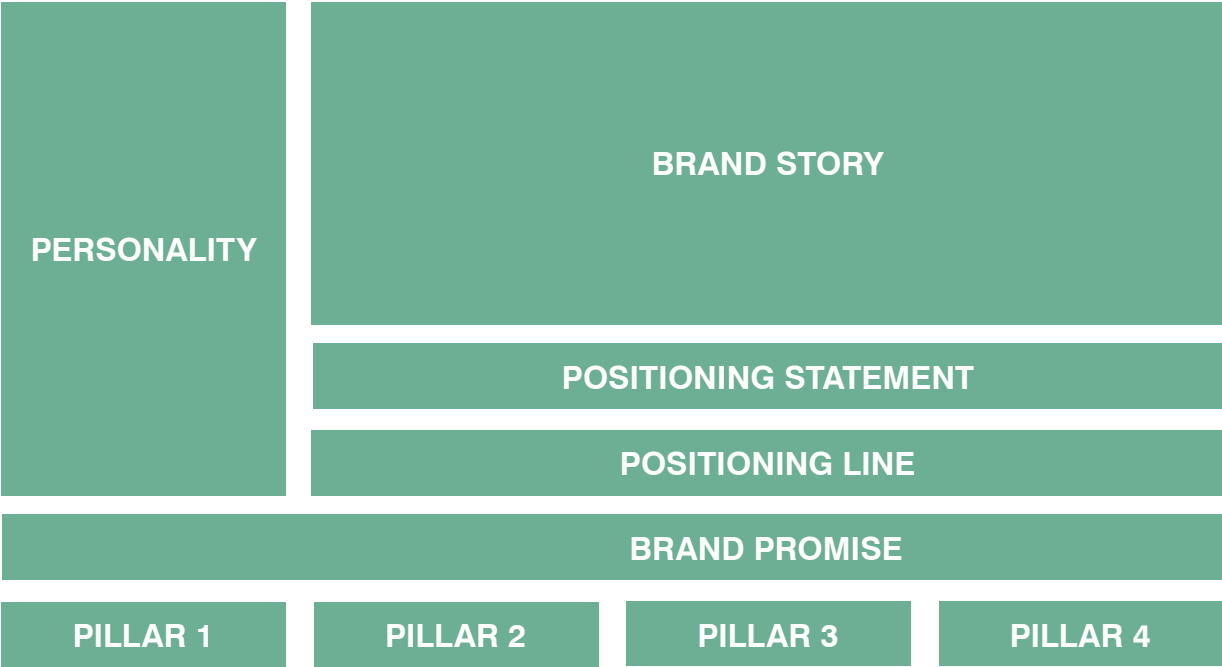


# BRAND PLATFORM

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The brand platform visually organizes the various elements of the Proofpoint brand in a way that's logical and progressive — from the bottom pillars that define internal strengths of the company up through the promise, positioning, and story that articulate external expression.

These elements form the core messages that run through and tie our company's story together: They encapsulate the essence of the corporate brand and should resonate in all messaging and design, defining our brand presence and giving us the tools to persuasively and effectively communicate it.



# BRAND PILLARS

At the heart of our brand platform are our brand pillars. They are the collectively unique aspects and accomplishments that form the foundation of our company and our brand. Each plays an important role in setting us apart.

## PROVEN SUITE OF SOLUTIONS

Proofpoint's proven suite of advanced threat and compliance products defends people and the information they create. In addition to protecting email, mobile devices, and social media accounts, we help customers share large files securely; control sensitive files and content; and archive files for fast access, streamlined discovery, and easy compliance. Our suite of proven solutions helps protect the way people work today.

## INNOVATION AND SPEED

Proofpoint protects people where they work today— across email, mobile apps, and social media. Our cloud-based solution deploys quickly and continuously adapts to new threats. That means we can help detect, block, and respond to threats faster and more easily across the entire attack lifecycle. Though this combination of innovation and speed, we defend people, data, and brands from advanced threats and compliance risks with cloud-based solutions that work.

## ADVANCED ANALYTICS

Proofpoint protects people where they work today— across email, mobile apps, and social media. Through advanced analytics, we provide the intelligence, insight, and tools to prevent, detect, and respond to threats proactively. We defend against advanced threats and compliance risks with data-driven solutions that work.

## DEDICATION TO CUSTOMER SUCCESS

Proofpoint puts customers first. Always going the extra mile, we bring our experience, resources, and passion to bear on organizations' toughest data security and compliance challenges. We take time to understand customer problems, needs, and issues—and then deliver solutions that address them effectively. That's why more than 95% of our subscription customers renew with us. And it's why more than half of the Fortune 100 are Proofpoint clients.



BRAND PROMISE:

**WE PROTECT YOUR PEOPLE,  
YOUR DATA, AND YOUR BRAND  
FROM ADVANCED THREATS  
AND COMPLIANCE RISKS.**





## BRAND PLATFORM: BRAND STORY

Modern business is complex, fast-moving and always changing. Technology is evolving. Infrastructure is shifting. Customer needs are always in flux. But regardless of industry or size, organizations' most valuable resources are always their people, data, and brand reputation. Proofpoint protects the things that matter most. With far-reaching visibility into the evolving cyber threat landscape, we secure inbound email, prevent outbound data loss, stop digital risk posed by brand impostors, protect privacy, encrypt email, ease electronic discovery, and safely archive email.

Our proven solutions are built for the way people work today—through email, mobile apps, and social media. We blend innovation, urgency and speed—delivered through a cloud-based architecture and drawing on the world's richest and most accurate threat intelligence—to keep customers a step ahead of the latest attacks.

That means we can provide protection across a spectrum of platforms, environments, and devices—on and off premises. We collaborate closely with customers to protect their people, the data they create, and their brand from advanced attacks and compliance risks. And should something bad get through, we provide the insight and tools to resolve threats quickly and effectively.

From the start, we have focused on detecting, preventing, and mitigating the effects of advanced threats and compliance risks. Today, we do these things for more than half of the Fortune 100. We are reliable, scalable, and effective. This is possible only through a powerful combination of:

- A complete, unified solution for today's advanced threats and compliance risks
- Innovation, urgency and speed
- Advanced threat intelligence for far-reaching visibility
- A culture dedicated to customer success

That's why we are the leader in proven cybersecurity solutions that protect people, data, and brands from advanced threats and compliance risks.

## BRAND POSITIONING STATEMENT

This is possible only through a powerful combination of:

- A proven suite of solutions
- Innovation and Speed
- Advanced analytics
- A culture dedicated to customer success

That's why we are the leader in proven cybersecurity solutions that protect people, data, and brands from advanced threats and compliance risks.

## BRAND POSITIONING LINE

Proofpoint protects your people, data, and brand across email, mobile, and social. We help you manage critical data—and respond quickly when things go wrong.



# BRAND PERSONALITY

The Proofpoint brand personality expresses our essential nature. These are the distinguishing characteristics that guide our behavior and our communications. **They are the words we want our customers to use to describe us:**

## AUTHENTIC

We understand business demands and dynamics and offer security solutions that reflect the way people work today — not some unrealistic, restrictive environment.

## PROBLEM SOLVERS

We are driven, grounded in a deep-rooted culture that's singularly devoted to meeting customer needs with security solutions you can count on to work. We're passionate about solving customers' toughest security challenges by continually innovating to advance the field of cybersecurity.

## URGENT

We run at the pace of business. That means we're on constant alert and take a proactive approach to security. Our cloud architecture deploys quickly and adapts continuously to secure the things that keep business moving.

## CONFIDENT

With advanced analytics and proven solutions that defend across email, mobile apps and social media, we empower customers to drive their business without looking over their shoulder. It's why more than half the Fortune 100 are clients.