

# Proofpoint Email Fraud Defense

## KEY BENEFITS

- 360-degree visibility into impostor threats coming into and being sent from your organisation
- Proven deployment programme lets you deploy email authentication quickly, confidently and risk-free
- Integration with Proofpoint Email Protection to make your gateway defences stronger and smarter

Proofpoint Email Fraud Defense (EFD) authenticates incoming and outgoing email to protect your employees, customers and business partners from email-based fraud. With unmatched visibility, tools and services, EFD can help you authenticate email quickly and with confidence.

Organisations of all sizes and industries have lost billions of dollars in impostor email attacks. These include business email compromise (BEC) and phishing. Attacks like these use a range of identity deception tactics. They may pose as someone the victim trusts—colleagues, business partners and even your own brand. And they exploit that trust to steal money and valuable data.

Unlike traditional cyber attacks, impostor emails target people, not infrastructure. That's why traditional security tools such as malware sandboxing can't stop them.

EFD stops these attacks where they start. It authenticates all email coming into and being sent from your organisation. With EFD, you can protect employees, customers and business partners from impostor attacks—and restore trust in email.

## 360-Degree Visibility Across Your Email Ecosystem

EFD gives you unmatched visibility into all email—both to and from your organisation. It provides rich insight into email sent to your employees, customers and business partners. We combine our proprietary research with data that spans more than:

- 5 billion emails
- 7,000 secure email gateways
- 120 Internet service providers

That's visibility you can't get from public data sources or other security tools. With EFD, you get actionable insights that speed up the authentication process and ensure that you aren't blocking valid email.

## Proven Deployment Process

As an EFD customer, you get our world-class support. Our consultants help you through every step of your rollout. We work with you identify all your legitimate senders—including third-party senders—to ensure they authenticate properly. And with our proven implementation plan, you can fully deploy email authentication without the usual headaches.

### Proven Implementation

Partner with consultants with world-class expertise and service

### 360-Degree Visibility

5 billion emails/day  
7,000+ SEGs  
120+ ISPs

### Gateway Integration

The ONLY vendor with an integration to detect and block inbound attacks

Email Fraud Defense Offers Unmatched Efficacy

## Secure Email Gateway Integration with Proofpoint Email Protection

We are the only security vendor that provides a true integration between email authentication and our secure email gateway, Proofpoint Email Protection.

Email Protection provides critical insights to help you enforce authentication on your inbound email. You can speed up the process by creating policy overrides for valid email that would otherwise fail authentication. That step helps block malicious email without stopping messages that need to get through.

The intelligence EFD provides also strengthens your gateway defences. With EFD, your gateway is smarter and stronger for complete protection.

## Hosted SPF

Email Fraud Defense's hosted SPF gives you the ability to host Sender Policy Framework (SPF) records through Proofpoint. This improves efficiency when making changes to the SPF record, offers improved SPF security and provides the ability to overcome traditional SPF lookup limitations.

## Protection Against Other Impostor Tactics

EFD provides even more tools to help combat identity deception and protect your brand. It automatically detects lookalike domains you don't own. And surfaces real-world consumer threats related to your brand.

## LEARN MORE

For more information, visit [proofpoint.com/au/products/email-fraud-defense](https://proofpoint.com/au/products/email-fraud-defense).

### ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ: PFPT) is a leading cybersecurity company that protects organisations' 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 organisations 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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