

# Proofpoint Enterprise Data Loss Prevention

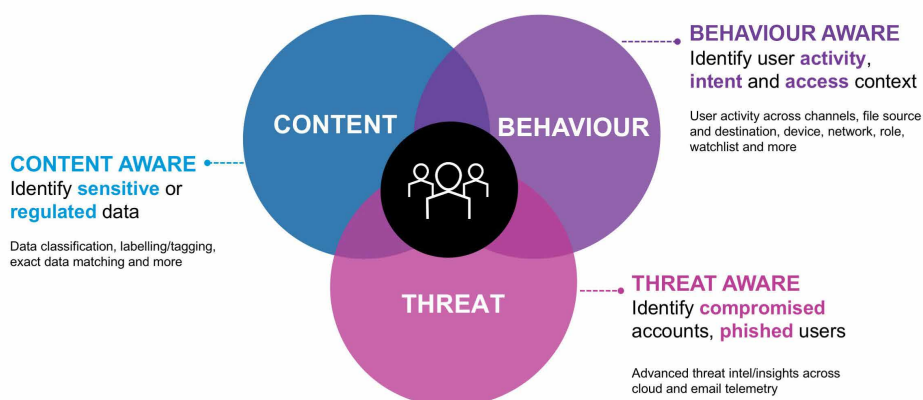
## A People-Centric Approach to Addressing Negligent, Compromised and Malicious Users

### KEY BENEFITS

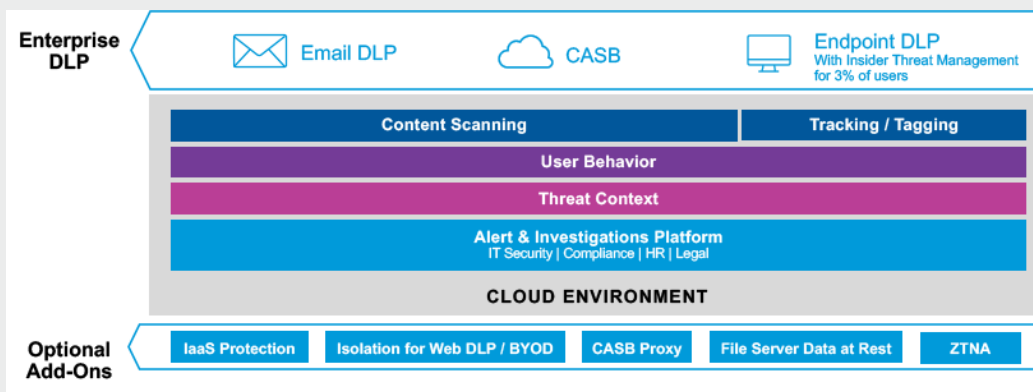
- Address the full range of data risk from negligent, compromised and malicious users
- Save time and administrative hassle by reapplying DLP policies from one channel to another
- Experience faster response and investigation time within your security and compliance teams, along with other departments
- Use your risk reduction and operational cost savings for faster time to value with your enterprise DLP solution, unlike previous generations of solutions

Data doesn't lose itself. It always involves a person. Proofpoint Enterprise Data Loss Prevention (DLP) protects your organisation from the entire spectrum of people-centric data loss scenarios.

Given today's cybersecurity challenges, you need a better approach to enterprise DLP—one that is people-centric. That's because data loss originates with people. They can be negligent, they can be compromised by an external threat actor or they can be malicious for financial or political gain. Proofpoint Enterprise Data Loss Prevention brings together our market-leading DLP solutions for email, cloud and endpoint. It combines content, behaviour and threat telemetry from these channels. This allows you to address the full spectrum of people-centric data-loss scenarios comprehensively.



Understanding and Mitigating User Risk



**Proofpoint Information Protection—People-centric. Cross-channel. Purpose-built platform.**

## ADOPT A PEOPLE-CENTRIC APPROACH TO DATA LOSS PREVENTION

### Focus on Real Security and Compliance Issues

On average, it takes about 15 minutes to review an alert. This equates to 32 alerts if you have a fully dedicated person assigned to only review alerts.

Proofpoint adds both threat and behaviour telemetry to content to determine intent and risk. Combining these into a modern timeline view helps you understand if the user that triggered the DLP alert is compromised, malicious or negligent.

### Tackle All Your DLP Scenarios

Today, all data loss is inherently people-centric. Unfortunately, DLP solutions of the old world didn't have the telemetry and alerts looked the same. This relegated them to just a compliance checkbox.

With Proofpoint, your security and compliance teams can address the complete range of people-centric data loss scenarios. You can quickly understand and respond appropriately, whether you are dealing with a compromised employee who's leaking your intellectual property or it's a false positive. And all with a single solution.

### Easily Apply Common Classification

Our common DLP classification can be applied across channels. And it easily complies with data protection regulations.

For Proofpoint customers who are existing single-channel DLP users, the classifications can also be made common and extended to a new channel, such as cloud applications. This saves you time and removes administrative headache.

### Make Faster Decisions

With our people-centric approach, you get a faster response and investigation time. And not only within your security and compliance teams, but also with legal and HR departments.

With our unified alert and investigations interface, your security and compliance teams can respond quickly. Since visibility anchors on the person, you can either shut down compromised cloud accounts or apply encryption to the email that triggered the policy.

What's more, your HR and legal teams can easily investigate the person at the centre of the data loss.

### Accelerate Your ROI

When all of these people-centric risk reduction and operational cost savings are combined, you get faster time to value with your enterprise DLP solution. This is something that wasn't possible with any previous generation of enterprise DLP solutions. This can be further realised optionally with Proofpoint's depth in implementation experience and managed services expertise (InteliSecure, a division of Proofpoint) in DLP as well as user security awareness training modules on data loss.

## LEARN MORE

For more information, visit [proofpoint.com](https://www.proofpoint.com).

#### 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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