

Proofpoint Intelligent Classification and Protection

Leverage the power of artificial intelligence to augment data loss prevention

Key Benefits

- Discover and classify business-critical files with AI classifiers
- Gain actionable insights and recommendations to prioritize protection
- Accelerate your DLP program by enriching Proofpoint Information Protection with auto-generated dictionaries and automated labeling for cross-channel protection spanning cloud, email, endpoint and web.

Proofpoint Intelligent Classification and Protection is our artificial intelligence (AI)-powered data discovery and classification solution. It takes inventory of all your content wherever it may reside. Its AI engine analyzes and classifies that content and can then recommend how best to prioritize its protection.

Proofpoint Intelligent Classification and Protection mitigates your data security risk. It gives you complete visibility into and control of your business-critical data. It augments your existing data loss prevention (DLP) programs. And together with Proofpoint Information Protection solutions, it can be a solid part of your people-centric strategy to protect against data loss caused by careless, compromised and malicious users.



Figure 1: Proofpoint Intelligent Classification and Protection dashboard.

Visibility

Proofpoint Intelligent Classification and Protection gives you a view of your data at rest in shared repositories. This data can be in the cloud or on-premises. The solution scans your file shares, network-shared drives, SharePoint servers, Office 365 OneDrive, Google Drive, Amazon S3 buckets and more. With such a complete picture of your content, you'll have a clear idea of your risk and how to mitigate it. After all, you can't protect what you don't know.

Accurate and Fast

Proofpoint Intelligent Classification and Protection features robust machine learning (ML) models. It also comes with more than 260 pretrained and custom-trainable classifiers, which require limited input. These speed up your data-discovery efforts at scale. They help the AI quickly and accurately predict which files contain critical data, even after sampling only a small fraction of your data estate.

Data Classification

The AI engine classifies data along two dimensions: business category and level of confidentiality. The kind of classification allows you to put into place more effective DLP policies and controls. After analyzing each document, the AI first determines its business context. It predicts the category to which the document should belong—finance, human resources, legal, accounting and so on. It then predicts the level of confidentiality. Intelligent Classification and Protection comes with four out-of-the box levels. But you can fine-tune the levels based on your needs. The AI can also identify complex personal information, such as a person's name.

Intelligent Classification and Protection lets you create custom trainable classifiers, seed them with samples, and discover and classify files across your repositories. It also integrates with Microsoft Information Protection. This lets you automate labeling of your files.

Transparency

Proofpoint makes its formulas and rules available to you. This transparency lets you see how the AI makes its classification decisions. This way, you can have trust in the results and you can be ready for any audits.

Auto-recommendations

After analysis and classification, the AI engine assigns a risk score to each document. It also shows the number of files in the same category and their current protection levels. And it recommends how to take action. It can, for example, suggest to you which documents or groups of documents you should protect first.

Integration With Proofpoint Information Protection

The AI generates custom DLP dictionaries. These can be tailored to identify specific critical document types and sets. You can create detectors and push these dictionaries to any DLP module on the Proofpoint Information and Cloud Security platform. These modules span email, cloud, endpoint and web. This kind of integration minimizes false positives. And it reduces your security analysts' workload. The layered approach also enables your DLP controls to protect files in motion immediately.

Continuous Improvements

Proofpoint Intelligent Classification and Protection features a classification review workflow. This lets the AI actively learn from human feedback. With trainable AI, your algorithms can constantly improve. And your classifiers can be tuned to your organization's data. This means the AI engine will always be able offer protection that is bespoke to your data landscape.

LEARN MORE

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

ABOUT PROOFPOINT

Proofpoint, Inc. is a leading cybersecurity and compliance 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.

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