

# Proofpoint Targeted Attack Protection

## Gain Advanced Threat Protection and Visibility

### KEY BENEFITS

- Detect, analyze and block advanced threats before they reach your inbox
- Gain unique insights to identify your Very Attacked People and overall security risk
- Leverage Proofpoint Threat Intelligence to protect against threats and receive detailed forensics on attacks
- Provide adaptive security controls through URL isolation and security awareness training
- Enable VAPs to confidently browse unknown websites through corporate email while protecting them from URL and web-based attacks. This feature is part of our solution bundles

More than 90% of attacks start with email<sup>1</sup>—and these threats are always evolving. Proofpoint Targeted Attack Protection (TAP) provides an innovative approach to detect, analyze and block advanced threats targeting your people. It also offers unique visibility into these threats so you can optimize your response.

TAP stops both known and never-before-seen email attacks. It detects and blocks polymorphic malware, weaponized documents, credential phishing and other advanced threats. It monitors cloud app activity to identify suspicious logins, broad file sharing, risky third-party applications and more. And it gives you the insight you need to identify and protect your most targeted people.

### Defend Against URL-, Attachment- and Cloud-based Threats

TAP uses both static and dynamic techniques to continually detect and adapt to new attack patterns. We analyze potential threats using multiple approaches that examine behavior, code and protocol. This helps detect threats early in the attack chain, potentially before they do damage.

We use sandboxing to study a wide variety of attacks. Attacks include the use of malicious attachments and URLs to install malware or trick users into sharing sensitive information. We also leverage analyst-assisted execution to maximize detection and intelligence extraction.

To help you better understand cloud attacks, TAP detects threats and risks in cloud apps and connects them to credential theft and other email attacks. Our technology doesn't just detect threats, it also applies machine learning to observe the patterns, behaviors and techniques used in each attack. Armed with that insight, TAP learns and adapts so it can catch future attacks more quickly.

<sup>1</sup> Verizon, "Cost of a Data Breach Investigations Report." July 2019.

## URL Defense

TAP URL Defense provides protection against URL-based email threats including malware and credential phishing. It provides unique predictive analysis that identifies and sandboxes suspicious URLs based on email traffic patterns.

All URLs that reach inboxes are transparently rewritten. This protects users on any device or network. Real-time sandboxing is also performed every time a URL is clicked.

## Attachment Defense

TAP Attachment Defense delivers protection against known and unknown threats that are delivered via attachments. It protects against threats hidden in a large range of file types, password-protected documents, attachments with embedded URLs and Zip files.

## SaaS Defense

TAP SaaS Defense, compatible with Microsoft 365 or Google Workspace (formerly G Suite), brings to light suspicious login activity. This includes unusual login locations and excessive login attempts and failures. It also flags when there are too many connections from known malicious IP addresses. You also get visibility into internal and external high-exposure file sharing events. This lets you see when sensitive data could have been leaked during the previous 30 days. Finally, TAP SaaS Defense detects critical and high-severity third-party applications being used by your organization.

## Isolation for VAPs\*

TAP URL Isolation for VAPs is designed to protect your Very Attacked Persons (VAPs) from URL and web-based attacks. It provides real-time phish detection and helps protect users and permitted clicks against unknown and risky URLs. Using our isolated browser solution, VAPs can confidently access websites from their corporate email, knowing that the organization is secure.

\* Only available for customers who are licensed for P-bundles.

## Gain Deep Insight and Visibility into Threats and Targets

Proofpoint has visibility into multiple threat vectors such as email, cloud, network and social media. It is derived from our customer base of over 115,000 customers from across the world. The data we gather from these vectors is passed into the Proofpoint Nexus Threat Graph. Here it is correlated together for increased effectiveness and visibility into the threat landscape. You can easily see this and gather other important insights with the TAP Threat Insight Dashboard. This dashboard provides detailed information on threats and campaigns in real time. You can understand both widespread and targeted attacks with this data. Details about the threat, including impacted users, attack screenshots and in-depth forensics are available.

## Very Attacked People (VAPs)

Your security teams need to know who the top targets are in your organization in order to protect them. The Proofpoint Attack Index helps identify your VAPs™. This index is a weighted composite score of all threats sent to an individual in your organization. It scores threats on a scale of 0-1000 based on four factors: threat actor sophistication, spread and focus of attack targeting, type of attack, overall attack volume. With a better understanding of your VAPs, you can prioritize the most effective ways to stop threats.

## Company-level Attack Index

The Attack Index can also be applied at the company level and compared to other industries to give you an overall company-risk comparison. This report helps your CISO and security team understand how attacks on your company compare to attacks on peers across industries. It covers frequency of attacks and types of threats. With this insight, you can prioritize security controls based on your unique attack landscape.

## LEARN MORE

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

### ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ: PFPT) 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](https://www.proofpoint.com).

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