

Proofpoint Essentials — Threat Protection

Features and Benefits

- Email
 - Provide enterprise-grade email protection
 - Protect against malicious URLs and email attachments
 - Get email DLP and encryption
 - Monitor and protect social media accounts
 - Allow continuous email encryption with 24/7 Emergency Inbox
- People
 - Educate users with ThreatSim phishing emails and instruction
 - Access training modules designed specifically for SMBs
 - Track results and progress with dynamic reporting
 - Create customizable email notifications

No cybersecurity solution is complete without taking people into account. Proofpoint Essentials — Threat Protection is a cost-effective and easy-to-manage security bundle designed for small to midsize businesses (SMBs). It features email data loss prevention (DLP) and encryption to protect your data. But it also goes the extra mile by safeguarding your greatest security risk—your people.

Enterprise-class threat detection and intelligence powers Proofpoint Essentials — Threat Protection. It couples two powerful Proofpoint products to secure your organization against threats that target both your systems and your people.

The first component, the Proofpoint Essentials Advanced package, provides your organization with email security and data protection. It defends against threats like phishing, ransomware and email fraud. And its intuitive and modern interface gives administrators an efficient way to:

- Understand threats targeting their organization
- Manage inbound security policies
- Monitor user awareness and response to threats

The second component, Proofpoint Essentials Security Awareness, provides threat simulations and awareness training to deliver the right education to the right people for the right response. This approach helps turn your people into a strong last line of defense for the organization.

Multilayered email protection

The Proofpoint Essentials Advanced component offers enterprise-class security and visibility against viruses, spam and phishing. It defends against both malware-based and malware-free email threats. Sophisticated multilayered engines scan all of your emails quickly. Then they accurately capture and block all known viruses. For stronger protection, its heuristics scanning discovers unknown email threats and protects you against them in real time.

It gives your people everything they need to make informed decisions. Administrators get a modern user experience so they can understand the overall threat landscape. But they can also see detailed breakdowns of specific types of threats and frequencies of attacks.

Advanced threat protection

Most attacks target people. They often get users to click on a link or open an attachment in an email. The Proofpoint Essentials — Threat Protection bundle addresses this concern with Proofpoint Targeted Attack Protection (TAP). TAP is a unique URL and attachment sandboxing analysis technology that continually detects and adapts to new attack patterns. It gives you the insight you need to identify and protect your most targeted people.

Data loss prevention and content filtering

The Proofpoint Essentials Advanced component helps you stay compliant. Its policy-driven DLP filter automatically identifies and secures outgoing sensitive information using built-in term dictionaries and SmartSearch identifiers. Sensitive data can include personally identifiable information (PII), personal health information (PHI), financial information, and GDPR terms. You just send email; we do the rest.

Automated email encryption

Our automatic email encryption feature mitigates the impact of data loss. Losing confidential or customer information can result in fines, negative publicity and loss of customer trust. So securing emails that contain sensitive data is one of your top priorities.

Business continuity

How would you keep your business running without email? You rely on email to run your business. You might be able to manage for a few minutes—but what about for a few hours or for a few days?

The Proofpoint Essentials Advanced component includes the following features to keep your business going when disaster strikes:

- Email spooling—When your email server crashes or the network has a connection problem, Proofpoint Essentials automatically spools incoming traffic to a backup server.
- Emergency Inbox—When the connection to your email server is restored, Emergency Inbox unspools the traffic back to the email server from the backup server.
- Instant Replay™—Allows users to resend any email filtered by Proofpoint Essentials up to 30 days old.

Social media account protection

The Proofpoint Essentials Advanced component reduces risk as you grow your business through social media. It helps you with account protection and compliance for up to three branded social media accounts. You can choose from Facebook, Twitter, YouTube and Google Currents (Google+). We help you monitor each account to prevent account hacking. And we guard against spam and malware being posted on your channels.

Security awareness

The Proofpoint Essentials Security Awareness component features ThreatSim® Phishing Simulations. ThreatSim helps you gauge susceptibility to phishing attacks. It has thousands of phishing templates across 13 categories. And we add more every week.

With these templates, you can evaluate users on threats such as:

- Malicious attachments
- Embedded links
- Requests for personal data

Our Dynamic Threat Simulation phishing templates are drawn from Proofpoint threat intelligence. Other templates reflect customer requests and seasonal topics.

You can also automatically assign interactive training to anyone who falls for a simulated phishing attack. The “just

in time” training teaches these users about the purpose of the exercise and the dangers of real-world attacks. They also learn how to avoid these kinds of traps in the future.

Engaging, actionable content

We constantly update our growing Security Awareness content library. The content covers a broad range of security risks. It has consistent messaging for global organizations. And it includes interactive and game-based training modules in more than 40 languages.

Our awareness training is based on proven learning science principles. The modules are available on demand. They are also mobile-responsive. Your users can take the training anytime, anywhere and on any connected device. Each module usually requires an average of 5 to 15 minutes to complete. This setup maximizes convenience and minimizes disruption to work. All of the interactive modules are also US Section 508-compliant. And they adhere to Web Content Accessibility Guidelines (WCAG) 2.0.

Analyze results with full-featured reporting

The Proofpoint Essentials Security Awareness component offers responsive, easy-to-read reporting within a modern UI. Its reporting provides both low- and high-level visibility into your employees’ interactions with:

- Assessments
- Simulated attacks
- Training assignments

It provides more than just completion data, so you can evaluate progress.

You can also download and export data to:

- Share business intelligence with other stakeholders
- Perform more detailed analysis
- Evaluate metrics alongside other security events

Continuous training

Research suggests that once-a-year classroom training is not effective against cyberattacks. You really need a continuous cycle of:

- Assessment
- Education
- Reinforcement
- Measurement

Proofpoint Essentials Security Awareness does not have a “one and done” approach. Our unique continuous training takes a cyclical approach that teaches users about best practices. It shows how to employ these best practices when facing security threats. And it gives you the flexibility to evolve your program, identify areas of susceptibility and deliver targeted training when and where it’s most needed.

LEARN MORE

For more information, visit 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.

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