

# FILM COMPANY SUCCESSFULLY DEFENDS ITS PEOPLE AND IP

## PEOPLE-CENTRIC PROTECTION BLOCKS EMAIL-BASED THREATS WHILE FACILITATING COLLABORATION



### THE CHALLENGE

- Defend employees, company and brand image against cyber attacks and compromise
- Protect intellectual property from theft and keep collaboration flowing freely
- Stop a wide range of email-based targeted threats

### THE SOLUTION

- Proofpoint Email Security and Protection
- Proofpoint Targeted Attack Protection

### THE RESULTS

- Blocked up to 97% of email-based advanced threats
- Gained visibility into most-attacked and most-phished people in organization
- Obtained valuable data for proactively anticipating potential threats
- Built user trust, making them valuable partners in threat mitigation

### THE COMPANY

Formed in 1895, Gaumont is the first and oldest film company in the world. In the past few years, the company's release schedule has continued to increase across film and television production, in both the French and English languages.

The Gaumont film library now encompasses over 1,100 titles. It produces and distributes high-quality TV programming worldwide, including several award-winning series. It also has an impressive animated catalog, with more than 800 half hours, broadcast in over 130 countries.

### THE CHALLENGE

One of the primary goals of the Gaumont IT department is to provide its users with the tools they need for successful and secure collaboration. Email communication is vital to the teams, helping them exchange ideas, plans, scripts, creative concepts and other valuable intellectual property.

And like many other companies, Gaumont already faced a phishing attack.

"We realized that our existing protection was not adequate. We needed to quickly make some changes. We then began looking for

stronger protection," said Maxime Vidal Madjar, chief information officer for Gaumont.

### THE SOLUTION

Mr. Vidal Madjar contacted Proofpoint. "I was familiar with Proofpoint and knew that the products delivered excellent performance," said Mr. Vidal Madjar. After consulting with a Microsoft partner of theirs, Proofpoint was selected. "We chose Proofpoint Email Security and Protection with Proofpoint Targeted Attack Protection (TAP) for strong defense. It was a great decision."

Working with Proofpoint and the partner, the team implemented Proofpoint and began auditing email traffic threats. "Within a month, we deployed Proofpoint completely."

### Visibility Unveils Attacks

The Proofpoint TAP dashboard opened the curtain on threats, giving Gaumont incredible visibility. Proofpoint consistently blocks up to 97% of email-based threats. And it delivers valuable data for security decision making.

The team can see global click rates on malicious URLs, identify frequent types of threats, see attack techniques used, and understand which threats and malware are the most often seen.

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**“Attackers now target people instead of systems. Proofpoint gives us people-centric protection and reporting.”**

– Maxime Vidal Madjar,  
chief information officer,  
Gaumont

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## THE RESULTS

“Attackers now target people instead of systems,” said Mr. Vidal Madjar.

“Proofpoint gives us people-centric protection and reporting.”

“Proofpoint saves us a lot of time and resources,” said Mr. Vidal Madjar.

Gaumont considers Proofpoint a vital component of the company’s security strategy going forward. Real-time reports alert them to targeted threats and Proofpoint TAP stops malicious clicks and attachments. “We are experiencing many positive results,” said Mr. Vidal Madjar.

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

### ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ:PFPT) is a leading cybersecurity 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 to mitigate their most critical security and compliance risks across email, the cloud, social media, and the web. No one protects people, the data they create, and the digital channels they use more effectively than Proofpoint.

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