

BANK AUTOMATES ENCRYPTION AND GAINS COMPREHENSIVE CYBER PROTECTION

PROOFPOINT STOPS DATA LOSS, SPAM, SPOOFING AND EMAIL-BASED THREATS



THE CHALLENGE

- Stop spam and spoofed email messages
- Ensure accurate, consistent encryption of sensitive data
- Protect systems and users from malicious attachments and compromised websites

THE SOLUTION

- Proofpoint Enterprise Protection
- Proofpoint Targeted Attack Protection (TAP) with URL Defense and Attachment Defense
- Proofpoint Email Encryption
- Proofpoint Email Data Loss Prevention (DLP)
- Proofpoint Secure Share

THE RESULTS

- Automated and simplified encryption of outgoing email
- Reduced spam and spoofed emails to zero
- Reclaimed valuable IT time from policy creation and testing and retrieving legitimate emails
- Significantly improved the bank's security posture

THE COMPANY

HomeBanc provides retail banking, lending and online banking services. Headquartered in Tampa, Florida, the award-winning bank serves customers across 13 branches in central and western Florida. An important part of the bank's dedication to its customers is its commitment to security. It chose Proofpoint to secure email, sensitive data, information assets and users.

THE CHALLENGE

When Brian Sardino joined HomeBanc as its chief information officer, it relied on Zix for email encryption capabilities to ensure that sensitive data—such as account and credit card numbers—was protected in outgoing communications. It used Postini for incoming email filtering. However, high volumes of spam and spoofed emails evaded the filter, and the Zix solution was cumbersome. It required a customer support ticket to make any data loss prevention (DLP) modification. And it could take up to two weeks to adjust or change an encryption rule. Sardino had to manually test changes multiple times to make sure that they worked as he expected.

Even if every security measure worked perfectly, users and senders sharing files through third-party file-sharing services like Dropbox put data at risk again. The bank couldn't ensure their security.

"Every week, we had to blacklist senders, adjust Zix rules, and release legitimate emails to users," said Sardino. "We clearly needed better protection that we could automate and trust across our environment."

THE SOLUTION

At a Crossroads

When Google began converting Postini customers to its platform, Sardino researched other banks' experiences with Google, and their feedback was worrisome. Bank officers reported missing email traffic and significant problems with the migration.

"I met with our CFO and expressed my concerns, which he shared," said Sardino. "We had to make a decision and implement it quickly. I contacted our partner, CDW, and they recommended Proofpoint."

Working with Proofpoint, the bank received a demonstration and chose Proofpoint Enterprise Protection, Email Encryption, and Email DLP. Within a few days, the unified solution was in production, emails were encrypted correctly, and the team heaved a sigh of relief.

"I was amazed how easy it was to encrypt our custom account numbers," said Sardino. "Proofpoint came with a long list of sensitive data types and everything was turned on immediately."

“We haven’t had an outage since deploying Proofpoint. It’s my goal to always keep us a step ahead, and with Proofpoint, we are.”

Brian Sardino, chief information officer, HomeBanc

With Proofpoint, Sardino can tweak a rule in a few minutes without bothering with a support ticket. Pre-built policies, pre-loaded dictionaries, and the ability to easily create custom DLP policies put the team in control of email leaving the bank. Sensitive data doesn’t leave the bank unencrypted, and users no longer have to remember keywords in email subject lines or messages—they simply hit “send.”

HomeBanc easily invokes Transport Layer Security (TLS) for data encryption across email channels with partners to provide additional security. The bank also appreciates the ability to customize users’ email digests and encryption notices with its brand, demonstrating its commitment to security with every email.

“Everything was perfect,” said Sardino. “The interface and rule set were 10 times better than we had before. The encryption keys worked great. And because it’s virtual, we didn’t have to worry about infrastructure. Proofpoint gave us a great platform that we could build on.”

Building on the Platform

Soon after deploying encryption and DLP, HomeBanc implemented Proofpoint Secure Share for protected document sharing. When the bank began to experience malicious email attachments and URLs, it chose Proofpoint Targeted Attack Protection (TAP) with Attachment Defense and URL Defense. TAP sandboxes and analyzes email attachments and rewrites malicious URLs to protect users from accessing infected sites.

THE RESULTS

Sardino reports that spam and spoofed emails are nonexistent, thanks to Proofpoint Enterprise Protection. Spoofed messages are automatically dropped, eliminating worries about a user being fooled into taking action. Users control their own whitelists, blacklists and daily email digests. This ensures that they receive any blocked email that is truly legitimate. If they accidentally send an email to the wrong recipient, they can retrieve it before it’s read. The user-friendliness and empowerment provided by these solutions enabled the IT team to reclaim hours and days of time previously spent searching for and retrieving “missing” email.

TAP eliminates worries about users clicking malicious links or opening infected email attachments. TAP URL Defense transparently rewrites all embedded URLs. It also tracks and blocks clicks to malicious web pages to protect users. TAP Attachment Defense scans attachments and their content—including images and embedded content—quarantining malicious files.

“We haven’t had an outage since deploying Proofpoint,” said Sardino. “We see how many threats are stopped each month—it’s huge—but we don’t worry about it anymore. It’s my goal to always keep us a step ahead, and with Proofpoint, we are.”

For more information, visit proofpoint.com

ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ:PFPT), a next-generation cybersecurity company, enables organizations to protect the way their people work today from advanced threats and compliance risks. Proofpoint helps cybersecurity professionals protect their users from the advanced attacks that target them (via email, mobile apps, and social media), protect the critical information people create, and equip their teams with the right intelligence and tools to respond quickly when things go wrong. Leading organizations of all sizes, including over 50 percent of the Fortune 100, rely on Proofpoint solutions, which are built for today’s mobile and social-enabled IT environments and leverage both the power of the cloud and a big-data-driven analytics platform to combat modern advanced threats.

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