

Reduce Risk with People-Centric Security

Explore a Better Strategy to Stay Ahead of Your Next Cyber Attack

KEY BENEFITS

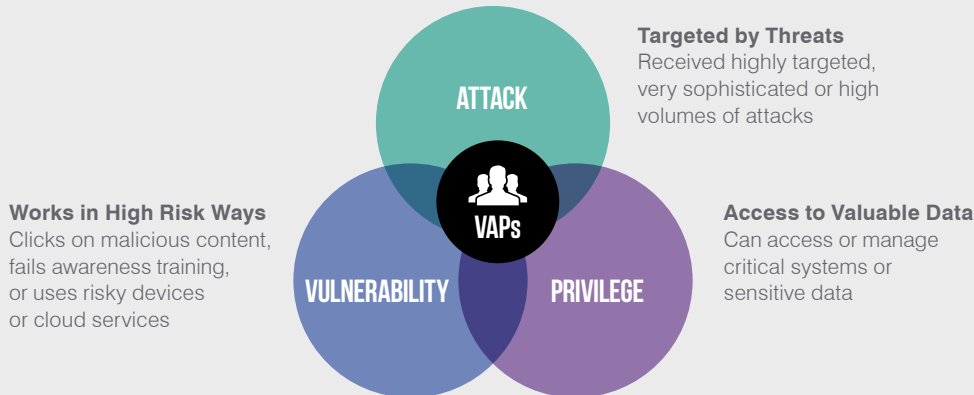
Gain visibility and control by understanding:

- How your people are targeted by threats
- How your people work in high-risk ways
- How your people access valuable data

Today's threat landscape is fundamentally characterized by social engineering. Attacks increasingly target people, not technology or infrastructure. And the move to cloud is intensifying that trend. Proofpoint can help you gain visibility, derive insight, and apply adaptive controls based on your greatest cybersecurity risk: your people. And not just your people, but the data they have access to and the behaviors that indicate they will or did fall for a modern, social-engineered attack.

ATTACKERS FOCUS ON PEOPLE

Attackers today are adept at using tools like Google and LinkedIn to scour the internet as reconnaissance to launch campaigns against organizations. They are using more sophisticated attack tactics and targeting at scale. Most IT and cybersecurity professionals still operate with the network or IP address at the center of the world. Yet, attackers do not view the world in terms of a network diagram. Additionally, the adoption of cloud apps and platforms, like Microsoft Office 365 and Google G Suite, challenges the network-based defensive approach. Cloud apps have valuable corporate information that traverses the internet without passing through firewalls and other network controls. This makes it difficult to gain visibility into all types of threats that affect people and to prioritize alerts and incidents based on relative risk to the organization.



Assess Your Human Attack Surface

Proofpoint can help you manage your security risk by focusing on threats that target and exploit people. This starts with identifying your Very Attacked People (VAPs). Proofpoint is strategically positioned to do this and provide you with insight into:

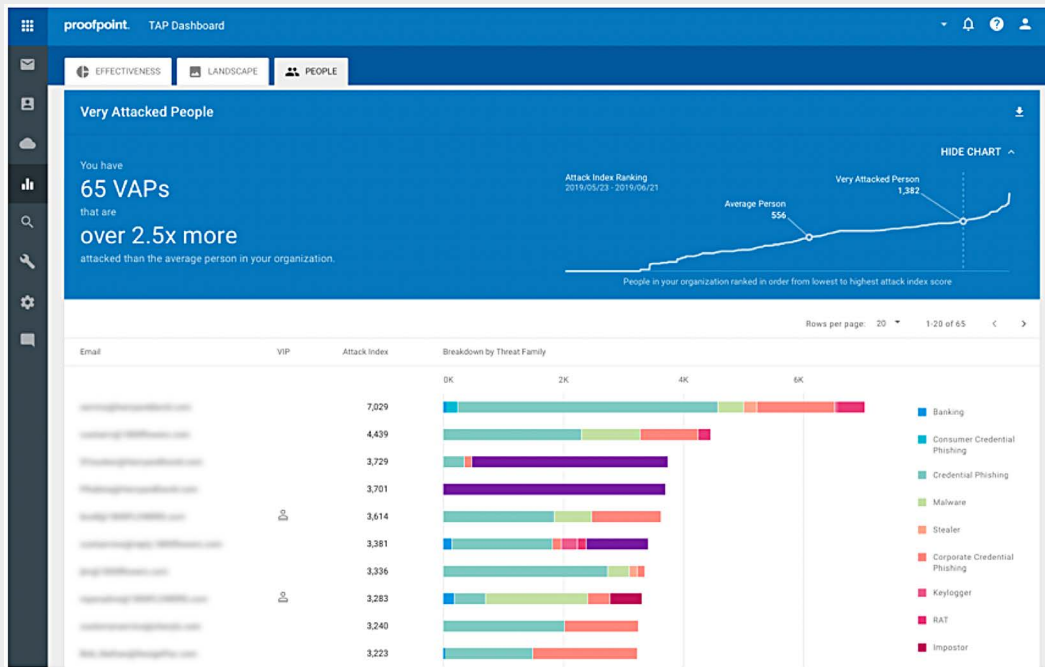
- How your people work in high-risk ways: whether, intentional or not, they have a history of clicking on malicious links or attachments or interacting with vulnerable apps
- How your people are targeted by threats: whether they receive highly targeted, very sophisticated, or high volumes of attacks
- How your people access valuable data: whether they access or manage sensitive systems or data, they might be at higher risk of data misuse, loss, or leakage through business-critical systems or third-party apps

Quantify Risk with the Proofpoint Attack Index

One metric you can use to quantify people-centric risk is with the Proofpoint Attack Index. Proofpoint created and implemented the Attack Index to identify targeted people and surface interesting threats from the noise of everyday threat activity. The Attack Index is a weighted composite score of all threats a person receives, based on four key factors:

- **Volume of attacks:** sheer number of threats
- **Type of attack:** for example, credential phish is less risky than remote access Trojans
- **Targeting of attack:** if threats are seen globally, by region, by industry, or by organization
- **Actor sophistication:** if threats are attributed to a known, sophisticated threat actor

With the Attack Index, you can assess and report on the individual and overall risk your people face and then prioritize the most effective way to resolve threats.



ADOPTING A PEOPLE-CENTRIC SECURITY APPROACH

Proofpoint provides solutions that can help your organization in the journey to develop greater people-centric security capabilities.

Protect Your People from the Threats that Target Them

Solve threats that cover the entire human attack surface, from detection to response. Gain visibility into who is being attacked, how they are being attacked, and whether they are compromised. Protect against attacks in all people-centric threat vectors, including external email, internal email, personal webmail and cloud accounts. Consider protection for your broader business ecosystem and ensure that the people you do business with are not putting your organization at risk.

Help Your People Be Resilient Against Today's Advanced Threats

Train users to be your last line of defense. Understand who clicks on phishing attacks and equip them to recognize and report those attacks. Educate users on best practices to keep their identities, credentials and data secure.

Protect the Data that Users Create and Access

Protect your VAPs through integrated, isolative and adaptive controls. Secure sensitive data across the digital channels where your people work, including email and the cloud. Make the most of existing investments and extend people-centric security to solve for compromised accounts in cloud apps, including Microsoft Office 365, Google G Suite and others.

LEARN MORE

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