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Unsettled by Symantec

**Five Reasons to Upgrade
to Proofpoint and Fill Your
Email Security Gap**

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SYMANTEC IS SHIFTING. NOW WHAT?

Broadcom has announced plans to buy Symantec's enterprise security business in a sweeping transaction that affects a large swath of its customer base.

For Global 2000 companies using Symantec's email security products, the change means not knowing how effectively—or how much longer—their most critical business channel will be protected. For smaller customers, which Broadcom has not discussed since the announcement, the future may be even murkier.

Email is a central feature of modern business. It's also the source of more than 90% of malware attacks¹ and a deluge of other threats such as phishing, business email compromise (BEC), and more. Securing it is essential to keeping your organization safe.

So where does Broadcom's new focus leave you?

This guide explains why now is the time to upgrade your email security platform, why hundreds of former Symantec customers have chosen Proofpoint for email security, and how our people-centric approach to cybersecurity can fill the gap created in the wake of Broadcom's cuts.

What Broadcom is saying

Among the changes Broadcom outlined when announcing its purchase of Symantec, the networking chipmaker said it will:

- Focus on data loss prevention (DLP), endpoint, and web security² and scale back investments with lower returns—no mention of what it plans for email security
- Slash more than \$1 billion in spending across R&D (a 40% cut) and sales (an 82% cut)³
- Focus on Global 2000 customers,⁴ a move that leaves its commitment to smaller customers in doubt

1 Verizon. "2019 Data Breach Investigations Report." July 2019.

2 Michael Novinson (CRN). "Broadcom-Symantec Enterprise Deal: How It Came To Be, What Will Happen Now." August 2019.

3 Eric Jhonsa (Real Money). "Broadcom's Strategy for its Symantec Deal Has a Lot in Common with its CA Deal." August 2019.

4 Broadcom. "Broadcom to Acquire Symantec Enterprise Security Business for \$10.7 Billion in Cash." August 2019.

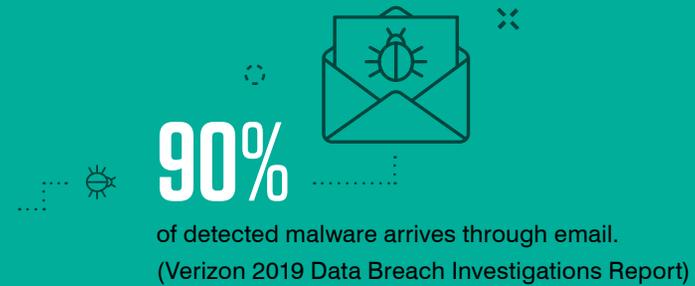
WHY EMAIL SECURITY IS CRITICAL

As the top malware delivery vector and fertile ground for all kinds of fraud, email is the channel where cyber attackers are most likely to compromise their targets—your people.

They trick users into clicking on an unsafe link, giving away their credentials, or even carrying out commands directly (such as wiring money or sending sensitive files).

It's not hard to see why attackers prefer email. It uses a decades-old architecture that wasn't designed with security in mind. It's universal. And unlike computer hardware and infrastructure, email attacks exploit human vulnerabilities that can't be patched.

Organizations spend billions every year on security tools designed to harden the network perimeter, detect network intrusions and secure endpoints. But today's attacks hack human nature, not just technology. And email is the easiest way to reach them.



FIVE REASONS TO CONSIDER PROOFPOINT

Given Broadcom's stated plans for Symantec—and deep industry skepticism that the deal will succeed even on those terms^{5,6,7}—the urgency to switch email security providers has never been greater.

Here's why organizations of any size should consider upgrading their email security with Proofpoint.

1. Proven leadership among enterprises of all sizes

Proofpoint is the leading email security vendor—not just for Global 2000 customers but among customers of all sizes.

Industry analysts agree. Here are just a few analyst endorsements:

- Frost & Sullivan Global Market Leader for Email Security (five years running)
- Leader in the Gartner Magic Quadrant for Secure Email Gateway (seven years running)⁸
- Leader in the Gartner Magic Quadrant for Security Awareness Computer-Based Training (six years running)
- Leader in the Forrester Wave, Email Security

What industry analysts are saying

“Broadcom sees Symantec's enterprise business as a revenue stream, and there doesn't seem to be a vision or roadmap for how it fits into Broadcom's existing software business.”



“Proofpoint has been the market leader in email security since 2015...”

FROST & SULLIVAN

“Proofpoint offers well-rounded inbound and outbound email protection...The vendor takes a unique approach for securing the very attacked people (VAP) in your organization.”

FORRESTER®

5 Merritt Maxim, Andras Cser, et al. (Forrester Research). “Broadcom Buys Symantec's Enterprise Biz: Good News For Investors, Bad News For Enterprises.” August 2019.

6 Robert Westervelt, Frank Dickson, et al. (IDC). “Broadcom Acquisition of Symantec: Divorce May Benefit the Parties But Not Create an Optimal Outcome.” August 2019.

7 Michael Novinson (CRN). “‘Shark Tank’ Star Herjavec: Broadcom-Symantec Deal Is A Dinosaur ‘Buying Another Dinosaur.’” August 2019

8 For 2015, the latest Magic Quadrant report available for this segment. Gartner has since retired the category for its Magic Quadrant reports but features Proofpoint in its latest market guide of top vendors.

2. The world's most effective email security

Email attacks come in many forms. Some use malicious file attachments. Others use unsafe URLs that lead to hosted malware or phishing sites. Others don't use malware at all, posing as someone the recipient trusts to ask for money, sensitive data and more. Still others use compromised corporate email accounts against colleagues at the same organization. And almost all of them use some form of social engineering.

To keep your enterprise protected, you need a solution that stops all kinds of email attacks, not just some of them.

Our multilayered defense helps you prevent, detect, contain and respond to attackers' wide-ranging and ever-changing tactics, tools and strategies. In customer assessments, we routinely catch phishing, impostor attacks and other malicious email that Symantec and others miss.

As email attacks continue to evolve, we have evolved with them. We offer advanced email protection with features such as static and dynamic URL and attachment sandboxing and layered defenses against impostor attacks.

What customers are saying

"Customers praised Proofpoint for its technology leadership, overall performance, and DLP capabilities. The vendor takes a unique approach for securing the very attacked people (VAP) in your organization to defend against spear phishing and BEC attacks."

The Forrester Wave: Enterprise Email Security, Q2 2019

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"It was a no-brainer to see how many spam, virus-infected, and phishing messages Proofpoint caught compared to the previous solutions we had."

Mike Shrader, Manager, IS Security Operations



"Proofpoint TAP helped tremendously. It reduced malicious emails, attachments and URLs getting through by 99%."

Jim Forsyth, Sr. Network Engineer Global IT Infrastructure



3. A unique people-centric approach

Today's attacks target people, not technology. To stop them, you need a people-centric approach. That means analyzing the unique risk each user poses and applying adaptive security controls to keep them safe.

Our advanced email security solution provides unmatched visibility into who your most attacked people and departments are. You'll know who's most vulnerable, how they're being attacked, and how their privileged access to data, systems and resources could be abused.

You'll also have the tools you need to make users more resilient, stop email attacks before they reach the inbox, and manage access to corporate email accounts, apps and sensitive data.

"Only amateurs attack machines. Professionals target people."

Bruce Schneier, cryptographer, computer security and privacy specialist

4. Sustained investment in R&D & customer service

Regardless of industry or size, organizations are looking for cybersecurity partners truly dedicated to their success. Every day, we bring our experience, resources, and passion to bear on your toughest email security and compliance challenges.

We aim to become long-term partners. We collaborate closely to understand your problems, needs, and issues—and deliver solutions that address them effectively. That's why more than 95% of our subscription customers renew with us. And it's why we're the No. 1 choice of the Fortune 100, Fortune 500, Fortune 1000, and Forbes Global 2000.

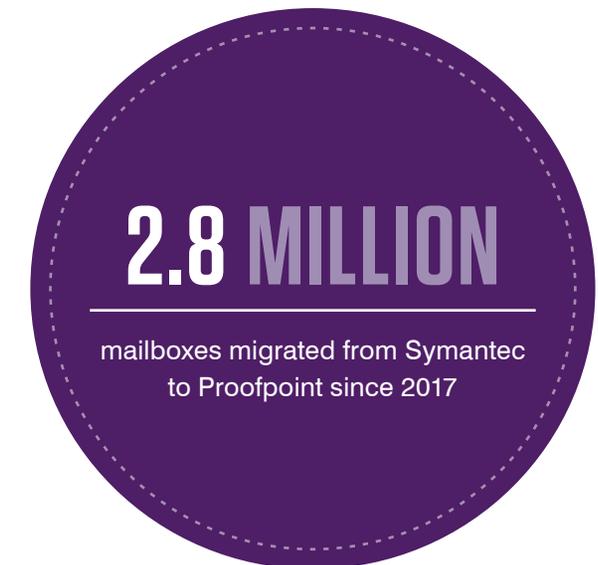
Securing email is critical to securing the enterprise, and attackers are constantly evolving their tools and tactics. That's why we reinvest more than 20% of our revenues into research and development—one of the highest rates in the industry—to stay a step ahead of the latest attacks.

Even as other vendors retrench, our continued investments and innovation help future-proof your cybersecurity.

5. Free, easy migration

To help Symantec email security customers who are ready to migrate, we've rolled out limited time free migration and price-match offers.

Over the past two years, we've migrated 2.8 million mailboxes from Symantec to Proofpoint. The process is seamless, fast, and simple. And with our price-match offer, you get improved protection without increasing your email security budget.

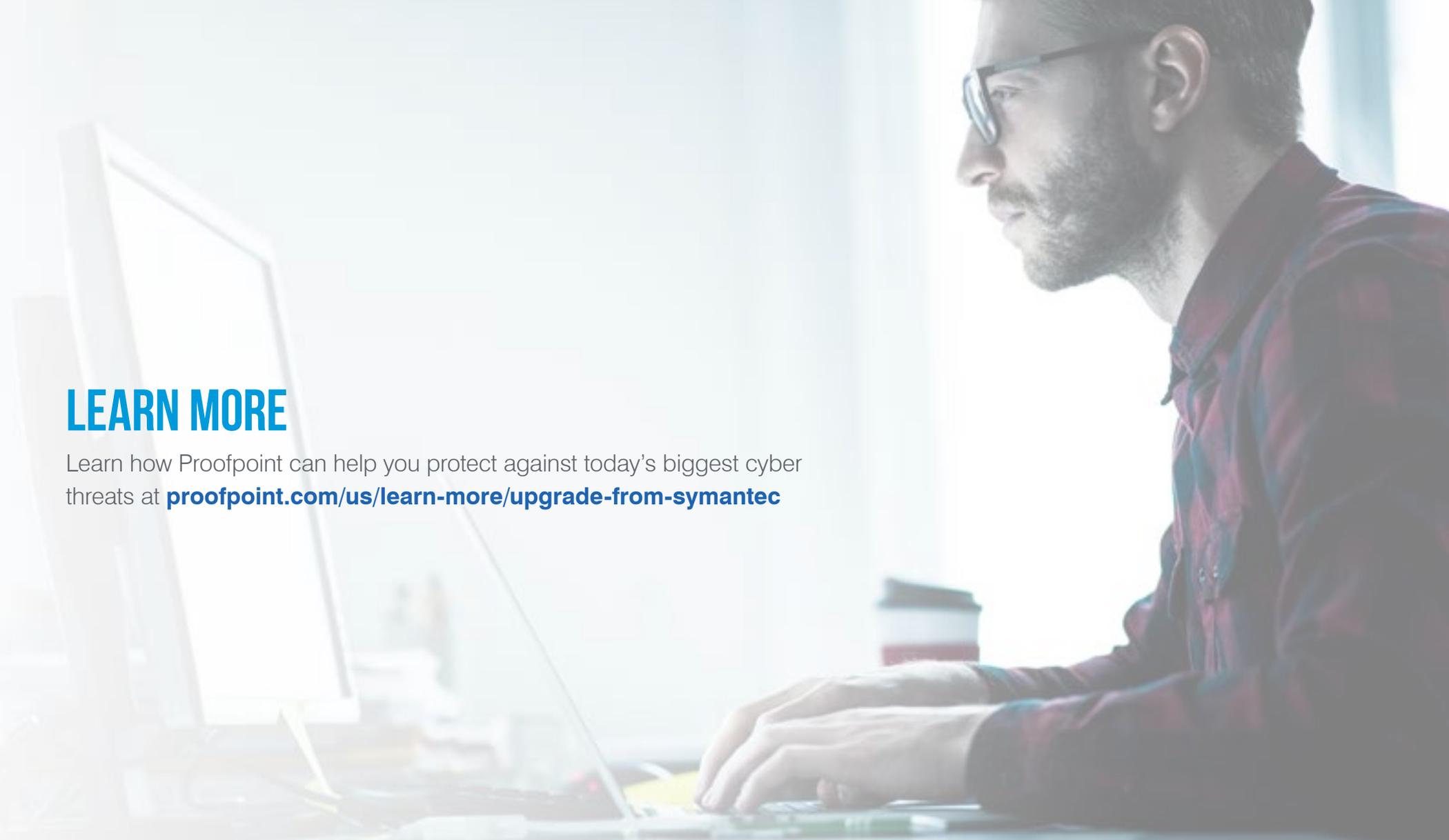


TAKE THE NEXT STEP

Ready to evaluate your post-Symantec options? Contact us for a free, simple, assessment of your current security environment. We'll have you set up within 24 hours and minimal configuration. Sign up here: proofpoint.com/us/free-trial-request

Ready to switch to Proofpoint now? Contact a Proofpoint email security expert for more details about our free migration and price-match offers.⁹ Contact us here: proofpoint.com/us/learn-more/upgrade-from-symantec

⁹ Terms and conditions apply. Offer cannot be combined with any other offer. Contact your Proofpoint representative for details, terms and conditions.



LEARN MORE

Learn how Proofpoint can help you protect against today's biggest cyber threats at proofpoint.com/us/learn-more/upgrade-from-symantec

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's people-centric security and compliance solutions to mitigate their most critical security and compliance risks across email, the cloud, social media, and the web. More information is available at www.proofpoint.com.

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