

# PROOFPOINT ESSENTIALS FOR SMALL AND MEDIUM ENTERPRISES

## COMPLETE DEFENSE AGAINST TODAY'S EMAIL THREATS FOR SMALL AND MID-ENTERPRISES

### THE TECHNOLOGY

- Robust Anti-spam & Multi-layered Anti-virus
- Advanced Protection against Malicious URLs and attachments
- Secure sensitive data leaving the organization
- Intelligent Content Filtering
- Search and eDiscovery Cloud Email Archive.
- Redeliver any inbound email lost or deleted in the last 30 days
- Protection of Social Media properties from spam and malware
- Emergency Inbox for 24/7 Email Continuity
- Image-scanning technology to remove illicit images

### FEATURES THAT MAKES IT EVEN BETTER

- A clean, easily navigated interface
- Single login for complete admin control
- Per user controls and quarantine access
- Automated provisioning
- Multi-level management options

Protect your enterprise from email threats including phishing, malware, spam, and other forms of objectionable or dangerous content with Proofpoint Essentials, the dedicated email security solution for SMEs. This cloud based enterprise-class Email Security, Continuity, Encryption & Archiving product is designed specifically for SMEs, backed by Proofpoint's best-of-breed security & infrastructure and provided at a price that delivers value and cost-savings.

### ADVANCED PROTECTION AGAINST TODAY'S THREATS

Proofpoint Essentials harnesses the capabilities of Proofpoint's enterprise security technology and infrastructure, used by some of the world's largest and most security conscious companies, and combines this with expert knowledge and understanding of the needs of the smaller enterprise.

Proofpoint Essentials enhances security with spam and phishing detection, multi-layer anti-virus, a robust filter rules engine, email continuity with emergency inbox, policy-enforced encryption, an email archive based in the cloud and managed in a simple and intuitive user interface.

### THE PROOFPOINT ESSENTIALS APPROACH

In order to address today's advanced email security requirements, an effective email solution requires accurate threat detection, a SaaS infrastructure to enable control and flexibility for the end user and methods of keeping business email up and running at all times. Proofpoint Essentials leverages several techniques for this approach.

#### **Proofpoint MLX™ Machine Learning Technology**

Powered by Proofpoint MLX technology, Proofpoint Essentials spam and phishing detection offers maximum protection against email threats. It examines hundreds of thousands of attributes in every email to accurately detect text, image and attachment-based spam or phishing emails, while automatically adapting to new threats as they appear. Proofpoint MLX Technology delivers the industry's highest level of effectiveness at 99% against all types of spam email, using the latest advances in reputation and content-based analysis.

#### **Purpose-built for the SME**

As a 100% cloud-based solution, there's no hardware or software to install or to worry about updating. By filtering mail at the Internet level before it reaches the network, Proofpoint Essentials can save organizations considerable amounts on administrative tasks, bandwidth, end-user filtering, and even disk space on servers. We know time is valuable, so Proofpoint Essentials offers market leading technology without the management and deployment headaches. Administrators can simply login to the online console and manage all users and account settings from one single secure platform.

### Multi Layered Anti-virus Scanning

The Proofpoint Essentials advanced threat detection technology enables our anti-virus engines to provide clients with an unrivalled protection from viruses and other email-borne threats. All messages are meticulously scanned by our sophisticated virus engines, operating at the highest levels of accuracy, performance and effectiveness ensuring all known viruses are captured and blocked. For increased protection, Proofpoint Essentials additionally employs heuristics scanning technology to discover email threats currently unknown to the system and protects against these in real time.

### Threat Protection Technology

Proofpoint Essentials leverages the advanced power of Targeted Attack Protection, Proofpoint's Industry Leading email analysis solution, to provide small to mid-sized enterprises with URL Defense and Attachment Defense, the only service that effectively detects, catches and analyzes malicious URLs and attachments targeting this market.

### Data Loss Prevention and Content Filtering

Proofpoint Essentials eliminates the risk inherent in individuals making security and disclosure policy decisions by implementing a user-transparent, centrally based, policy-driven data loss prevention filter. Users simply send email, and the appropriate action is automatically taken. Also the solution offers a powerful, customizable rules engine. This facilitates both content and event-based email management whilst providing highly sensitive levels of control regarding email traffic. The service allows users to control where messages are sent to and how they should be filtered depending on specified rules with full visibility and control of features.

### Automated Email Encryption

Proofpoint Essentials Email Encryption is purpose built to help small and medium enterprises reduce the potential negative impacts of data loss by automatically encrypting email. The need to secure communications that contain sensitive data has never been greater. Fines, negative publicity and loss of customer trust await companies, both large and small, who lose confidential or customer information.

### Never Miss an Email with Proofpoint Essentials Continuity

Smaller organizations rely heavily on email to do business but cannot justify the cost of building a highly redundant messaging infrastructure. A few minutes without email may be manageable but what about a few hours or a few days? According to the recent survey conducted with Proofpoint Essentials customers, 74% of respondents said that email downtime would result in customer contact disruption affecting customer satisfaction. Keeping business email running as normal even when disaster hits is crucial to the smaller enterprise. Proofpoint Essentials' continuity features make this possible with the emergency inbox, instant replay of lost or deleted emails over the last 30 days and email spooling.

### Social Media Account Protection

12% of all social media content contains security risks, including spam, malware, and criminal activity. As small enterprises look to grow their business by social media engagement, mitigating this risk is of paramount importance. Proofpoint Essentials can help. Social media account protection powered by Proofpoint Nexgate technology provides advanced protection for branded social media accounts across all major social networks, including Facebook, Twitter, LinkedIn, Google+ and YouTube.

### ADDITIONAL CAPABILITIES

- Multi-tier administration
- Single, secure login
- Flexible platform with automated provisioning
- User provisioning capabilities
- Multi-level logins
- Domain Management
- Email Logs
- Active Directory Sync
- Complete scalability for your business

### INDUSTRY LEADING SLAS

- 99.999% Service Availability
- 99% Spam Effectiveness
- 100% Protection from known viruses
- < 1 minute email delivery

#### 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.

©Proofpoint, Inc. Proofpoint is a trademark of Proofpoint, Inc. in the United States and other countries. All other trademarks contained herein are property of their respective owners.