



## ENTERPRISE PRIME THREAT PROTECTION

# Consolidate on the leading Human-Centric Security Platform

**Attackers continue to target people as digital workspaces expand.** While email remains the primary threat vector, cybercriminals are exploiting new channels, such as messaging platforms, collaboration tools, cloud apps and file-sharing services. Beyond targeting employees, attackers can hijack trusted business communications, disrupting relationships with suppliers and customers. This has created a fragmented security landscape with disconnected point products, leading to integration and management struggles, overspending, high operational costs and gaps in risk reduction.

Proofpoint **Prime Threat Protection** provides a single, comprehensive solution to defend against all human-centric threats, both current and emerging. It combines a wide range of security protections to help organisations maximise threat prevention with capabilities such as:

- ✔ **Accurate threat detection:** Prevents the widest variety of threats
- ✔ **AI-powered account protection:** Defends against account takeovers and compromised supplier accounts
- ✔ **Risk-based targeted training:** Guides users to make safer choices when faced with threats
- ✔ **Phishing protection across platforms:** Blocks malicious links from multiple platforms
- ✔ **Impersonation Protection:** Protects your brand reputation from being abused
- ✔ **Human risk management:** Identifies high-risk users and automates adaptive security controls

## 3 Key additional benefits

- 1. Streamlined Operations:** Reduce alert fatigue with highly accurate threat detection and improve efficiency through detailed risk insights and automated security workflows
- 2. Faster Time to Value:** Accelerate deployment with pre-built integrations and leverage shared threat intelligence across your existing security ecosystem
- 3. Optimised Licensing:** Reduce costs by eliminating fragmented point solutions and gain access to comprehensive technology at a better value from a strategic partner

### Enterprise Prime Threat Protection



As an existing Proofpoint Core Email Protection customer, upgrading to **Prime Threat Protection** provides the **full value of our human-centric threat protection platform**, likely at a lower cost than adding Security Awareness (ZenGuide) and Email Authentication (Email Fraud Defense) as separate add-ons.

Alternatively, if you are using fragmented point products, Prime can improve cost efficiency through consolidation and pricing advantages. Contact your Proofpoint rep today.