

SOLUTION BRIEF

Proofpoint Secure Email Relay

Controlling and securing transactional emails from applications, SaaS partners and agentic AI agents



Key highlights

- Provides a secure, dedicated relay for transactional emails
- Isolates application mail to prevent disruptions in user email flow
- Simplifies migration from on-premises relays to the cloud
- Accelerates DMARC adoption with DKIM-signing
- Safeguards sensitive data (PII, PHI) with optional encryption and DLP controls
- Supports unsubscribe header insertion and list management

Proofpoint Secure Email Relay (SER) consolidates and secures transactional emails from internal apps, SaaS platforms and AI agents. It blocks compromised messages.

Prevents third-party senders from using your domains to send malicious email. And it makes compliance easier by DKIM-signing all email to help you meet DMARC requirements.

Proofpoint SER puts you in control of your email identity, ensuring your customers, partners and employees only receive authentic email from you. It also protects your sensitive data by letting you apply payload encryption and email data loss protection (DLP).

Secure email from risky environments

You may have numerous applications and third-party email providers authorised to send mail using your domains, but not all follow strong security practices. This creates opportunities for account compromise or platform abuse. As a result, attackers can send malicious email that appears legitimate and passes authentication checks.

Proofpoint SER closes this gap with a controlled, closed-loop relay system. Only verified business entities can send through our platform—eliminating the risks posed by open or free relay services.

SER securely accepts mail from your authorised applications via SMTP authentication and TLS (STARTTLS). And it applies Proofpoint's advanced antispam and antivirus protection to every message. It also blocks malicious attempts to send email as your organisation and consolidates legitimate application traffic behind dedicated, reputable IPs, masking and protecting your brand from bad actors.

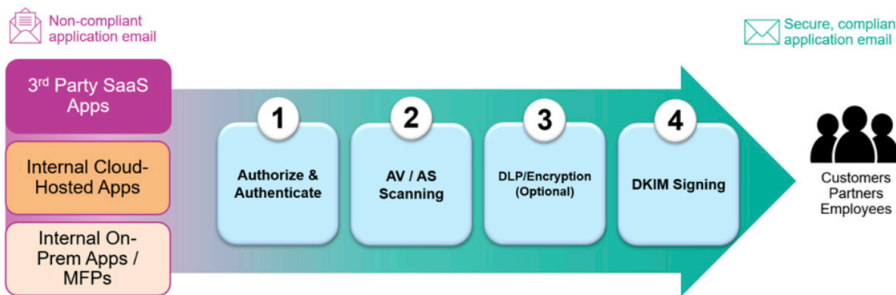


Figure 1. Ensure secure, clean and compliant transactional email.

This solution set is part of Proofpoint's integrated human-centric security platform, mitigating the four key areas of people-based risks.

Accelerate DMARC deployment

When multiple applications, SaaS tools and third-party services send email on your behalf, it can be a challenge to achieve full DMARC compliance. Proofpoint SER simplifies this process.

It automatically enables DKIM-signing for outbound messages and ensures SPF alignment. This ensures that every source meets DMARC authentication requirements—and you don't have to make complex configuration changes and risk breaking critical mail flows to get there. With consistent authentication and visibility across all senders, you can move to an enforced DMARC policy faster.

Meet regulatory compliance

To be compliant with regulations, you must protect sensitive data, such as personally identifiable information (PII) or personal health information (PHI).

Proofpoint SER helps ensure that all your transactional messages are compliant with privacy and security mandates through optional Encryption and DLP capabilities. These Proofpoint SER options help support regulatory frameworks like HIPAA, SEC and FINRA.

Prevent data loss

As the volume of emails being sent from AI agents increases, having safeguards in place is critical to ensure your data isn't accidentally exposed.

Proofpoint SER can help provide these controls through encryption and DLP for all AI-generated messages being relayed. As a result, sensitive data is blocked from leaving your organisation through any automated channel.

Ensure deliverability

New bulk sender requirements from major email providers, like Google, Yahoo, Apple and Microsoft, require strong sender identity and message integrity. Proofpoint SER helps you align with these mandates.

SER ensures all outbound messages are DKIM-signed so that they align with SPF requirements. In addition, it provides support for inserting an unsubscribe button in message headers as well as for managing lists from a centralised location.

Proofpoint also offers optional application owner support, migration planning and execution, and post implementation deliverability services for Secure Email Relay. Contact your authorised Proofpoint representative for details.

Proofpoint SER is part of our Prime Threat Protection platform. For more information, visit proofpoint.com/us/products/threat-protection.

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