proofpoint.

SOLUTION BRIEF

# Advanced Email Security

## Protect against known and unknown email threats and get actionable visibility into advanced attacks and users who are being targeted

Email is a fundamental feature of modern business. Yet it is also the number one threat vector. In fact, more than 90% of threats arrive via email.[1] And email attacks are constantly evolving—from phishing attacks to new forms of email threats. Some attacks include business email compromise (BEC), supply chain attacks, ransomware and cloud account compromise. Proofpoint delivers the most effective integrated solution to protect your people and critical data from these advanced phishing threats.

Proofpoint protects your people from advanced attacks with a complete, extensible email security platform. We detect and block email threats and provide visibility into your greatest risk—your very attacked people (VAPs). With actionable insights, you can better understand the risk you face and respond to threats faster and more effectively.

## Detect and block both known and unknown threats before they reach the inbox

### Stop advanced threats with a robust integrated threat protection platform

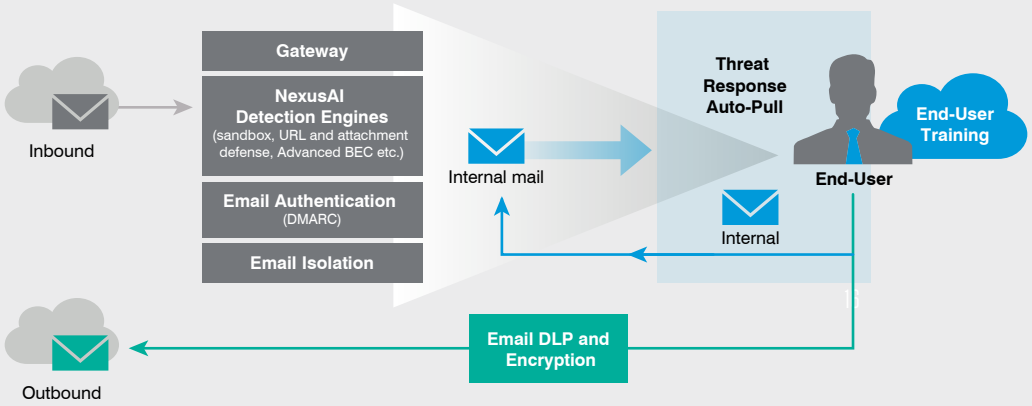
Proofpoint provides better protection because we see more threats and detect them faster. We block email with malicious URLs or attachments, as well as malware-less threats like credential phishing and BEC. We dynamically classify impostor and phishing threats with our impostor classifier. And we assess the reputation of the sender with Advanced BEC Defense, our advanced machine-learning. Along with this information, we create a baseline by learning your organization's normal flow and by aggregating data from other Proofpoint deployments. Having this baseline allows us to quickly identify email that falls outside of the norm.

We analyze email with multi-layered content analysis, reputation analysis and sandboxing. This effectively stops advanced email threats, including polymorphic malware and ransomware, before they hit your users. And we provide you with predictive and click-time URL sandboxing to detect and block malicious URLs. Re-writing URLs protects your users on any network and device and helps detect if a message has been weaponized after delivery.

### Click safely with email and browser isolation

Attackers don't just use one tactic to break into your organization. They'll try various tactics and threat vectors. For example, they'll target your users through corporate email and personal webmail. Or they attack users when they engage in personal browsing from their corporate devices. With email and browser isolation, we let your users access websites, personal webmail and corporate email safely. They can interact with websites in a secure environment. And you can disable uploads and downloads and restricting data input while the website is being analyzed. Our real-time anti-phish scan runs as soon as the page is opened. This determines whether the page could be a potential phishing site, which takes no more than few seconds. This technology adds an additional layer to prevent credential theft, especially for those phishing emails that contain URLs poisoned post delivery.

1 2020 Data Breach Investigations Report, Verizon, 2020.




Advanced Email Security Solution

## Prevent email fraud with email authentication

Domain-based Message Authentication, Reporting and Conformance (DMARC) has proven to be the most effective way to protect against domain spoofing. And it prevents fraudulent emails using your domain. We help you fully deploy DMARC faster and with less risk of blocking legitimate email, so you can confidently protect your employees, partners and customers. We also give you the visibility, tools and services to authorize legitimate email and block fraudulent messages before they reach the inbox. And we help you enforce DMARC authentication quickly and safely to block fraudulent emails that spoof trusted domains at the Proofpoint gateway. What's more, you can see all impostor threats from a single pane of glass—regardless of the tactic used or the person being targeted. In addition, we flag lookalike domains registered by third parties. This proactively prevents fraudulent lookalike domain email attacks before they strike. Our managed service includes an experienced consultant to guide you through every step of your deployment. We also work with you to identify all your trusted senders, including third-party senders, to ensure they authenticate properly.

## Protect internal email and quickly contain threats

Protecting internal email is just as critical as protecting inbound email. Attackers use compromised accounts to send phishing, BEC or malware. Proofpoint scans internal emails for malicious content in the form of URLs and attachments. And when a malicious internal email has been detected, you can automatically pull and quarantine any unwanted messages, even if it was forwarded or received by other users. We also allow you to get reporting that indicates exactly which accounts may have been compromised, enabling you to quickly take action on those accounts.

## Get unmatched visibility into attacks and your human attack surface

In today's people-centric threat landscape, your users are your greatest asset and your biggest risk. To better mitigate and communicate risk to your management and board, you need to know:

- Who your VAPs are
- How they are being targeted
- Who are vulnerable to these threats

We give you unmatched visibility into targeted attacks and your human attack surface, so you know who is posing risk to your organization. Once you have that insight, you can then prioritize and mitigate risk by implementing adaptive controls for your risky users.

In addition, we provide detailed forensic information on threats and campaigns in real time. Our deep threat analysis shows you everything from who was being attacked, where the attack was coming from, and even what the attack looked like—with email samples and screenshots. Going beyond email, we also connect the dots between email attacks and suspicious logins, uncovering and stopping account compromise more effectively. We also provide you with visibility into which suppliers pose risk to your organization. With Nexus Supplier Risk Explorer, we automatically identify potentially impersonated and compromised suppliers and the domains they use to send email to your users. And with visibility across these attack vectors, you can address complex attacks comprehensively.

## Improve operational effectiveness

One common challenge that most organizations have is shortage of security staff. On top of that, most security teams are overwhelmed with managing multiple security vendors and products that don't always talk to each other. We provide you with an integrated solution that focuses on the threats that matter and that automates threat detection and remediation. This saves you time and money.

### Auto pull malicious emails with one click

We remove phishing emails containing URLs poisoned post delivery. And we remove unwanted emails from internal accounts that are compromised with one click or automatically, even if they were forwarded or received by other users. Also, our Nexus Threat Graph enriches alerts and automatically collects and compares forensic data, so you can get an actionable view of threats. We take the manual labor and guesswork out of incident response to help you resolve threats faster and more efficiently.

### Streamline abuse mailbox

We help you streamline your user reporting and security response to impostor and phishing attacks. This significantly reduces your IT overhead. By automating an abuse mailbox, we allow your users to easily report suspicious messages with one click, using the PhishAlarm® email reporting add-in or directly from an Email Warning Tag. Reported messages are automatically analyzed and enriched using multiple threat intelligence and reputation systems. If the reported message is found to be malicious, it and other copies—including forwards in user inboxes—can be automatically quarantined. This eliminates the need for you to manually manage and investigate each incident. And your users receive a customized email letting them know the message was malicious. This helps to reinforcing future behavior to report similar messages.

## Train your users to identify phishing and impostor threats

Modern email threats often require humans to activate them. A security-conscious employee can be your last line of defense against a cyber attack. This is especially true when a phishing or BEC attempt slips past your perimeter defenses. We allow you to identify who is being attacked and assess their ability to protect themselves through our VAP reports, threat simulations and knowledge assessments. We give them the knowledge and skills they need to protect your organization by providing them with targeted education that is fully customizable. You can train your users with real-world phishing simulations, so they know what to do when faced with a real threat. And those who fall for an attack are automatically presented with just-in-time guidance to help them avoid future threats. We also provide users Email Warning Tags. It provides a short description of the risk with a particular email. This helps users make more informed decisions when reporting on certain emails.

## Protect against data loss via email

Email is the number one threat vector for both inbound threats and outbound data loss. So it's important to secure your sensitive data and prevent data loss via email. We give you out-of-the box visibility and enforcement to prevent intentional and accidental data loss during email communication. Email data loss prevention (DLP) and encryption are tightly integrated and can be centrally managed. We analyze confidential information within structured and unstructured data. And we provide you with fine-tuned policies and prebuilt dictionaries. These automatically find and classify data protected by regulatory compliance and data privacy laws. And they help you comply with data protection rules across a range of industries—including PCI DSS, SOX, HIPAA, GDPR and more—while reducing your manual work. When combined with encryption, you can define and customize unique policies to automatically encrypt sensitive data in email. This makes it easy for you to manage and secure sensitive data exchange.

## Summary

Proofpoint Advanced Email Security effectively protects against the number one threat vector—email. It provides you with actionable visibility into your attacks and your most attacked people. Our solution:

- Blocks both known and unknown threats before they enter
- Provides unmatched visibility into threats targeting your people
- Improves operational effectiveness with automated threat response
- Trains your users to become part of your line of defense
- Protects against data loss via email

## LEARN MORE

For more information, visit **proofpoint.com**.

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**ABOUT PROOFPOINT**

Proofpoint, Inc. (NASDAQ: PFPT) is a leading cybersecurity and compliance 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**.