

# Proofpoint Security Awareness Enterprise

Get a threat-driven approach to human-centric cybersecurity

## Key Benefits

- See 40% fewer clicks in real-world email threats in 6 months
- Drive behavior change with threat-driven tailored content and positive reinforcement
- Accurately identify user vulnerability so the security team can focus on risky users
- Show your CISO the key behavioral metrics for risk reduction such as industry benchmarking
- Help build a security culture that reshapes people's actions and beliefs

Proofpoint Security Awareness Enterprise tackles a strategic concern of every organization: reducing the security risk that employees pose. The 2024 Proofpoint State of the Phish, our annual security report, shows 68% of working adults took a risky action in 2023 while knowing it was unsafe. This suggests that people often choose convenience over security. And that makes them vulnerable to cyber-attacks.

Proofpoint Security Awareness Enterprise addresses the challenge. This market-leading solution to security education shapes how people think, feel and act when faced with threats. We take a holistic approach that follows our ACE framework. ACE includes three key steps: assess user vulnerability, change user behavior and evaluate program effectiveness. This proven learning cycle drives real security outcomes by making people more resilient to human-activated threats.

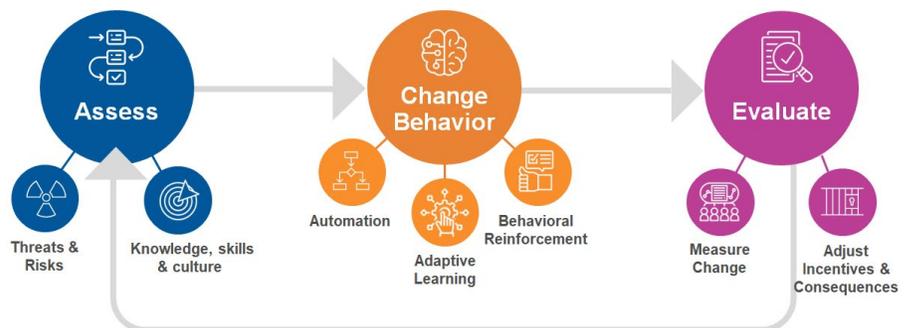


Figure 1: The ACE framework is our threat-driven adaptive approach to security education.

This solution set is part of Proofpoint's integrated Human-Centric Security platform, mitigating the four key areas of people-based risks.



## Apply Industry-Leading Threat Intelligence

Our rich real-world threat intelligence powers Proofpoint Security Awareness Enterprise. We gather this intel from more than 3 billion customer emails analyzed daily and use it to help you build an effective program. With our help, you can:

- Conduct sophisticated phishing campaigns that mimic real-world attacks
- Uncover your riskiest people and train them on threats that target them
- Track real-world behavior change such as reporting rate and accuracy
- Get timely insights about attack trends in weekly alerts and monthly spotlights

## Assess Your User Vulnerability

Assessing the current state of your program is an essential first step. You must determine what your employees know about security. And you must understand what they might do when faced with threats and what their beliefs are about security. Proofpoint Security Awareness Enterprise can identify your most vulnerable and attacked people. This allows you to focus on who needs more help so you can tailor an impactful program to their knowledge gaps and risky behavior. Our solution lets you:

- Use adaptive learning assessments to accurately identify knowledge gaps, and short culture assessments to uncover people’s security beliefs
- Incorporate real-life threats such as malicious QR codes, links or attachments into phishing simulations to test how people might behave in an attack
- Apply machine learning and the NIST Phish Scale to assign the right difficulty of Leveled Phishing simulations and to continuously target user performance
- Analyze people’s vulnerability to attacks with reporting that identifies your Very Attacked People™ (VAPs) and top clickers
- Get even more insights into your riskiest users such as attack index and business privileges (with Proofpoint Threat Protection)

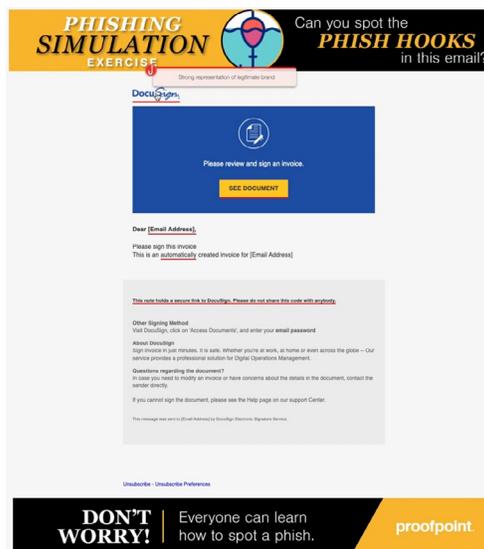
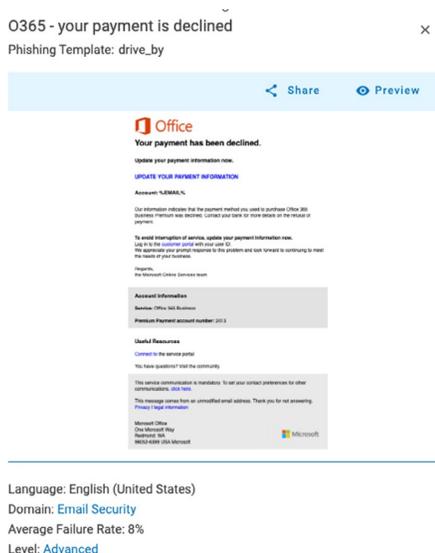


Figure 2: Machine learning and NIST-based difficulty cues help choose the right phishing simulations.

## Change Your Users' Behavior

Once you have a baseline of what users know, do and believe about security, you can start to change their unsafe behavior. Proofpoint Security Awareness Enterprise provides tailored education and positive reinforcement that target people's vulnerabilities and knowledge gaps. We take an adaptive learning approach to provide a personalized, progressive learning experience that maximizes people's limited time and increases the impact of training. With Proofpoint Security Awareness Enterprise, you can:

- Build engaging content that is tailored to individual factors such as a person's role, industry, skill level and preferred style and language.
- Deliver ongoing training with specific learning objectives in short bites—for example, microlearning modules in under three minutes or nanolearning in one minute.
- Run phishing simulations built from real-world phishing examples to provide practical hands-on experience with, for example, QR code scams and brand impersonation
- Provide timely contextual feedback such as Phish Hooks that explain fake phishing tests and Email Warning Tags that signal potentially malicious emails
- Motivate people with relevant threat trends with weekly Threat Alerts and monthly Attack Spotlights

## Evaluate the Program's Impact

Knowing the impact that security education has on your organization's risk profile is important. Proofpoint provides behavioral metrics that clearly show security outcomes. For example, your customers might see a decrease of 40% in clicks on real-world threats over six months. Armed with these kinds of metrics, you can better communicate people risk as well as showcase the program's success to the CISO. Proofpoint Security Awareness Enterprise allows you to:

- Track behavioral metrics with our powerful CISO Dashboard for both real-world threats and simulated phishing tests
- Provide actionable insights into behavior change over time, such as click rate, reporting rate and reporting accuracy
- Manage targeted training and escalation plans with real-time reporting metrics, such as Repeat Behavior simulation failures.
- Benchmark key metrics against industry peers so you can share program impact with executives and stakeholders

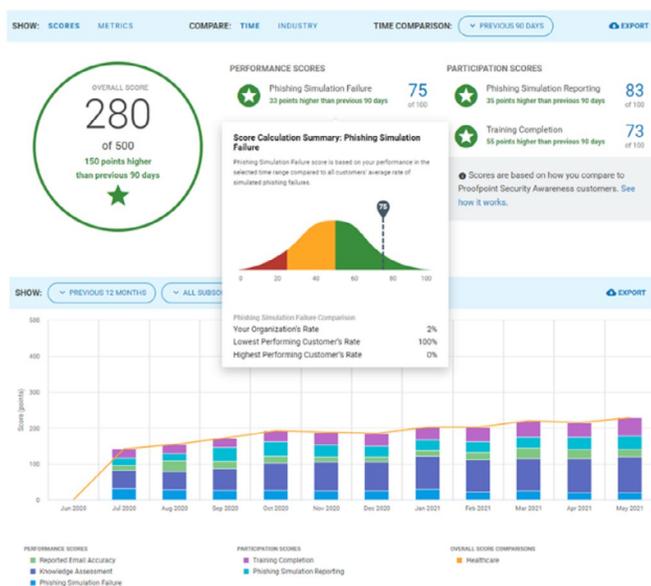


Figure 3: Program performance tracking in CISO Dashboard Score Summary.

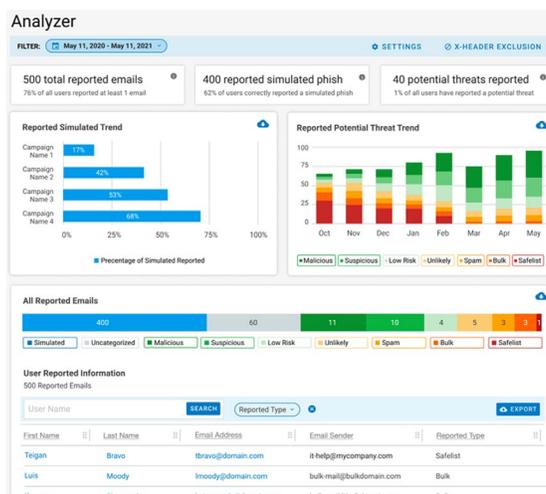


Figure 4: Behavior reporting for both phishing tests and real-world emails.

## Expand and Scale Your Program

Proofpoint Security Awareness Enterprise gives you the power of automation and scalability. It enhances administrative work with streamlined workflows and automated processes, which adds more control and flexibility to your operation. It also supports scaling across a global or distributed footprint. Proofpoint Security Awareness Enterprise allows you to:

- Save time with automatic investigation of user-reported emails (and automatic remediation with Proofpoint Threat Protection)
- Engage a global audience with support for more than 40 languages, and Customization Services to brand your program.
- Streamline multistream program with Multitenant Administration that allows company-level oversight and localized admin privileges
- Add efficiency with auto-enrollment such as Adaptive Assignments that match employees to training when they fit predefined group criteria

- Reinforce positive behavior by customizing feedback to users who report suspicious email (with Proofpoint Threat Protection)

## Optimize and Evolve Your Program

Safeguarding your business means addressing human-centric risks head-on. Our Premium Services for Security Awareness can help you clarify your strategy, accelerate your delivery and fortify your defenses against evolving cyberthreats. Proofpoint Security Awareness Enterprise helps you:

- Blend human risk best practices with Proofpoint threat intelligence to evolve your security culture and minimize human risk across your business
- Collaborate with our credentialed experts to execute a strategy and program that aligns seamlessly with your company's goals and objectives
- Identify and implement risk-reducing behaviors and education, making security an integrated function of your organization's culture and operations

### LEARN MORE

For more information, visit [proofpoint.com](https://www.proofpoint.com).

#### ABOUT PROOFPOINT

Proofpoint, Inc. 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 75 percent of the Fortune 100, 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](https://www.proofpoint.com).

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