

# Proofpoint Essentials— Threat Protection

## Features and Benefits

- Email
  - Reduce risk with multilayered email protection and advanced link and attachment sandboxing
  - Protect data with email DLP and encryption
  - Monitor and protect social media accounts
  - Enable business continuity with 24/7 Emergency Inbox
  - Improve email storage management and productivity with cloud-based email archive
- Security Awareness
  - Assess risk with simulated phishing attacks
  - Access training modules designed specifically for SMBs
  - Track results and progress with dynamic reporting
  - Create customizable email notifications

Proofpoint Essentials—Threat Protection is a cost-effective and easy-to-manage security bundle designed for small to medium-size businesses (SMBs). It features email security to prevent threats from getting into user inboxes. It also features email data loss prevention (DLP) and encryption to protect your data. And it includes security awareness to help your users build better security habits.

Enterprise-class threat detection and intelligence powers Proofpoint Essentials Threat Protection. It couples two powerful Proofpoint products to secure your organization against threats that target both your systems and your people.

The first component is Proofpoint Essentials Email Security. This provides your organization with email security and data protection. It defends against threats like phishing, ransomware and email fraud. And its intuitive and modern interface gives administrators an efficient way to:

- Understand threats that target their organization
- Manage inbound security policies
- Monitor user awareness and response to threats

The second component is Proofpoint Essentials Security Awareness. This provides threat simulations and awareness training to deliver the right education to the right people for the right response. This approach helps turn your people into a strong last line of defense for your organization.

## Multilayered Email Protection

Proofpoint Essentials Email Security offers enterprise-class security and visibility against viruses, spam and phishing. It defends against both malware-based and malware-free email threats. Sophisticated multilayered engines scan all of your emails quickly. They then accurately capture and block all known viruses. For stronger protection, its heuristics scanning discovers unknown email threats and protects you against them in real time.

Administrators get a modern user experience so they can understand the threat landscape. They can also see detailed breakdowns of specific types of threats and frequencies of attacks.

### Advanced threat protection

Most attacks target people. They often get users to click on a link or open an attachment in an email. Proofpoint Essentials uses the advanced power of Targeted Attack Protection, our industry-leading email analysis solution, to adapt to new attack patterns and protect your people.

### URL Defense

URL Defense provides you with our most advanced protection against URL-based email threats, including the latest malware and credential phishing tactics. It offers unique predictive analysis that runs continuously in the background to automatically identify and sandbox suspicious URLs based on email traffic patterns. It also performs real-time sandboxing during every URL click. And it transparently rewrites all URLs that reach inboxes, which protects users on any device of network.

### Attachment Defense

Attachment Defense delivers protection against known and unknown threats delivered through attachments via reputation and sandboxing analysis. This includes threats hidden in a large range of file types, attachments with embedded URLs and password-protected attachments.

### Data loss prevention and content filtering

Proofpoint Essentials Email Security helps you stay compliant. It has a policy-driven DLP filter. This filter automatically identifies and secures outgoing sensitive data using built-in term dictionaries and smart identifiers. Sensitive data can include personally identifiable information (PII), personal health information (PHI), financial information and GDPR terms. You just send email. We'll do the rest.

### One-Click Message Pull

One-Click Message Pull reduces time spent on management and remediation by allowing administrators to identify emails using email log data, and pull them directly out of the user's mailbox. This includes mail that may contain potential security threats or policy violations.

### Real-Time User Engagement

With Email Warning Tags, you can reduce the risk of potential compromise and enable users to make more informed, in-the-moment decisions on the emails that fall into the gray area between clean and malicious. Email Warning Tags offer short descriptions of the risks associated with a particular email. They also convey the level of that risk through different colors, which are easily consumable for users. Users can simply click a button to quickly block senders through the warning tags, even on mobile devices.

### Automated email encryption

Our automatic email encryption feature mitigates the impact of data loss. Losing confidential or customer data can lead to fines, negative publicity and loss of customer trust. So securing emails that contain sensitive data is one of your top priorities.

### Business continuity

You rely on email to run your business. How could you operate without it? You might be able to manage for a few minutes, but what about for a few hours? Or for a few days?

Proofpoint Essentials Email Security includes the following features to keep your business going when disaster strikes:

- **Email Spooling.** When your email server crashes or the network has a connection problem, Proofpoint Essentials automatically spools incoming traffic to a backup server.
- **Emergency Inbox.** When the connection to your email server is restored, Emergency Inbox unspools the traffic back to the email server from the backup server.
- **Instant Replay.** This allows users to resend any email filtered by Proofpoint Essentials up to 30 days old.

### Social media account protection

Proofpoint Essentials Email Security can reduce your risk as you grow your business through social media. It helps you with account protection and compliance for up to three branded social media accounts. You can choose from Facebook, Twitter, YouTube and Google Currents (Google+). We help you monitor each account to prevent account hacking. And we guard against spam and malware being posted on your channels.

## Cloud-based email archive

Proofpoint Essentials Email Archive helps protect you from legal liability and regulatory risks. It stores all of your email messages in a centralized archive. Administrators and users can access the archive from a browser and Microsoft Outlook or Outlook Web Access (OWA) client. Users can search through and read their full email history. They can also retrieve emails they sent in the past and forward them. Essentials Email Archive has unlimited storage. It also features a retention policy and legal hold of up to 10 years.

## Security Awareness

Proofpoint Essentials Email Security includes Phishing Simulation. This helps you gauge your risk to phishing attacks. It has thousands of phishing templates across 13 categories. And we add more every week.

With these templates, you can evaluate users on threats such as:

- Malicious attachments
- Embedded links
- Requests for personal data

Our dynamic threat simulation phishing templates are drawn from Proofpoint threat intelligence. Other templates reflect customer requests and seasonal topics.

You can also automatically assign interactive training to anyone who falls for a simulated phishing attack. And just-in-time training teaches these users about the purpose of the exercise and the dangers of real-world attacks. They also learn how to avoid these kinds of traps in the future.

### Engaging, actionable content

We constantly update and grow our Security Awareness content library. The content covers a broad range of risks. It has consistent messaging for global organizations. And it includes interactive and game-based training modules in more than 40 languages.

Our awareness training is based on proven learning science principles. The modules are available on demand. They are also mobile-responsive. Your users can take the training anytime, anywhere and on any connected device. Each module requires an average of 5 to 15 minutes to complete. This setup serves to maximize convenience and minimize disruption to work. All of the interactive modules are also compliant with US Section 508. And they adhere to Web Content Accessibility Guidelines (WCAG) 2.0.

### Analyze results with full-featured reporting

Proofpoint Essentials Security Awareness offers responsive, easy-to-read reporting within a modern UI. Its reporting provides both low- and high-level visibility into your employees' interactions with:

- Assessments
- Simulated attacks
- Training assignments

It provides more than just completion data, so you can evaluate progress. You can also download and export data to:

- Share business intelligence with other stakeholders
- Perform more detailed analysis
- Evaluate metrics alongside other security events

### Continuous training

Research suggests that once-a-year classroom training is not effective against cyber attacks. You need an ongoing cycle that continually:

- Assesses
- Educates
- Reinforces
- Measures

Proofpoint Essentials Security Awareness does not have a "one and done" approach. Our unique training is continuous. And it takes a cyclical approach that teaches users about best practices. It shows how to employ these best practices when facing security threats. And it gives you the flexibility to evolve your program, identify areas of susceptibility and deliver targeted training when and where it's most needed.

## Proofpoint Essentials Threat Protection Bundles

	ESSENTIALS—THREAT PROTECTION	ESSENTIALS—THREAT PROTECTION PRO
<b>EMAIL SECURITY</b>		
Antivirus	✓	✓
Spam Filtering	✓	✓
Content Filtering	✓	✓
Outbound Filtering	✓	✓
Impostor Email Protection	✓	✓
One-Click Message Pull	✓	✓
URL Defense	✓	✓
Predictive URL Defense	✓	✓
Attachment Defense	✓	✓
Advanced BEC Defense	✓	✓
Email Warning Tags	✓	✓
Email Data Loss Prevention	✓	✓
Email Encryption	✓	✓
Social Media Account Protection	✓	✓
Reporting	✓	✓
<b>CONTINUITY</b>		
Emergency Inbox (Days)	30	30
Email Spooling (Days)	30	30
Instant Replay (Days)	30	30
<b>SECURITY AWARENESS</b>		
Phishing Simulation	✓	✓
No. of Training Modules	45	45
Reporting	✓	✓
<b>ARCHIVE</b>		
Tamper Proof and Offsite	-	✓
Search and E-Discovery	-	✓
Unlimited Storage	-	✓

### 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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