



## COMMERCIAL 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 like messaging platforms, collaboration tools, cloud apps, and file-sharing services. In addition, they also use a variety of techniques spanning social engineering, malicious links, impersonation, and compromised accounts to bypass traditional defenses as part of their multistage attacks. This growing complexity has led to 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 stop multichannel, multistage attacks while building strong human resilience. It combines a wide range of security protections to help organizations maximize threat prevention with capabilities such as:

- ✔ **Accurate threat detection:** Prevents the widest variety of threats with 99.99% detection accuracy
- ✔ **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 benefits

- 1. Complete Risk Reduction:** Block threats delivered through various channels, strengthen user resilience, secure trusted business communications, and defend against both compromised user and supplier accounts
- 2. Streamlined Operations:** Minimize triage-worthy alerts with highly accurate threat detection efficacy, reduce labor costs and mitigate the impact through automated workflows and threat response capabilities
- 3. Consolidation:** Eliminate complexity and fragmented point solutions with pre-configured integrations, maximize licensing benefits, and gain access to comprehensive technologies at a better value from a strategic partner

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.**

## Commercial Prime Threat Protection



## What to expect during onboarding

Our Professional Services team partners with you to design and guide each step of the implementation to ensure a smooth experience. With our proven approach, you can begin realizing value from Prime immediately and fully deploy the solution in **weeks, not months.**



**Fast, Guided Integration:** Accelerated deployment with clear documentation, SDKs, and templates—all supported by our consultants



**Tailored Rollout:** Phased implementation aligned to your organization's priorities, maturity, and technical environment.



**Proven Best Practices:** Expert-led, prescriptive onboarding to ensure a confident handoff; empower you to successfully manage your Prime solution post-deployment

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 85% 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](http://www.proofpoint.com)

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