

SOLUTION BRIEF

Proofpoint Advisory & Applied Services

Optimize Proofpoint solutions, accelerate value, and evolve your security programs



Key highlights

- Integrate people, process, and technology for short- and long-term optimization
- Ensure ongoing access to security experts who understand Proofpoint solutions best
- Strengthen your security programs, align with best practices, and stay ahead of threats
- Provide tailored service tiers you can choose from to meet your needs and goals

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

Strong security programs require more than just technology. To stay ahead of an evolving threat landscape, you also need access to world-class expertise.

Proofpoint Advisory and Applied Services give you ongoing access to experienced, skilled security professionals who become your strategic partners in value realization. Whether you need expert guidance and advice for your teams or hands-on operation and optimization of Proofpoint solutions, our services help you follow best practices, adapt to changing priorities, and achieve your objectives.

With Advisory and Applied Services, you benefit from the skills and knowledge of a team of Proofpoint specialists and power users of our technology. Our service approach is expert led, AI enabled, and outcome driven. And our services innovation is just as strong as our technology innovation. You choose the level of engagement you want — and we bring the expertise.

Advance your strategic objectives

Security requires more than tools. People and processes make technology stronger. Our goal is to be your most trusted security partner and a resource for developing and refining your threat protection and data security programs.

We've helped customers of all sizes and all operating models evolve their security programs. Advisory and Applied Services deliver key benefits:

Get expertise where you need it.

Our experts are here to fill key knowledge, skill, and resource gaps. We can help you apply threat intelligence, mature your data security initiatives and stay ahead of regulatory changes.

Ensure consistency and predictability

Hiring, training, and retaining security staff can be costly and time-consuming. What's more, talent gaps can significantly impact how well your key initiatives get executed and whether they evolve.

With Proofpoint Advisory and Applied Services, you get reliable expertise and continuity for your threat protection and data security programs — with no surprise costs.

Reduce burden and free up internal resources for core tasks

Would your security team say no to having more bandwidth? Would any security team? Leverage our Applied Services to operate and optimize your Proofpoint solutions, giving your staff more freedom to focus on strategic priorities.



59%

of organizations have critical or significant skills needs

Source: 2025 ISC2
Cybersecurity Workforce Study

Proofpoint Advisory Services

With Advisory Services, our experts guide and your security teams drive. You get access to expert advice your staff can apply in optimizing your Proofpoint solutions and related security programs.

We are your go-to resource for problem solving, proactive insights, future-ready strategy, and industry-leading threat intelligence. Our teams get to know your organization and its objectives, and they deliver outcome-driven recommendations that matter for your environment.

All Advisory Services are available in multiple tiers, providing flexibility and options that best fit your needs. As part of our portfolio, we offer technical account management, scheduled consultations and tailored threat intelligence — and packages that combine all three.

Ongoing technical account management

Proofpoint **Technical Account Managers (TAMs)** act as a bridge between your organization and ours. They take a proactive approach and provide their expertise in three key Proofpoint solution areas: threat protection, data security, and digital communications governance.

Your TAM will help you optimize, integrate, and maintain your Proofpoint deployment. They will get to know your organization and provide strategic insights to help improve your environment. They'll keep you informed of new Proofpoint features and updates, as well as serve as a technical advocate that manages and monitors your interactions with the Proofpoint technical support team. Your TAM will even escalate issues and feature requests on your behalf.

Scheduled consultation hours

Proofpoint **Recurring Consultative Services (RCS)** are for customers who want to reserve some time every month to collaborate with our experts. Our team of security professionals can help you navigate a number of success paths across the Proofpoint platform.

They bring deep product knowledge and extensive experience helping organizations strengthen their security posture, optimize platform performance, and accelerate operational maturity through recurring strategic and technical engagements.

Guidance from Proofpoint threat analysts

Proofpoint **Threat Intelligence Services** ensure you have access to world-class threat analysis that helps you mitigate risk and make better decisions, faster. Multiple teams can benefit from our contextualized intelligence and advanced insights, including security operations center (SOC) teams and security awareness training staff.

You gain access to our threat portal and API, daily global threat digests, high-confidence indicators of compromise (IOCs), and the ability to feed that data into your SIEM or TIP. And with our tiered service model, you can gain even more access to our experienced threat researchers via live briefings and tactical analysis.

Proofpoint Applied Services

When you choose our Applied Services, we seamlessly take over operation and optimization of critical Proofpoint solutions. You gain a high-touch strategic partnership with a team of Proofpoint specialists who are a force multiplier for your organization.

And our Applied Services aren't just people pushing buttons on your behalf. They are proactive, experienced power users of the technology they manage for you. And they leverage proprietary, AI-driven and agentic tools that allow them to execute with speed and precision.

Strategic enhancement to Proofpoint Core Email Protection

Proofpoint's multilayered threat defense blocks 99.99% of email threats. But blocking is just the start. Threat actors are constantly evolving their tactics to evade your defenses — and being slow to adapt can leave your systems vulnerable to emerging threats.

Applied Services for Core Threat

Protection can help you enrich and evolve your threat protection program. Your program strategy manager and our team:

- Leverage Proofpoint data and intelligence to identify emerging threats and proactively fortify your defenses
- Manage your Proofpoint Core Email Protection deployment and fine-tune systems for optimum performance
- Track and document key metrics to help you demonstrate and articulate value to your stakeholders

Our tiered service model allows you to choose from 9×5 or 24×7 support for your Proofpoint Core Email Protection solution, ensuring ongoing security coverage. And with our 24×7 Premium tier, you gain Proactive Incident Response for critical events within your Proofpoint environment and key third-party integrations.

Tech-enabled data security services

Even with leading-edge technology, data security is a complex pursuit. If you don't have access to layered, specialized expertise — and the ability to tailor your processes to your objectives — you cannot respond with speed and precision.

Applied Services for Data Security

ensures you have ongoing access to the right expertise. Our team uses our proprietary NIST-based framework and Proofpoint Aperture platform to guide, mature and evolve your information protection program. We specialize in:

- Data loss prevention (DLP) and insider threat strategy and execution
- AI-driven security analysis and risk management
- Policy development and tuning
- Actionable insights for faster security improvements

Our program strategy managers guide data security services specialists in delivering hands-on system management and program guidance for key Proofpoint data security solutions, including:

- Data Security for AI
- Email DLP, Endpoint DLP, and Cloud DLP
- Insider Threat Management (ITM)
- Data Security Posture Management (DSPM)
- Adaptive Email DLP (AEDLP)

We can also provide Applied Services for select Microsoft and Broadcom/ Symantec DLP and CASB products.

Human resilience and security awareness

Your employees are a critical line of defense. Building strong awareness takes time and attention — and failing to align to best practices and relevant threats can decrease engagement and increase risk.



Applied Services for ZenGuide deliver expertise and action for your security awareness program. We specialize in helping organizations move beyond compliance-driven training and focus on building strong security cultures. Our team:

- Leverages threat intelligence to guide and execute a program tailored to your goals
- Helps you focus on changing behaviors, not “checking a box”
- Uses proven best practices and processes to reduce risk and evolve your program
- Guides and manages your ZenGuide simulations (email, SMS/text, and QR code-based attacks) and assessments
- Identifies and assigns relevant training content in the ZenGuide content library
- Supports customization of simulations, teachable moments, and training modules

Multiple tiers are available so you can secure the ZenGuide service that’s right for you.

Additional Applied Services

Applied Services for Abuse Mailbox Management

Manual reviews of unclassified user-reported emails are time-consuming and tedious. But they are very necessary to limit your exposure to potential threats.

Our experts provide timely and secure investigation and analysis, 24x7, ensuring quick, accurate disposition of user-reported emails that require manual review. They also review and tune your Proofpoint Closed Loop Email Analysis and Response (CLEAR) and threat response solutions. And they help you define response playbooks and implement user feedback.

Applied Services for Secure Email Relay

Application mail is vital to your business. But effective security requires expertise, care, and feeding. Our team can expedite and maximize the initial impact of Proofpoint Secure Email Relay (SER) and support ongoing optimization. We’ll help you identify, enable and maintain applicable traffic flows and layer in ongoing deliverability and SER project management services.

Takedown

Malicious sites that impersonate your brand undermine trust, mislead customers, and expose your organization to financial and reputation damage. But navigating the takedown process can be time-consuming and confusing.

Our two-part Takedown service provides rapid and effective protection. You submit a malicious site; our team handles the entire takedown process. Our processes minimize your vulnerability window and strictly adhere to industry regulations for abuse reporting.

Leverage our expertise to accelerate and evolve

Proofpoint solutions provide cutting-edge threat protection, data security, and AI security. Strong programs requires skilled people and refined processes, too. With our Advisory and Applied Services, you gain access to the expertise you need to optimize, adapt and stay ahead of threats in an ever changing security landscape.

To learn more about our services, contact your Proofpoint account manager or email us at PremiumServices@proofpoint.com.



About Proofpoint, Inc. Proofpoint, Inc. is a global leader in human- and agent-centric cybersecurity, securing how people, data and AI agents connect across email, cloud and collaboration tools. Proofpoint is a trusted partner to over 80 of the Fortune 100, over 10,000 large enterprises, and millions of smaller organizations in stopping threats, preventing data loss, and building resilience across people and AI workflows. Proofpoint’s collaboration and data security platform helps organizations of all sizes protect and empower their people while embracing AI securely and confidently. Learn more at www.proofpoint.com.

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