

SOLUTION BRIEF

Threat Protection for Commercial Organizations

Protecting organizations with 2,500 mailboxes or fewer from today's human-centric threats

Key benefits

- Detect and block the widest variety of email threats faster
- Stop emerging threats more accurately with continuous AI and threat intelligence
- Gain insights on your human and threat risks
- Empower your people and drive behavior change
- Identify and remediate compromised email and cloud accounts
- Protect your brand with email authentication

Email is the primary threat vector for cybersecurity threats. And these days, there are many malware, phishing and social-engineering schemes that target your people. According to the 2024 *Verizon Data Breach Investigations Report*, 68% of all data breaches have a human element.¹ Proofpoint Threat Protection provides a human-centric approach to security that protects your people from today's modern threats.

Cybercrime is a growth business

Statista estimates that the annual cost of cybercrime worldwide will hit \$15.63 trillion by 2029.² Bad actors seek to steal valuable personal and corporate information, commit identity theft, and launch attacks to commit financial fraud through email. And because email is a cornerstone of modern business, it's the biggest threat vector for your employees.

Phishing, business email compromise (BEC), supplier fraud, and malware such as ransomware all begin with email. That's why protecting workers from these modern threats is daunting, even for the most sophisticated organizations. But Proofpoint can help.

Stop more threats with human-centric security

Proofpoint detects the widest range of modern cyber threats with 99.99% detection accuracy. Proofpoint Nexus continuously analyzes email-borne threats by combining threat intelligence, machine learning, behavioral AI and semantic analysis by large language models (LLMs) to effectively identify and mitigate attacks.

1. Verizon. *Data Breach Investigations Report*. 2024.

2. Statista. "Estimated Cost of Cybercrime Worldwide, 2018-2029." July 2024.



85%

of the Fortune 100 trust Proofpoint to protect their people from threats.

Source: Proofpoint, 2024

With fewer threats to investigate, Proofpoint helps your organization streamline its remediation efforts and reduce incident response times. We ease the workloads on your security and IT teams by automating the removal of malicious emails post-delivery. This includes messages that your employees report with our user-friendly built-in reporting tools. With automatic, personalized security trainings, Proofpoint encourages further positive changes in user behavior. Administrators can check employee's knowledge and measure program success with real-world phishing simulations that are curated by Proofpoint's global threat research team.

Attacks on people often focus on impersonation and account takeover (ATO). For compromised email and cloud accounts, Proofpoint accelerates ATO threat response with AI-based detections and automatic remediation steps. We protect your company's brand from impersonation abuse by simplifying your journey to email authentication. Combined with expert DMARC guidance and hosting services, Proofpoint dynamically identifies lookalike domains that send email pretending to be from your business. These tools

deliver a seamless user experience while comprehensively securing your employees. However, email isn't the only access point that needs defense.

Proofpoint extends phishing protection beyond email by also defending against malicious URLs that are delivered through any messaging, collaboration or social media application. It provides real-time URL reputation inspection and analysis. It also blocks malicious URLs at time of click. In this way, Proofpoint protects your users from advanced phishing attacks anywhere, at any time.

Proofpoint Threat Protection is a holistic solution that helps to better protect your people and business. It reduces your threat risk, while creating positive operational outcomes for your security and IT teams. With flexible options for secure email gateway (SEG) and API-based Microsoft 365 deployments, you can choose the method that best suits your organization. Whether you need a quick "set it and forget it" solution or more comprehensive protection, Proofpoint can meet your needs. And as your business grows, Threat Protection scales with you to fend off the rising tide of cyberthreats.

Commercial Threat Protection packages, use cases and descriptions

Available for customers with fewer than 2,500 mailboxes.

PACKAGE	USE CASES	OVERVIEW
Core Email Protection	<p>Best for organizations who want to:</p> <ul style="list-style-type: none"> • Stop email threats such as phishing, BEC, malware, ransomware, malicious QR codes and URLs, and more • Reduce spam, graymail and other unwanted messages • Improve efficiency with automated abuse mailbox management • Better understand how their people are being attacked 	<p>Core Email Protection is a complete, AI-driven solution that stops 99.99% of threats. It reduces risk and unburdens your security team with accurate detections and automated remediation workflows. Available as a secure email gateway (SEG) or API-based solution for Microsoft 365, Core Email Protection is flexible to meet the security requirements of any organization.</p>
Advanced Threat Protection	<p>Best for organizations who want to:</p> <ul style="list-style-type: none"> • Uplevel their threat protection • Change unsafe user behaviors and create a culture of security awareness • Secure identities with account takeover defense and remediation • Protect employees from phishing threats across messaging and collaboration applications 	<p>Build on your Core Email Protection foundation by changing unsafe user behavior and securing additional communication channels and digital identities. Teach users to recognize and resist threats by using integrated phishing simulations, cultural and knowledge assessments, and thousands of security training modules in more than 40 languages. Extend phishing protection against malicious URLs that are delivered via any messaging, collaboration or social media application. And detect compromised accounts and remediate them by blocking attacker access.</p> <p><small>*Includes Core Email Protection</small></p>
Commercial Prime Threat Protection	<p>Best for organizations who want to:</p> <ul style="list-style-type: none"> • Take advantage of the most comprehensive protection available • Defend against brand abuse and impersonation threats via email • Ensure message delivery with email authentication (DMARC) • Simplify execution of complex DMARC protocols with expert guidance 	<p>Defend your company's brand from impersonation threats and domain spoofing by implementing email authentication protocols such as SPF, DKIM and DMARC. Simplify your DMARC journey with the help of Proofpoint consultants that guide you through each step of the process. Get additional visibility of lookalike domains and email messages that are sent using your domain, including by third-party senders.</p> <p>Protect your people with defense in depth. This comprehensive package contains all the controls that you need to protect your people from the threats that target them. Competing solutions require multiple add-on purchases (such as mailbox automation, security awareness and productivity tools) to replicate Proofpoint Commercial Prime.</p> <p><small>*Includes Core Email Protection and Advanced Threat Protection</small></p>

Comparison of Commercial Threat Protection packages

	CAPABILITIES	CORE EMAIL PROTECTION	ADVANCED THREAT PROTECTION	COMMERCIAL PRIME THREAT PROTECTION
Additional details	On-premises, hybrid or cloud hosting	✓	✓	✓
	Flexible deployment options	Secure Email Gateway or API	Secure Email Gateway or API	Secure Email Gateway or API
Business email compromise	Proofpoint Nexus LM for behavioral AI	✓	✓	✓
	Proofpoint Nexus RG for relationship graphing	✓	✓	✓
Phishing, ransomware, malware	Proofpoint Nexus TI for threat intelligence and reputation	✓	✓	✓
	Proofpoint Nexus LM for behavioral AI	✓	✓	✓
	URL rewriting and sandboxing	✓	✓	✓
	Attachment sandboxing	✓	✓	✓
	Isolation of rewritten email clicks	For Very Attacked People (VAPs)	For Very Attacked People (VAPs)	For Very Attacked People (VAPs)
	Email warning banners	✓	✓	✓
Email reporting and remediation	Automated mSOAR	✓	✓	✓
	Automated abuse mailbox	✓	✓	✓
	User email reporting	✓	✓	✓
Threat and user dashboards	Threat insights, Including VAPs	✓	✓	✓
	Human risk dashboard	✓	✓	✓
Email hygiene and configuration	Antispam, antivirus, graymail	✓	✓	✓
	Executive/VIP features	✓	✓	✓
	Customized policies	✓	✓	✓
Phishing protection for messaging and collaboration apps	Block malicious URLs in real time		✓	✓
	Multi-channel phishing threat visibility		✓	✓
Security awareness	Automated risk-based education		✓	✓
	Threat-driven content		✓	✓
	Real-World phishing simulations		✓	✓
Account takeover protection	High fidelity detection of compromised accounts		✓	✓
	Pre- and post-access investigation timeline		✓	✓
	Automatically expel attackers and restore account changes		✓	✓

Comparison of Commercial Threat Protection packages (continued)

	CAPABILITIES	CORE EMAIL PROTECTION	ADVANCED THREAT PROTECTION	COMMERCIAL PRIME THREAT PROTECTION
Email authentication	Email authentication to prevent domain spoofing and ensure deliverability			✓
	Guided DMARC Implementation and additional hosting services			✓
	Lookalike domain discovery for you and your trusted partners			✓
	Risk scoring for automatically identified vendors or suppliers			✓



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.

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