

Proofpoint Information and Cloud Security Platform

People-centric insider-risk, data security and threat protection for the hybrid cloud

Products

- Cloud App Security Broker
- Email Data Loss Prevention
- Endpoint Data Loss Prevention
- Insider Threat Management
- Intelligent Classification and Protection
- Web Security with Browser Isolation

Key Benefits

- Cloud-native platform with unified administration and response capabilities
- People-centric visibility and controls across email, cloud, web and endpoint
- World-class threat, content and behavior detection combined with sophisticated analytics
- Common data detectors, AI-powered classification and content scanning across email, cloud apps, web and endpoint

Today's workforce works from anywhere. Employees now use their personal devices and unmanaged apps for work. Critical infrastructure and data increasingly reside in the public cloud. Data is lifeblood of organizations as people collaborate to drive the next evolution of growth. With careless users and insiders and cyber attackers targeting people now more than ever—the stakes to protect data are higher than before. In this changing environment, you must take a people-centric approach to protect data, investigate insiders and block cloud threats.

The Proofpoint Information and Cloud Security platform fills this bill. The platform combines many of our products to defend data, investigate insider-risk and block cloud threats. It offers world-class threat, content and behavior detection. The platform also delivers people-centric visibility and access controls for web, cloud and private and public apps. It features a unified administration and response console. And it offers sophisticated analytics to simplify operations and shorten response times.

The Proofpoint Information and Cloud Security platform is powerful and cloud-native. Our platform is also global but it can store data locally. This means you can meet region-specific data-compliance requirements no matter where you operate.

The platform includes the following products:

- Proofpoint Enterprise DLP
- Proofpoint Cloud App Security Broker (CASB)
- Proofpoint Email DLP and Encryption
- Proofpoint Insider Threat Management (ITM) with Endpoint DLP
- Proofpoint Intelligent Classification and Protection
- Proofpoint Web Security with Browser Isolation

Protect Sensitive Data and Manage Insider Risk Across Key Channels

Proofpoint discovers sensitive data in the cloud and prevents data loss. It works across email, cloud apps, web and endpoint. With our common data detectors, classification and tagging framework, you can set up consistent policies across the enterprise. We combine content, behavior and threat telemetry from these channels. This helps you see if the user who triggered the DLP alert is compromised, malicious or negligent. We also unite DLP alert management across these channels. This lets you better prioritize warnings and respond faster to them.

Insider risk and data loss at the endpoint are integrated. With our platform, your security teams can prioritize high-risk users, detect insider risks and respond quicker to the threats. We provide granular and real-time visibility into user activity. And we unite data loss and insider-risk alerts across data-loss channels. This helps you quickly answer the who, what, where, when and why behind each event and alert.

Stop Threats and Enable Risk-Adaptive Controls to Cloud and Web Apps

Proofpoint is global and cloud-native. It unifies people-centric threat protection and data security with risk-adaptive people-centric controls. It secures cloud services and web apps by combining:

- **Granular controls.** These include step-up authentication and read-only access via browser isolation.
- **Rich, cross-vector threat intelligence** on user risk.
- **Advanced threat protection.** It detects and remediates compromised accounts and malicious OAuth apps. The protection also defends against ransomware and other zero-day malware and phishing sites. And it includes user and entity behavior analytics (UEBA) to detect risky changes.
- **Inline and real-time DLP.** These prevent unauthorized access to sensitive data in the cloud and ensure compliance.
- **Visibility** into shadow IT, cloud app governance for SaaS and third-party OAuth apps and cloud security posture management for infrastructure as a service (IaaS) services.
- **Multimode architecture** for visibility and adaptive controls.

Our platform lets you enforce stricter controls for high-risk users. These users can be highly targeted or vulnerable. They can also be members of privileged groups, such as admins and VIPs.



Figure 1: One Console, One Agent, One Cloud-native platform, with common alert management and investigations, policy uniformity, privacy controls, reporting and analytics.

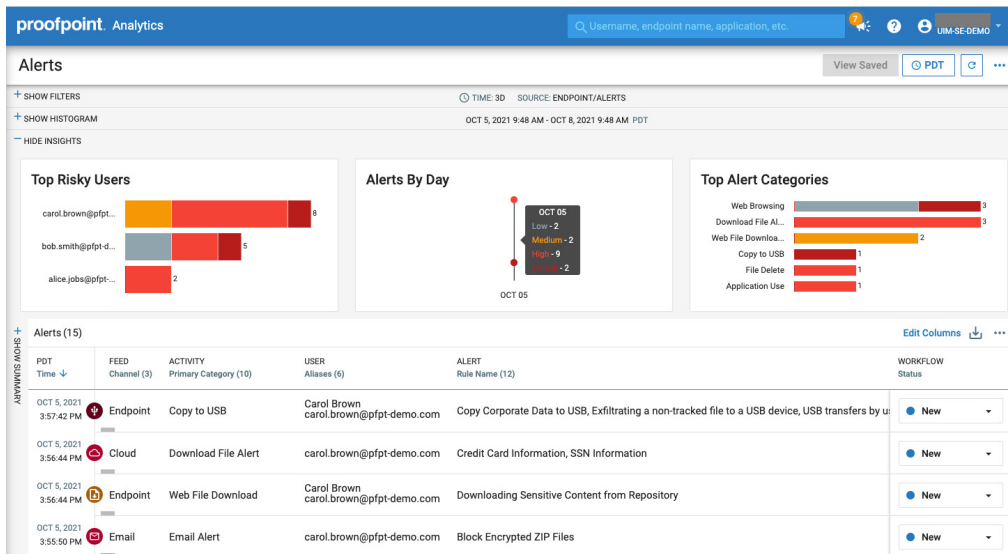


Figure 2: A unified administration and response console.

Unified Console with Sophisticated Analytics Tools

Our unified admin and response console accelerates investigations with the following advanced tools:

- Policy management
- Incident and investigative workflow
- Threat hunting and explorations
- Reporting and analytics
- Administration and data privacy controls

Policy management

The platform lets you:

- Manage all cloud and data access policies in single console
- Create sophisticated rules across multiple channels using:
 - Common data classifiers (smart IDs, dictionaries)
 - Detectors (proximity matching)
 - Detector sets (for user groups, regions, use cases, channels)
 - Sensitivity labels
 - Advanced threat intelligence and detection

Incident and investigative workflow

The platform lets you:

- Collect threat, DLP and user-behavior alerts into a unified alert manager. This gives you a holistic risk profile for the user.

- Always know the who, what, where, when and why behind each security event.
- Investigate user behavior to determine intent and severity of risk.
- Manage alert status cross-functionally from discovery to resolution.

Threat hunting and explorations

The platform lets you:

- Hunt proactively for new threats. These threats can include cloud account compromise, data exfiltration, data leakage, insider risks, unsanctioned use of apps and more.
- Build watch lists that organize and prioritize users by risk profile (such as executives, Very Attacked People™ (VAPs), departing users, privileged users, human resources staff, contractors) and others on HR watch lists.
- Get search functionality with powerful filters to customize out-of-the-box explorations.

Reporting and analytics

The platform lets you:

- View user and data activity across multiple channels with intuitive timeline-based views.
- Share with business partners reports of risky activities based on user intent.
- Correlate multichannel activities and alerts with data from other security tools. This is done through seamless integration with security information and event management (SIEM); security, orchestration, automation and response (SOAR); and ticketing systems.

Administration and data privacy controls

The platform lets you:

- Manage alerts and investigations cross-functionally with role-based access controls
- Address data privacy concerns with granular, attribute-based access controls
- Authenticate platform users with your organization's single sign-on (SSO) provider (such as Microsoft, Okta Identity Cloud, Google Cloud IAM and others) through OAuth

Products

The Proofpoint Information and Cloud Security Platform brings together Proofpoint CASB; Email DLP; ITM and Endpoint DLP; Web Security with Browser Isolation; and Intelligent Classification and Protection. This section describes each product.

Proofpoint CASB

Proofpoint CASB combines compromised cloud account detection, DLP, cloud and third-party apps governance with people-centric controls. It helps you secure Microsoft 365, Google Workspace, Box, Salesforce, AWS, Azure, Slack and more. Our multimode CASB supports both API and proxy-based deployment models.

Proofpoint Email DLP

Proofpoint Email DLP mitigates the risk of data breach via email. It satisfies compliance with more than 240 built-in classifiers for PCI, PII, PHI and GDPR. And it gives you out-of-the-box visibility and enforcement, which is much less complex and much less expensive compared with disparate solutions.

Proofpoint ITM and Proofpoint Endpoint DLP

Proofpoint ITM and Endpoint DLP protect you against data loss and brand damage caused by insiders. They prevent data exfiltration via USB, cloud synch folders, print and more. The products defend against authorized users who might act with malice or negligence. They give you complete visibility into

endpoint-based data interactions. And they correlate activity and data movement to protect you from insider-led data breaches and accelerate your incident responses.

Proofpoint Web Security and Browser Isolation

Proofpoint Web Security protects your workers against advanced threats when they browse the web. It defends them from sophisticated cyber threats and data loss. And it keeps them safe with people-centric policies that reduce risk. Proofpoint Web Security delivers dynamic access controls, advanced threat protection and DLP policies. It uses Proofpoint's best-in-class threat intelligence, powered by Nexus Threat Graph. Web Security is also cloud-native. And it can apply granular controls to isolate unknown, suspicious or personal use sites, such as web mail.

Proofpoint Intelligent Classification and Protection

Proofpoint Intelligent Classification and Protection is an AI-powered approach to identifying and classifying your business-critical data. It gives you actionable recommendations, auto-generates dictionaries, automates labeling and helps you accelerate your enterprise DLP program, to protect your data from the risk exposure that can be caused by careless, compromised or malicious users.

Managed Services

Proofpoint's highly skilled experts can help co-manage your data security program and reduce operational burdens across application management to policy governance to analysis. It also provides executive summaries and reporting to show your stakeholders how your security posture improves over time and how your investment is producing healthy returns.

LEARN MORE

For more information, visit 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.

©Proofpoint, Inc. Proofpoint is a trademark of Proofpoint, Inc. in the United States and other countries. All other trademarks contained herein are property of their respective owners. [Proofpoint.com](https://proofpoint.com)