proofpoint™

TARGETED ATTACK PROTECTION
PROTECT YOUR PEOPLE FROM ADVANCED THREATS IN EMAIL

Threat actors are exploiting the tools your people use to compromise your endpoints, steal your credentials, and access your data. That is why more than 90% of targeted attacks continue to reach victims through email.

Traditional cybersecurity solutions, using legacy techniques such as reputation and signatures, are no longer sufficient to identify and stop malicious email. Malware techniques have rapidly evolved, and to keep pace, so must the technology used to protect against these threats.

Proofpoint Targeted Attack Protection (TAP) helps detect, mitigate, and block advanced threats that target people through email. We detect both known and new, never-before-seen attacks that use malicious attachments and URLs to install malware on a device or trick users to share their passwords or other sensitive information. TAP is unmatched in stopping targeted attacks that use polymorphic malware, weaponized documents, and credential phishing to access sensitive information or steal money.

TAP provides the first line of defense at the email gateway. TAP has two components:

Attachment Defense: TAP can hold messages until a verdict is received after analyzing the attachment. Clean ones are delivered to the inbox and threats are quarantined.

URL Defense: Messages containing URLs that are known to be malicious are immediately quarantined. TAP rewrites all other URLs in order to track and block clicks. When users click on the rewritten URLs, TAP redirects them — based on the verdict from inspection — to either the original webpage or a customizable block page that prevents access to compromised site.

STOP THREATS BEFORE THEY REACH THE INBOX

TAP is built on the Proofpoint next-generation email security platform, which offers clear visibility into all email communications. This means that TAP has greater context to extract threat intelligence, quickly mitigate the attack surface by blocking malicious messages, and reduce your security risk.

Other advanced threat solutions on the market may examine SMTP traffic on the wire to try to detect threats over the network. This approach lacks the context to understand who is affected by the threat and lacks the ability to inspect encrypted network traffic. Therefore, these solutions have only a limited view of the email threat landscape. Likewise, since they are not in flow of email, they cannot stop zero-day threats before they get to people's inboxes.

KEY BENEFITS

- **Stop threats before they reach the inbox**

- **Detect known and unknown threats in email**

- **Respond with end-to-end insight**

- **Deploy quickly and protect everywhere**

DETECT KNOWN AND UNKNOWN THREATS USING SOPHISTICATED, ADAPTABLE TECHNIQUES

The threat landscape is constantly changing. That is why our advanced threat solutions continually adapt to detect new attack patterns. TAP inspects the entire attack chain using static and dynamic techniques. We analyze potential threats in several stages using multiple approaches to examine behavior, code, and protocol. Because prevention is critical, our solutions are designed to detect threats as early as possible in the attack chain. TAP uses unique features, such as predictive analysis to identify and sandbox suspicious URLs before users can click on them.

We recognize that attacks can vary their approaches to avoid detection. And some threats, such as credential phish, do not leave obvious traces. Our technologies are built not just to detect threats but also learn from them. We can observe the patterns, tactics, behaviors, and tools of each attack — making the next one easier to catch.

RESPOND WITH END-TO-END INSIGHT AND SUPERIOR SECURITY INTELLIGENCE

Proofpoint is the only cybersecurity company with threat intelligence spanning email, network, mobile apps, and social media. Our threat graph of community-based intelligence contains more than 600 billion data points to correlate attack

campaigns across diverse industries and geographies. Because we can attribute the majority of malicious traffic to campaigns, you can then easily discriminate between broad-spectrum attacks and threats targeted at executive leadership or other high-value employees.

We incorporate insight from Proofpoint Emerging Threats (ET) Intelligence, the timeliest and most accurate source of threat intelligence in the market. Proofpoint ET Intelligence is the gold standard for threat researchers, offering 100% verified threat intelligence beyond domains and IP addresses.

Proofpoint TAP includes a web-based graphical dashboard that provides data at organizational, threat, and user levels to help you prioritize alerts and take action. Detailed forensic information on both individual threats and campaigns is provided to you in real time.

We help answer critical questions, such as:

• What is the threat? Is it part of an attack campaign?

• Who is being targeted?

• How many messages have been blocked?

• Which users have clicked?

• How can I identify whether an endpoint has been compromised?
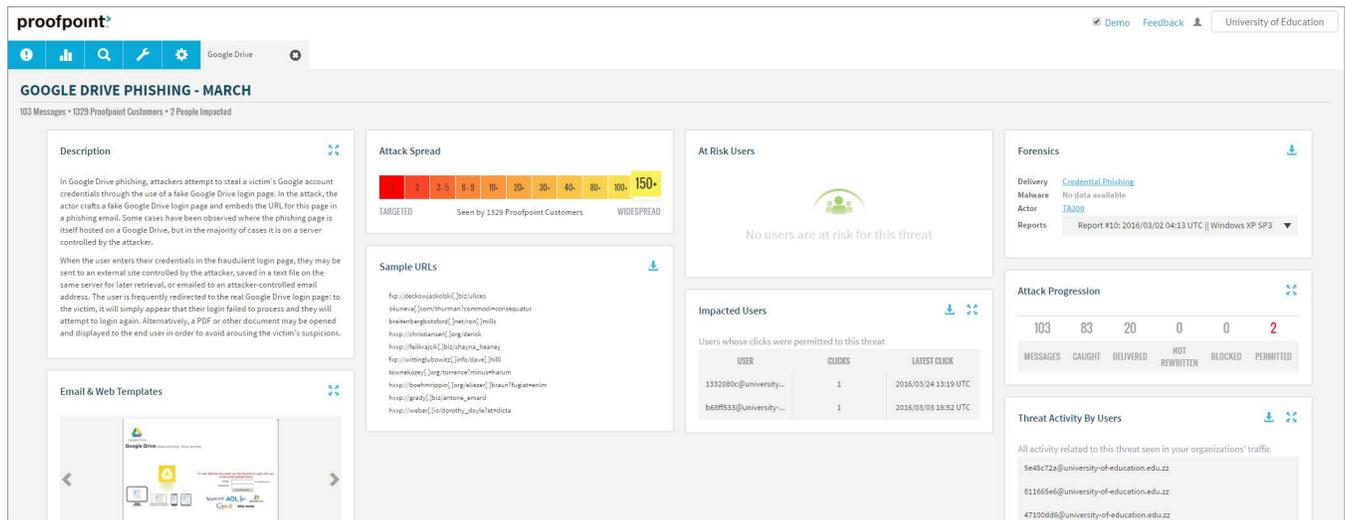
DEPLOY QUICKLY AND PROTECT EVERYWHERE TO GET IMMEDIATE VALUE

To protect your people, data, and brand, today's defenses must work where your people do, at the pace that they do. The TAP architecture enables you to deploy quickly and derive value immediately. You can protect hundreds of thousands of users in days — not weeks or months.

Our solution protects users on any network or device, regardless of where and how they check their email. Proofpoint TAP is easily configured as add-on modules to the Proofpoint email security platform, which can be deployed as a cloud service, virtual appliance, or hardware appliance. Proofpoint also uses the cloud to instantly update our software every day to quickly incorporate new features and help you stay ahead of attackers.

ABOUT PROOFPOINT
Proofpoint, Inc. (NASDAQ:PFPT), a next-generation cybersecurity company, enables organizations to protect the way their people work today from advanced threats and compliance risks. Proofpoint helps cybersecurity professionals protect their users from the advanced attacks that target them (via email, mobile apps, and social media), protect the critical information people create, and equip their teams with the right intelligence and tools to respond quickly when things go wrong. Leading organizations of all sizes, including over 50 percent of the Fortune 100, rely on Proofpoint solutions, which are built for today's mobile and social-enabled IT environments and leverage both the power of the cloud and a big-data-driven analytics platform to combat modern advanced threats.