

Control tomorrow's email risks today.

**proofpoint**>



Certainty in an

# UNCERTAIN WORLD

We are living in uncertain times. Today's enterprises navigate a competitive and confusing economy and an email environment overflowing with higher message volumes, stringent regulatory demands and soaring costs. Since email is now the most mission-critical application, you need comprehensive solutions for controlling email risks, decreasing costs and ensuring compliance with government and industry regulations to stay afloat. Proofpoint is the calm in the eye of the storm. Our best-of-breed solutions ensure secure email across

your enterprise. And industry experts confirm that our SaaS (Software-as-a-Service)-powered solutions can deliver savings of more than 70% over competing approaches<sup>1</sup>. Our flexible, cloud-based technology platform—supportive of SaaS, appliance and hybrid SaaS deployments—offers an efficient “path to SaaS,” including the

lowest implementation costs and maximum flexibility. With choice comes control. And with control comes power. Our comprehensive solutions for email security and compliance deliver all the benefits of the latest

Recent Proofpoint research found that email is the main source of data breaches. Some 43% of large U.S. companies investigated an email-based leak of confidential or proprietary information in the past year.



*Some 34% of large U.S. companies investigated an email-based violation of privacy or data protection regulations in the past year.*

<sup>1</sup>Using SaaS to Reduce the Costs of Email Security, Osterman Research, February 2009

*Proofpoint solutions ensure secure and protected email across your enterprise.*

**The spam threat also continues to loom. In a recent Proofpoint survey, more than half of IT professionals said spam continues to be a growing problem for their organizations. Enterprise email systems are increasingly faced with massive bursts in email volume, jeopardizing the availability and reliability of email.**

technology innovations, the power of cloud computing, and years of dedication to improving enterprise email—all backed by superior customer service.

#### **INBOUND THREATS ON THE RISE**

Spammers aren't just proliferating. They're also getting more aggressive, sophisticated and malicious. "Blended threats" use both Web and email attack vectors in an attempt to compromise PCs behind your network firewall, jeopardizing not only your IT infrastructure, but data about your enterprise, customers and employees. The use of new obfuscation techniques including multi-lingual, attachment-based and personalized spam, combined with high-volume distribution, means more spam, malware and dangerous

links reaching end-user inboxes. Behind these withering attacks are botnets and the organizations that run them. Today's spammers can generate tremendous volumes of spam at essentially zero cost, tapping the near-infinite computing power and network bandwidth of the compromised machines they control.

#### **PROTECT YOUR**

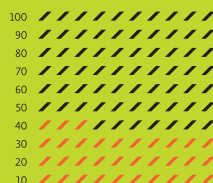
##### **CONFIDENTIAL INFORMATION**

Data loss prevention is also a growing concern. Organizations are taking proactive steps to eliminate data loss via outbound email—protecting valuable intellectual property and preventing exposure of their customers' private identity, financial and healthcare data. Many international, federal and state regulations require that

sensitive information be stored and transmitted in encrypted form—making email encryption the latest "must have" in your email protection strategy. Regardless of the laws affecting your business, your partners, employees and customers demand absolute scrutiny and security in handling their private and confidential information. It can all be a bit overwhelming. Which is why we also deliver cost-effective solutions to the email archiving and eDiscovery challenges faced in today's litigious world.



*Some 34% of large U.S. companies were impacted by the exposure of sensitive or embarrassing information in the past year.*



*Some 33% of large U.S. companies were impacted by improper exposure or theft of customer information in the past year.*

# Our Focus is Your Security

True email security in today's world requires focus. Flexibility. And innovation. Proofpoint blends these divergent skills to create best-of-breed email security solutions that control email risks, improve compliance, simplify management and reduce the costs of email for your enterprise. Our powerful and sophisticated solutions combine multiple security features into a single

platform, improve your security and compliance stance, reduce the need for expensive IT infrastructure and minimize ongoing costs. Our cloud-enabled platform offers the widest array of deployment options—SaaS, appliance, virtual appliance and unique “hybrid” deployments—that let you distribute some security functions to the cloud while retaining others on-premises. With Proofpoint, you receive the

industry's most effective and reliable answers for all of today's email threats, including:

## **EMAIL THREAT PROTECTION**

Protect your mission-critical email infrastructure from outside threats including spam, phishing, unpredictable email volumes, malware and other forms of objectionable or dangerous content.

**SECURE COMMUNICATION** Encrypt email and send large or confidential

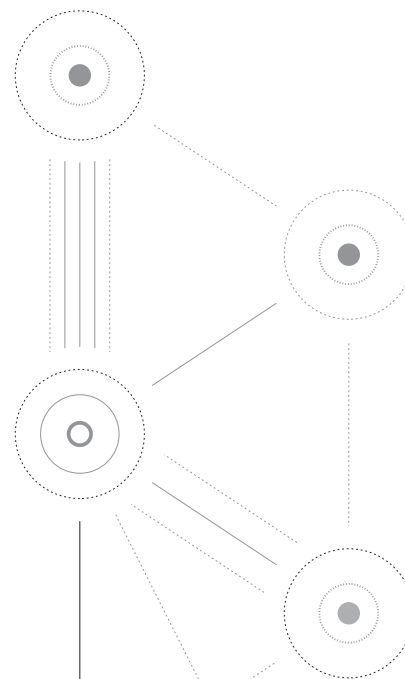
*Proofpoint is the only email security vendor that uses patent-pending machine learning technology to deliver 99.8%+ anti-spam effectiveness, intelligent connection management and advanced content security features.*

attachments securely.

**DATA LOSS PREVENTION AND PRIVACY PROTECTION** Protect your organization's trade secrets and most valuable data, including private information about your customers, partners and employees.

**EMAIL ARCHIVING AND EDISCOVERY** Enable rapid and easy search, eDiscovery, storage management and compliance for email and other forms of messaging.

*New email-borne threats perpetually emerge. Extinguishing them before they disrupt your organization requires total focus. Proofpoint concentrates exclusively on solving the unique challenges posed by enterprise email.*



# Harness the Power of SaaS

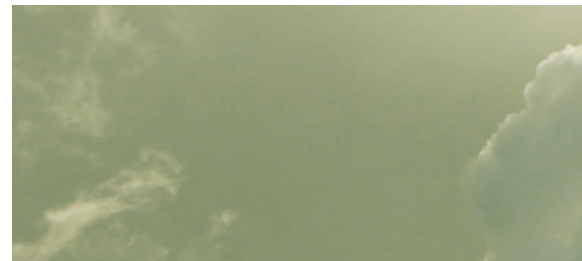
**Proofpoint was built on the unshakable foundation that a successful company is one that values and serves its customers. We're passionate about our unparalleled commitment to innovation**



**and solutions flexibility. But we're every bit as devoted to making sure our customers succeed.**

Lower TCO, better service and the freeing of critical IT resources are just a few of the key benefits discussed—and realized—by companies that tap into the power of cloud computing. But transitioning from tried-and-true software or appliance solutions to an unfamiliar deployment method, service provider and application can be overwhelming. This is especially true when a company is considering its first SaaS deployment. Enter Proofpoint. Our best-of-breed solutions ensure secure and protected email for your entire enterprise, regardless of how you choose to deploy them. And our customizable and innovative technology platform allows an efficient “path to SaaS,” ensuring the lowest cost of implementation with the flexibility you demand. With us by your side, you can travel the path to SaaS at your own pace. You can decide which email security challenges—inbound filtering, data loss prevention, archiving or encryption—you’re ready to tackle “in the cloud”. And which you want to solve on-premises. And you can separate the problem into business issues—eliminate more spam, free up clogged networks, protect customer privacy or lower costs. This individualized approach allows

your enterprise to test SaaS with specific business challenges that can provide the most benefit with the least risk. Over time, more of your email security infrastructure can be moved to SaaS as your confidence soars and value is realized. For many organizations, the first step



to SaaS begins with inbound threat protection—eliminating spam, viruses and other unwelcome intrusions. In parallel, you can perform data loss prevention with an appliance. When ready, you can migrate more or all services into the cloud. Others may choose a two-layered approach: SaaS for eliminating spam and providing capacity on demand, coupled with appliances for solving complex global routing and administration challenges. Or, if you’re already sold on the benefits of SaaS for email security, compliance and data loss prevention, you can have it all—right now—in the cloud. Ensuring maximum security, easiest administration and the lowest total cost of ownership.

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## Industry-Leading SLAs (Service Level Agreements)

*Proofpoint proves its commitment to customer success by delivering the industry's most aggressive and extensive SLAs, including:*

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**ALWAYS ONE STEP AHEAD** *As email attacks get more and more sophisticated and compliance requirements increase, you need a solution that will keep pace with emerging threats. At Proofpoint, we thrive on meeting these challenges. Because innovation is our lifeblood. Breakthrough technologies including Proofpoint MLX™ machine learning for unrivalled anti-spam and data loss prevention accuracy, patented DoubleBlind™ Encryption for complete security of archived data, our optimal scalability architecture and cloud-computing infrastructure are just part of the equation. Proofpoint scientists and engineers continually create new technology and techniques designed to keep your enterprise secure from the email-borne threats of today—and tomorrow.*

www.flickr.com/photos/jamie/265982218

## Reach the Next Level

Many enterprises recognize the benefits of a SaaS solution, but aren't willing to compromise on control, flexibility and security. Our SaaS architecture was carefully crafted to meet these stringent requirements. Hosted in our world-class, SAS70 compliant datacenters, our SaaS email security and compliance solutions deliver true enterprise-grade availability, performance, reliability and security. With us, your data is always secure. Rather than all customers sharing a common service—including databases and application instances—our flagship email security solution,

Proofpoint ENTERPRISE™, provides an exclusive and truly isolated environment for each customer. Our next-generation SaaS architecture ensures that your enterprise's data and processing is separate from all others, and provides you with dedicated computing resources, including configuration, user, and application databases, quarantines, log files, disks, memory, CPU and firewalls. This unique approach solves the problems associated with traditional multi-tenant solutions. Our SaaS solutions provide superior security that meets or exceeds even the most stringent on-premises

enterprise standards. For example, encryption from your premises to our datacenters protects all data in transit. And complete isolation ensures that denial-of-service attacks on other deployments never impact the performance of your enterprise's unique Proofpoint environment.

**Find the path to SaaS that's right for your enterprise. Let Proofpoint propel you to the next level.**

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**RELIABILITY** 99.999% service availability **ACCURACY** 99%+ anti-spam effectiveness, 100% virus control and less than 1 in 350,000 false positive rate **SPEED** Sub-minute email latency, less than 20-second archive search results

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