proofpoint®

Proofpoint Essentials

New Packages Launch

Wednesday, January 25th, 2023

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

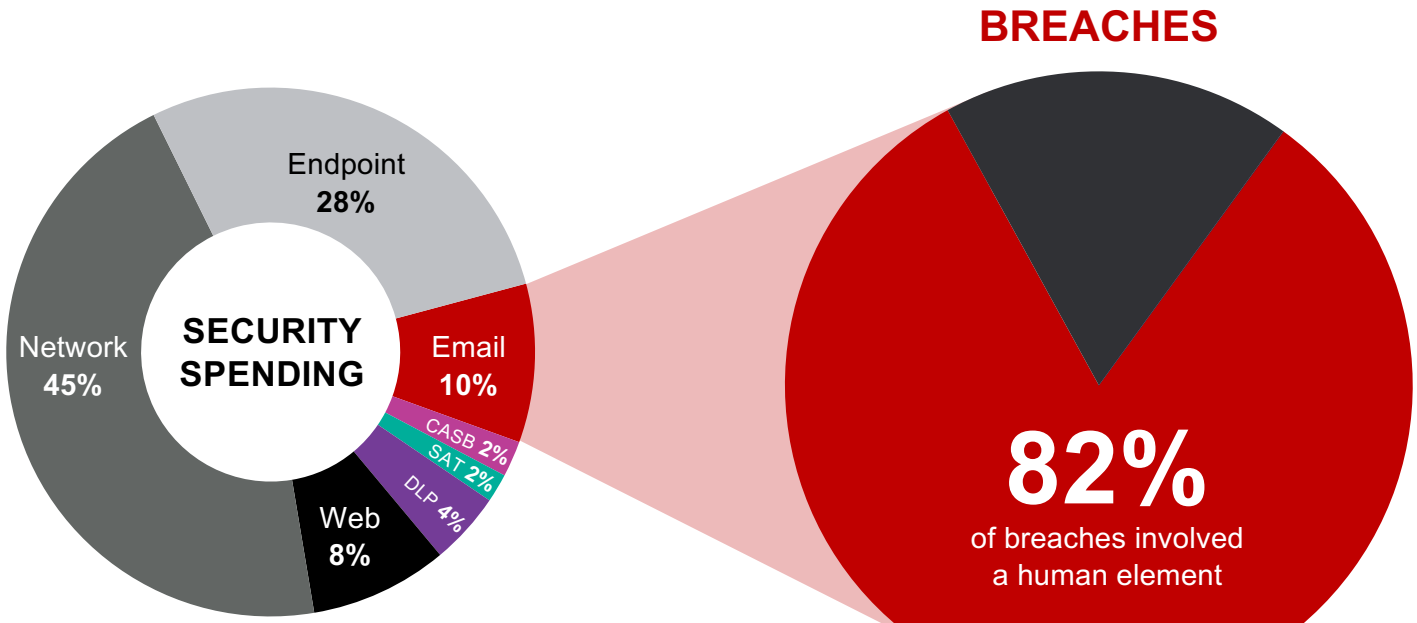
Agenda

1	Welcome and Introductions
2	Today’s Threat Landscape
3	Feature Preview
4	Packaging Changes
5	Launch Plan
6	FAQ
7	Q&A

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Attackers focused on people, but most defenders didn't



Source: Gartner Information Security, Worldwide 2019–2025, 4Q 2020 update (2021 forecast)

Source: 2022 Verizon DBIR

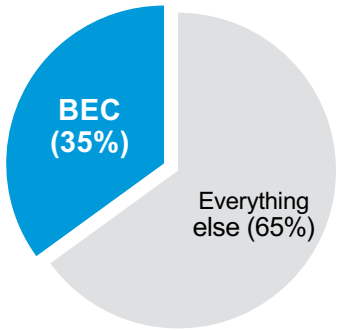
proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Modern Threat Landscape

Email Fraud

EMAIL FRAUD REPRESENTS INCREASING LOSSES



BEC represents **~$2.4B** of reported losses annually, up **51% YoY** in 2021

Source: FBI IC3 Report

Credential Phish

PROOFPOINT STATE OF THE PHISH

48%

of organizations experienced a successful credential phishing attack last year

50%

of breaches involved stolen credentials

Source: State of the Phish report, 2022 Verizon DBIR report

Ransomware, Supply Chain Fraud

97% of Ransomware Activated by People

98%

of organizations have received a threat from a supplier domain

74%

of threats being phishing or impostor

Source: Unit42 Research from Palo Alto Networks

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Proofpoint's unique visibility drives efficacy, powers new models

#1 DEPLOYED SOLUTION OF THE **F100, F1000, G2000**

8,000+ ENTERPRISE CUSTOMERS | **200,000+** SMB CUSTOMERS | **150+** WORLD'S LARGEST ISPS

- **6B+** daily emails
- **28M+** cloud accounts
- Global **threat research** and **data science** teams
- **13K+** IDS sensors
- **430M+** domains monitored
- **49B+** URLs
- **46k+** apps in catalog
- **26+** detection engines (static, ML, behavior, etc.)
- Deployed at key **internet backbones**
- **143k+** social media accounts
- **1.9B+** attachments
- **2.9K+** cloud tenants
- Tracking **100+** threat actors
- **600K+** weekly unique malware samples

1 TRILLION+ NODE NEXUS THREAT GRAPH

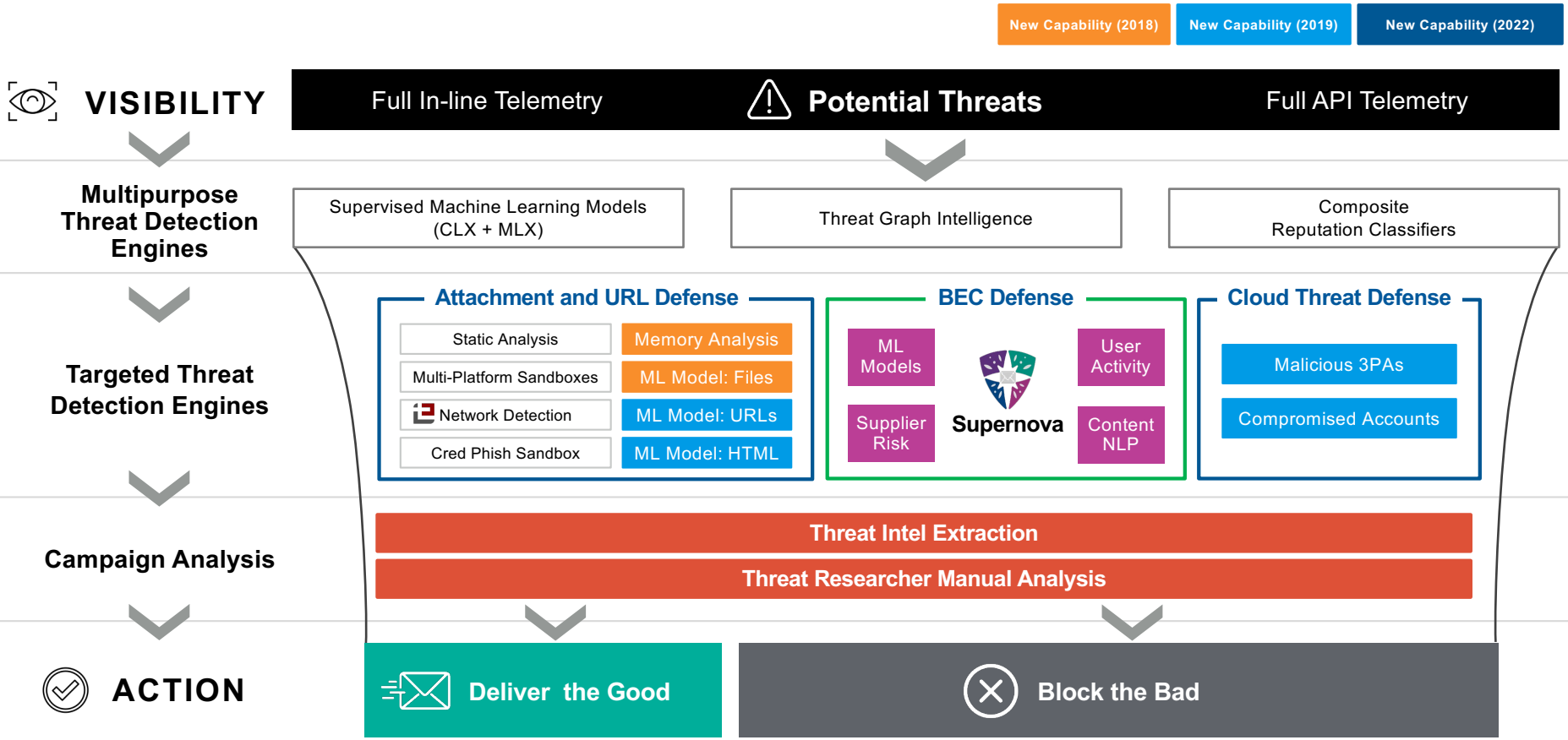
- **Impostor/BEC Detection**
- **Malicious URL/HTML/ File Detection**
- **4th Generation Cred Phish Engine**
- **AI-Generated Cloud Threat Detectors**
- **Behavioral Analysis and Engine**

NEXUSAI: PROOFPOINT'S 4th GENERATION MACHINE LEARNING

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

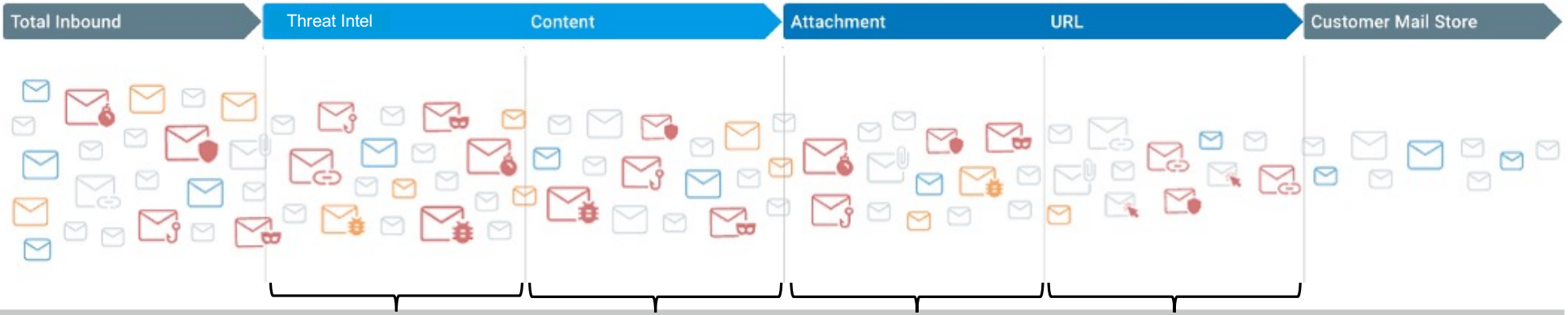
Proofpoint Detection Models



proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Detection stack: ML and Intelligence Driven Detection



	Threat Intel	Content	Attachment	URL
Intelligence-driven detection	IP reputation	Content-based signatures URL/File reputation	Behavioral signatures File content signatures	Behavioral signatures URL content signatures
ML-driven detection engines		Spam/Adult/Etc. Advanced BEC	ML for Malicious Macros	4th gen Phishing ML engine Predictive URL Defense

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Feature Preview:
Advanced BEC Defense, Powered by Supernova

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Advanced BEC Defense

BEC (Identity Deception)
Domain spoofing, lookalike domains, display name spoofing, account compromise

NEW VARIANTS

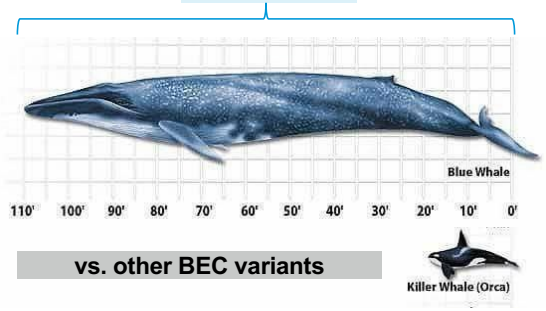
Gift Carding

Payroll Redirect or Payroll Diversion

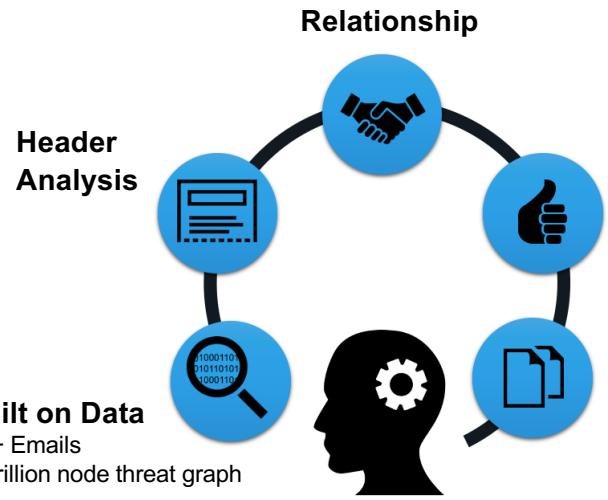
Supplier Invoicing Fraud

M&A Fraud

Shipment Redirect



vs. other BEC variants



Built on Data
6B+ Emails
1 Trillion node threat graph

Advanced BEC Defense powered by Supernova

3X Detection Improvement in BEC Detection!!

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Advanced BEC Defense

From: Accounts Receivable accounts@manufacturer_example.ext

Reply-to: manufacturer@dr.com

x-originating-IP: 193.567.xxx.xxx

To: Accounts Payable

Subject: Urgent payment

The following invoices are due or will be due in April and we haven't received payment from your side. Could you please help arrange the payment? See the updated bank account info below. Thank you

BANK NAME: STANDARD CHARTERED BANK

SWIFT: SCBLXHABC

BENEFICIARY NAME: ABC TRADE LIMITED

ACCOUNT NO.:5743113ABCD

Total amount due: USD 2,511,789.92

Inv	Amount (USD)	Due date
INV11234	180,000.23	Mar 10, 2020
INV11235	13,528.07	Mar 19, 2020
...		

- Sender Reputation
- Inconsistent Reply-to Pivot
- Originating from an untrustworthy locale
- -Urgency & authoritative language
  -Payment language
  -Bank account reference

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Beyond BEC: Supernova Detection Engine

Powered by Supernova

Supernova

- ✓ BEC
- ✓ Phishing
- ✓ Malware
- • Spam/Scam

Supernova Behavioral

- ✓ Domain age
- • Suspicious email
- • And more…

proofpoint.

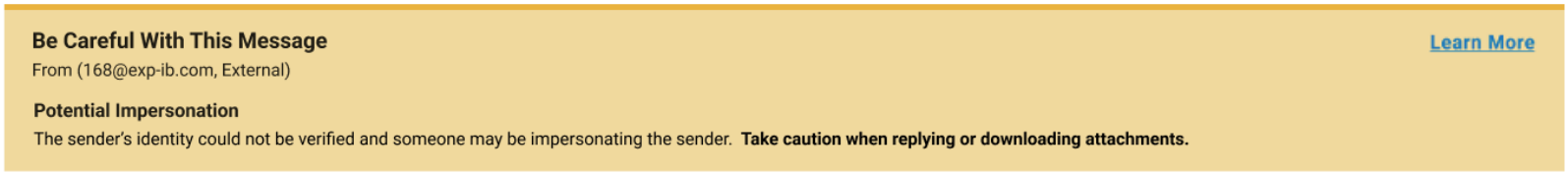
© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Feature Preview:
Email Warning Tags

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Email Warning Tags



CLEAR DESCRIPTIONS
Easily consumable information for user

MOBILE SUPPORT
Responsive design for desktop and mobile engagement

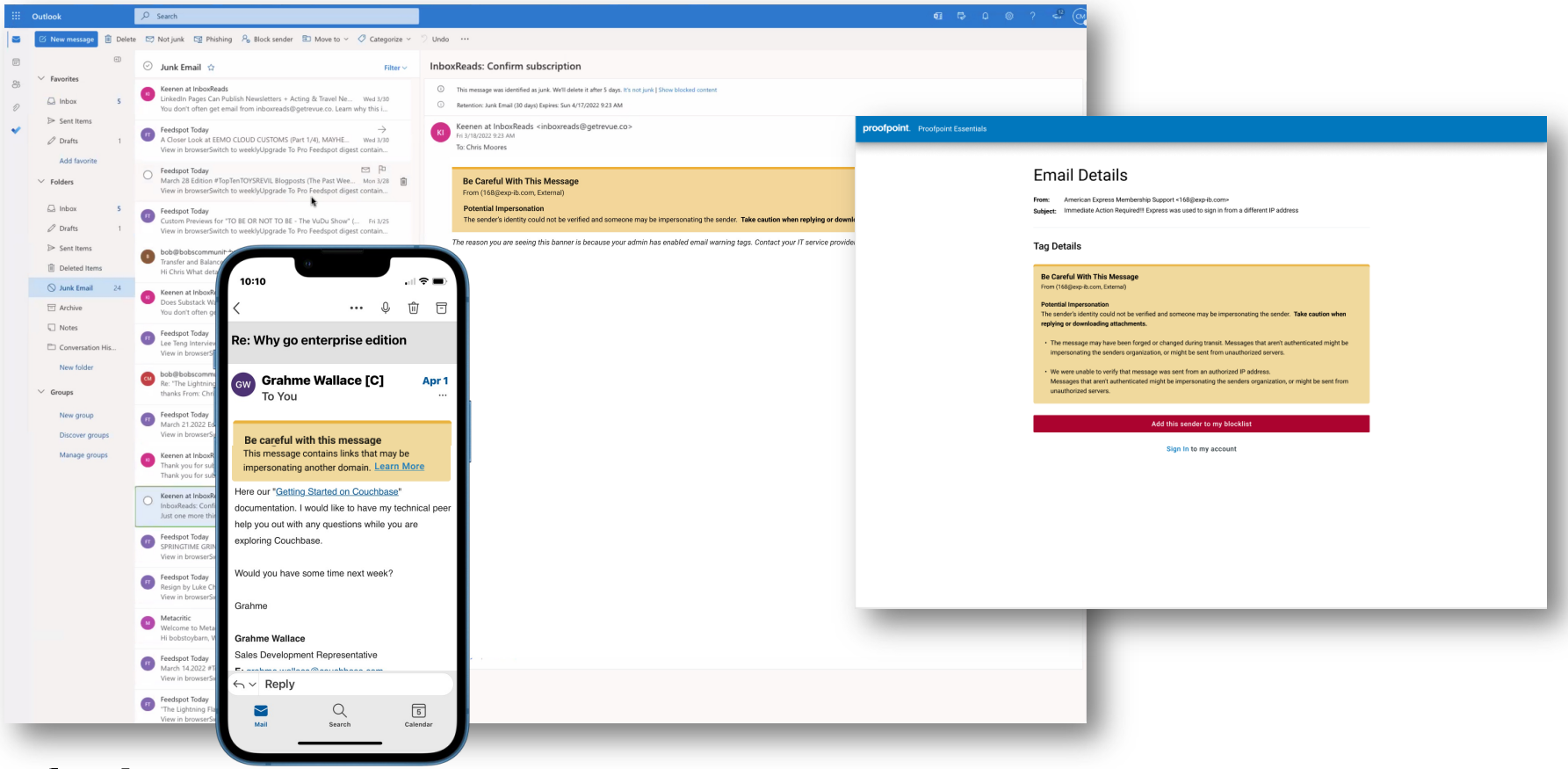
USE COLOR TO CONVEY RISK
Users can gauge level of risk quickly based on color

USER INTERACTION
Educate and inform user; support for user actions

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Email Warning Tags



proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

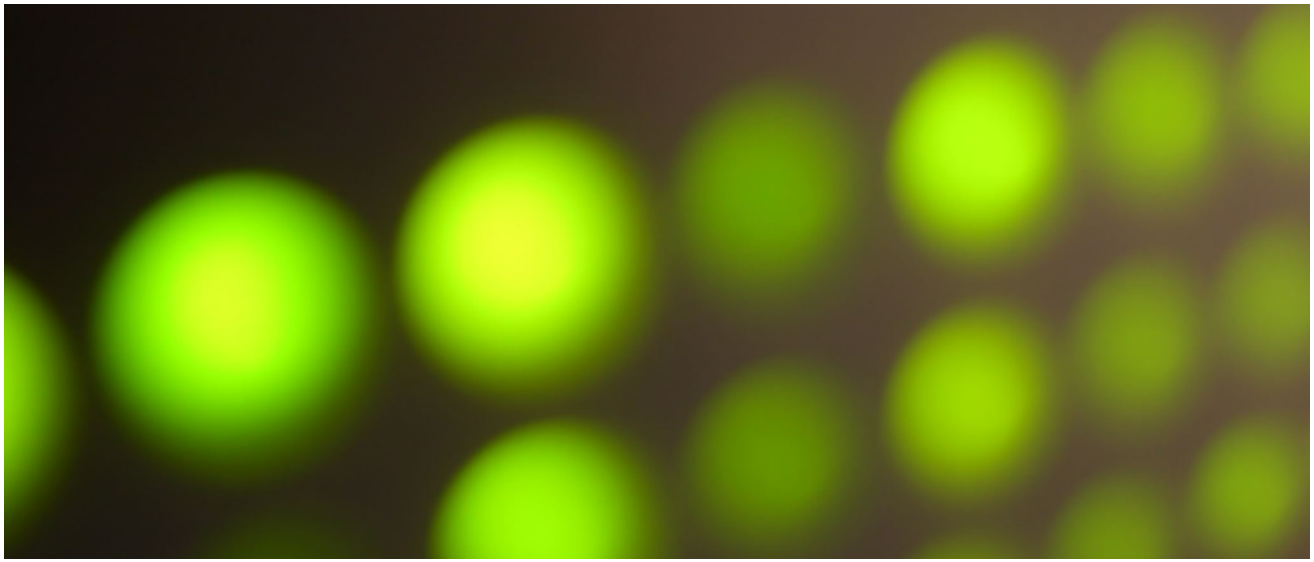
Email Warning Tags: Use Cases

Tag	Type	Description	Availability
External Sender	Informational	The sender of the email is external to your organization.	Launch
GeoIP	Informational	The origin of the email may be coming from a Country of concern.	Launch
Imposter (DMARC)	Warning	The sending domain has some problems with its DMARC policy.	Launch
Domain age	Warning	The sender domain was recently created.	Launch
Suspicious	Warning	The email appears “suspicious”; recipient should be cautious with interaction.	Q3 2023
		More to come!!!	

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

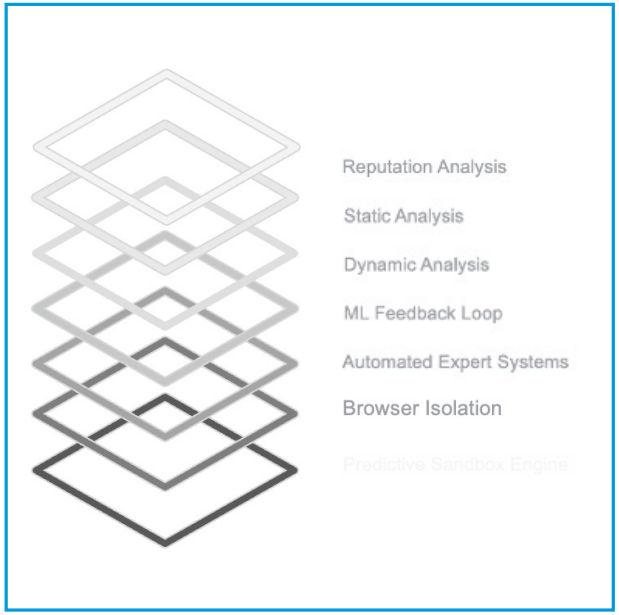
Feature Preview:
Predictive URL Defense

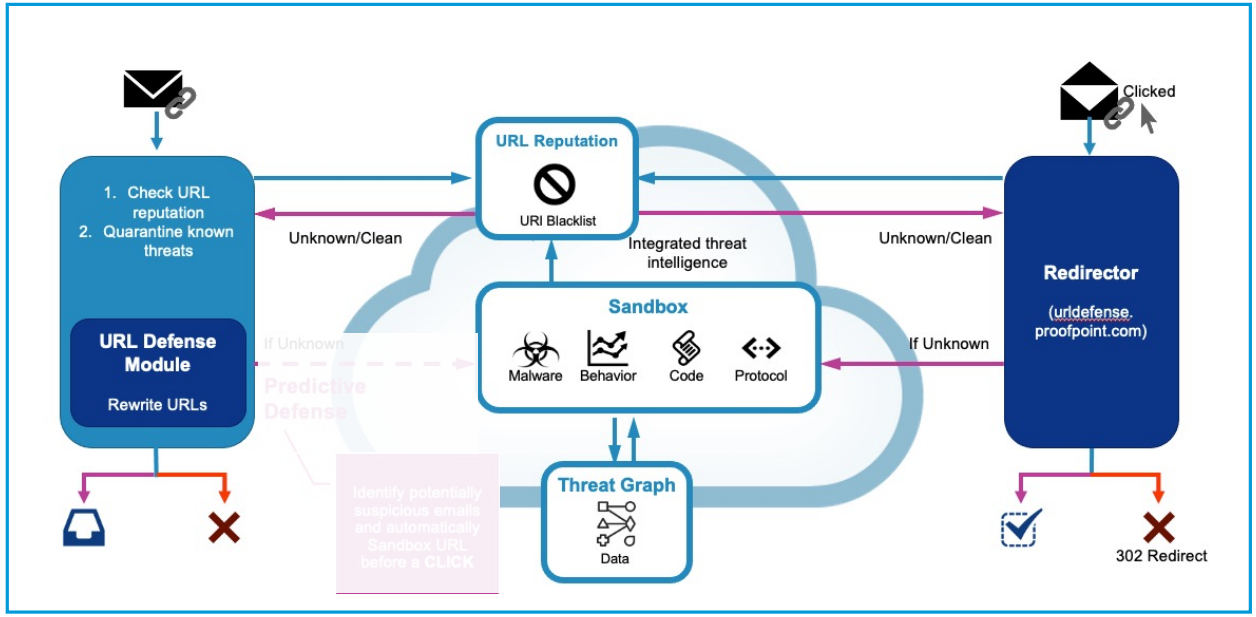


proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Predictive URL Defense





- Proactively Sandbox URLs based on sender behavior
  - Block access to URLs (when clicked)
  - Update URI Blacklist – block incoming emails that contain URLs

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Intelligent Selection of URLs for Predictive Sandboxing

- As soon as a URL is detected in email traffic our predictive sandboxing engine will analyze the URL
- The engine will prioritize the sandboxing of the URL based on the probability to host risky content. Among other features, it will look at:
  - URL similarity
  - Abused filesharing domains

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Feature Preview:
One-Click Message Pull

proofpoint.

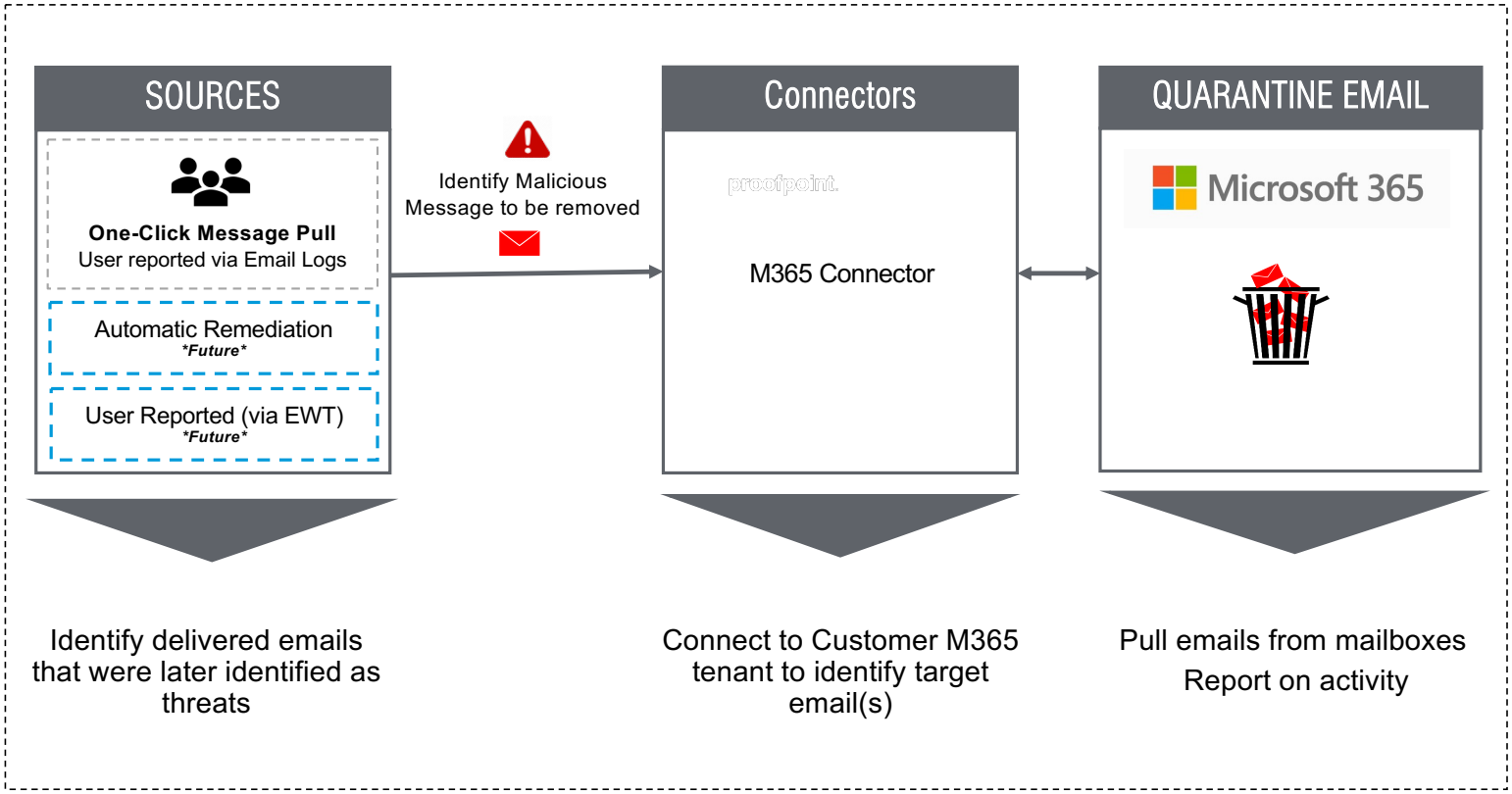
© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

One-Click Message Pull

Malicious Email is Being Delivered

Evade Perimeter Defenses

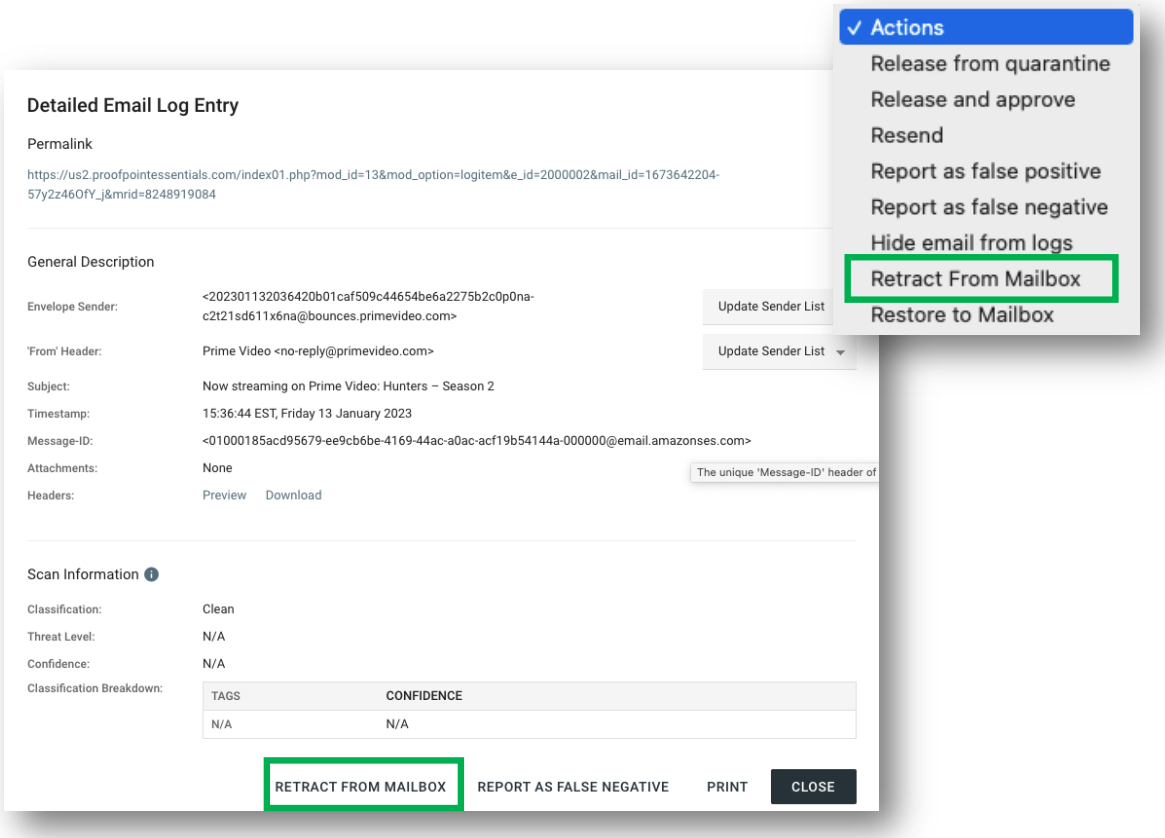
Dynamic/Time-delayed attacks



proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

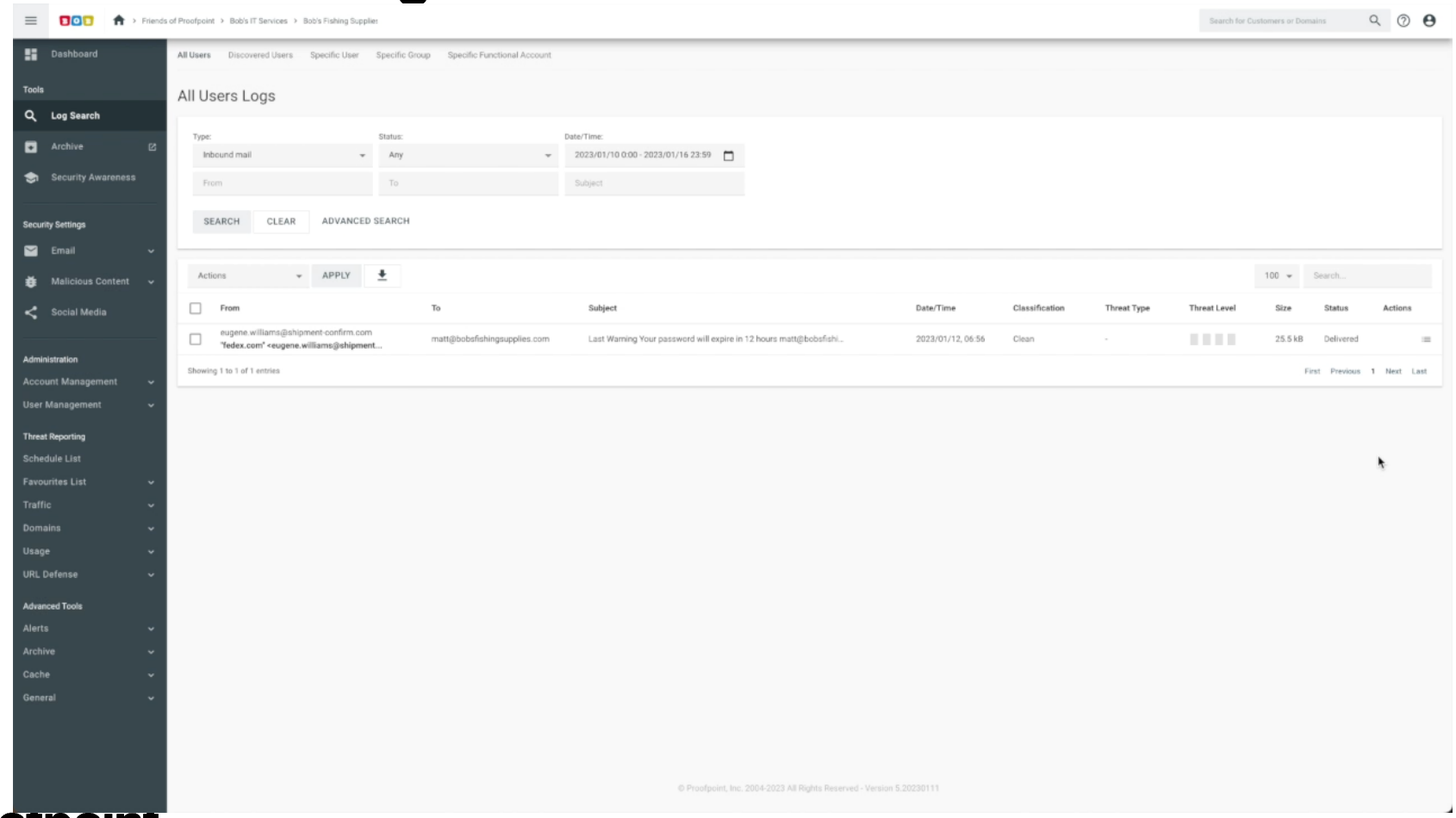
One-Click Message Pull



proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

One-Click Message Pull



proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Feature Preview Summary

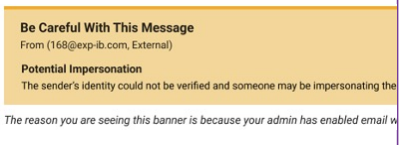
Advanced BEC Defense

- New Targeted Threat Engine, Supernova, available to Essentials
- Adds new **BEC** classifier (Advanced BEC Defense)
- 3X detection improvement of BEC in preliminary testing
- Supernova also improves detection of Phishing, Malware, Spam, etc.

Powered by Supernova

Email Warning Tags

- Information and warning tags inserted into message body to inform user of potential risk
- Helps reduce the organization risk by making users more cautious when interacting with certain emails



One-Click Message Pull

- Allows administrators to remove delivered malicious message from a Microsoft 365 mailbox
- Accessible through Email Logs
- Ability to remove/restore
- Support for Microsoft 365 only

Predictive URL Defense

- Malicious URLs will be identified more quickly leading to improved pre-delivery detection
- Improves **phishing** efficacy by sandboxing URLs associated with "suspicious" emails without waiting for user clicks

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Packaging Changes

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Proofpoint Essentials Packages

		Beginner Package (Legacy)	Business Package	Advanced Package	Professional Package
Core Protection	Anti-Spam/Anti-Virus	✓	✓	✓	✓
	Custom Content Filtering	✓	✓	✓	✓
	Impostor Email Protection	✓	✓	✓	✓
Targeted Attack Protection	URL Defense		✓	✓	✓
	Attachment Defense Reputation		✓	✓	✓
	Attachment Defense Sandboxing			✓	✓
	Social Media Account Protection			✓	✓
Outbound Email Protection	Outbound Filtering	✓	✓	✓	✓
	Data Loss Prevention		✓	✓	✓
	Email Encryption			✓	✓
Email Continuity	Emergency Inbox	30 Days	30 Days	30 Days	30 Days
	Email Spooling	30 Days	30 Days	30 Days	30 Days
Email Archiving	Exchange and Microsoft 365				✓
	Search and Discovery				✓
	Data Import and Export				✓

Add-On

Proofpoint Essentials - Security Awareness (PE-SA)

✓ Phishing Simulations
✓ 45+ Training Modules

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Proofpoint Essentials: Introducing Plus Packages

		Business Package	Business +	Advanced Package	Advanced +	Professional Package	Professional +
Core Protection	Anti-Spam/Anti-Virus	✓	✓	✓	✓	✓	✓
	Custom Content Filtering	✓	✓	✓	✓	✓	✓
	Impostor Email Protection	✓	✓	✓	✓	✓	✓
Targeted Attack Protection	URL Defense	✓	✓	✓	✓	✓	✓
	Predictive URL Defense		✓		✓		✓
	Attachment Defense Reputation	✓	✓	✓	✓	✓	✓
	Attachment Defense Sandboxing			✓	✓	✓	✓
	Social Media Account Protection			✓	✓	✓	✓
	Advanced BEC Detection				✓		✓
	Email Warning Tags				✓		✓
	One-Click Message Pull		✓		✓		✓
Outbound Email Protection	Outbound Filtering	✓	✓	✓	✓	✓	✓
	Data Loss Prevention	✓	✓	✓	✓	✓	✓
	Email Encryption			✓	✓	✓	✓
Email Continuity	Emergency Inbox	30 Days	30 Days	30 Days	30 Days	30 Days	30 Days
	Email Spooling	30 Days	30 Days	30 Days	30 Days	30 Days	30 Days
Email Archiving	Exchange and Microsoft 365 Support					✓	✓
	Search and Discovery					✓	✓
	Data Import and Export					✓	✓

Add-On

Proofpoint Essentials - Security Awareness (PE-SA)

✓ Phishing Simulations
✓ 45+ Training Modules

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Launch Plan

New packages launch globally on

Thursday, January 26th, 2023

- Available for new customers and upgrades
- Existing packages (BUS, ADV, PRO) remain fully available

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

FAQs

- **What will the new packages cost?**
  - Please contact your Distributor or Channel Account Manager for package pricing.
- **Will the existing packages continue to be available for purchase?**
  - Yes. Existing packages will continue to be available for purchase.
- **Can a customer upgrade to a new package after the launch?**
  - Yes. Upgrades to both new and existing packages will be allowed.
- **Can the new packages be trialed?**
  - Yes
- **Are new packages available for NFRs?**
  - Yes
- **When will updated marketing assets (Price Sheets, Data Sheets) be available?**
  - They are available now. Contact your Distributor / Channel Account Manager.
  - Documents will be posted to *Partner Central* by end of Q1'23
- **Will new packages be available via API?**
  - Yes. APIs will support the new packages; available at launch (January 26th, 2023)

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Q&A

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

Thank You

Additional Questions?

Contact your Channel Account Manager/Team
AMER Channel Team alias: smbchannel@proofpoint.com
EMEA Channel Team: smbchannel-emea@proofpoint.com

proofpoint.

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary

© 2023 Proofpoint. All rights reserved. | Proofpoint, Inc. – Confidential and Proprietary