

A man with a short beard and balding head, wearing a blue long-sleeved sweater, is sitting in a dark room. The background is filled with glowing blue digital data overlays, including wireframe structures and lines, suggesting a high-tech or cybersecurity environment.

**proofpoint**®

# Proofpoint Essentials

New Packages Launch

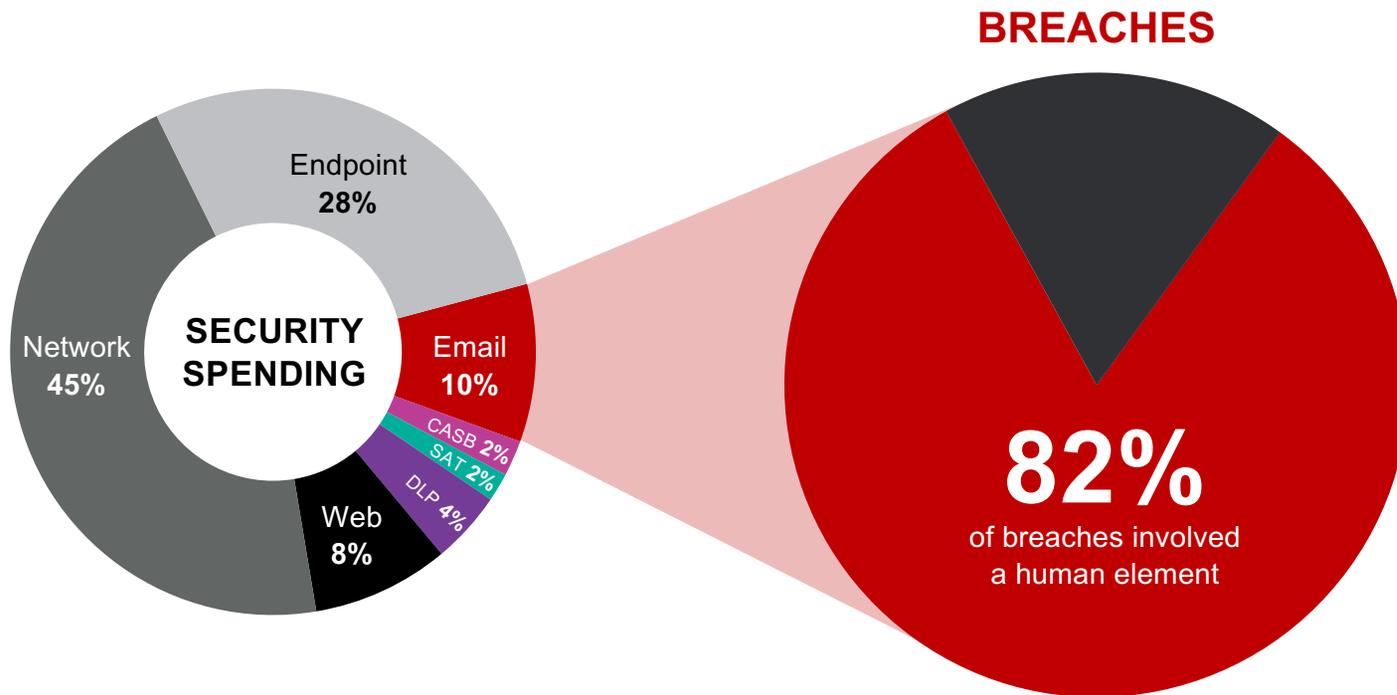
Wednesday, January 25<sup>th</sup>, 2023

© 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

# Attackers focused on people, but most defenders didn't



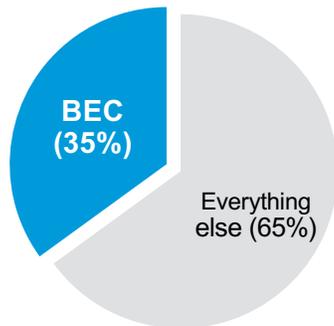
Source: Gartner Information Security, Worldwide 2019–2025, 4Q 2020 update (2021 forecast)

Source: 2022 Verizon DBIR

# 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'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



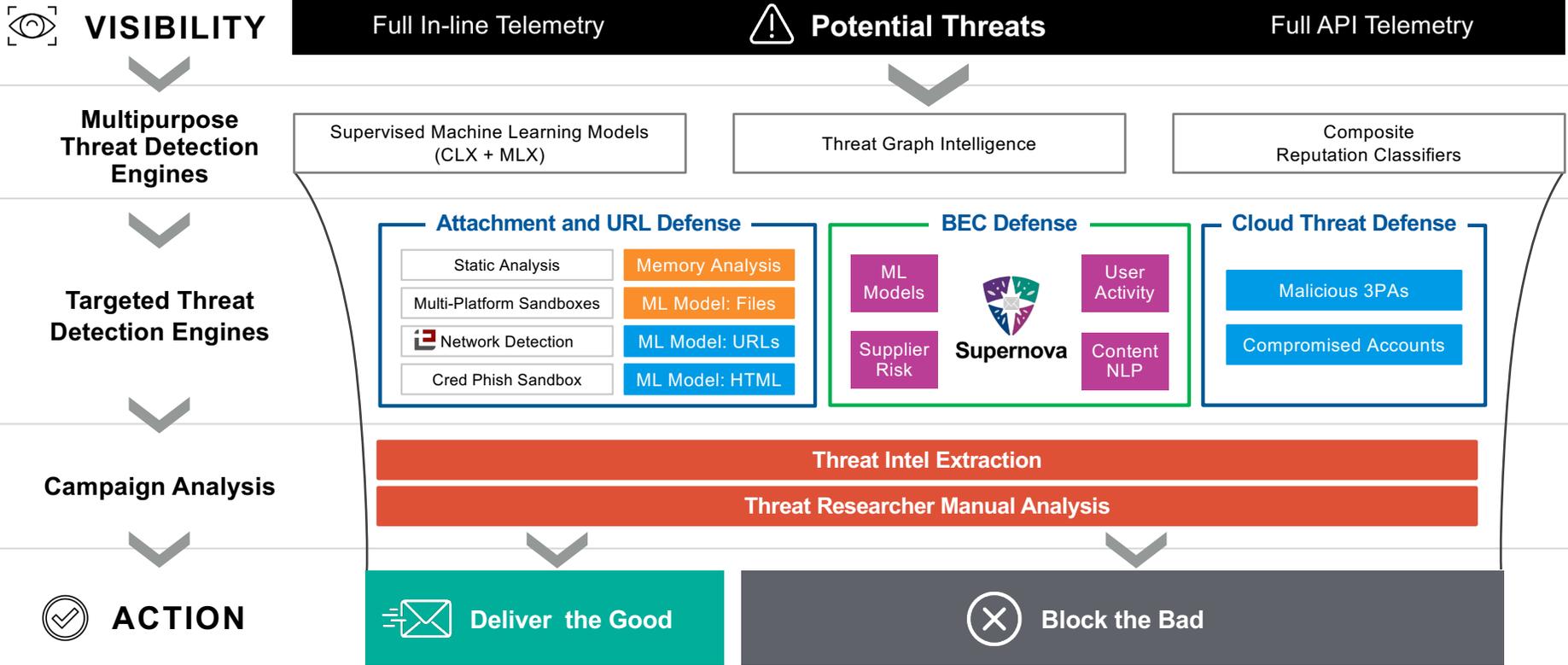
1 TRILLION+ NODE NEXUS THREAT GRAPH



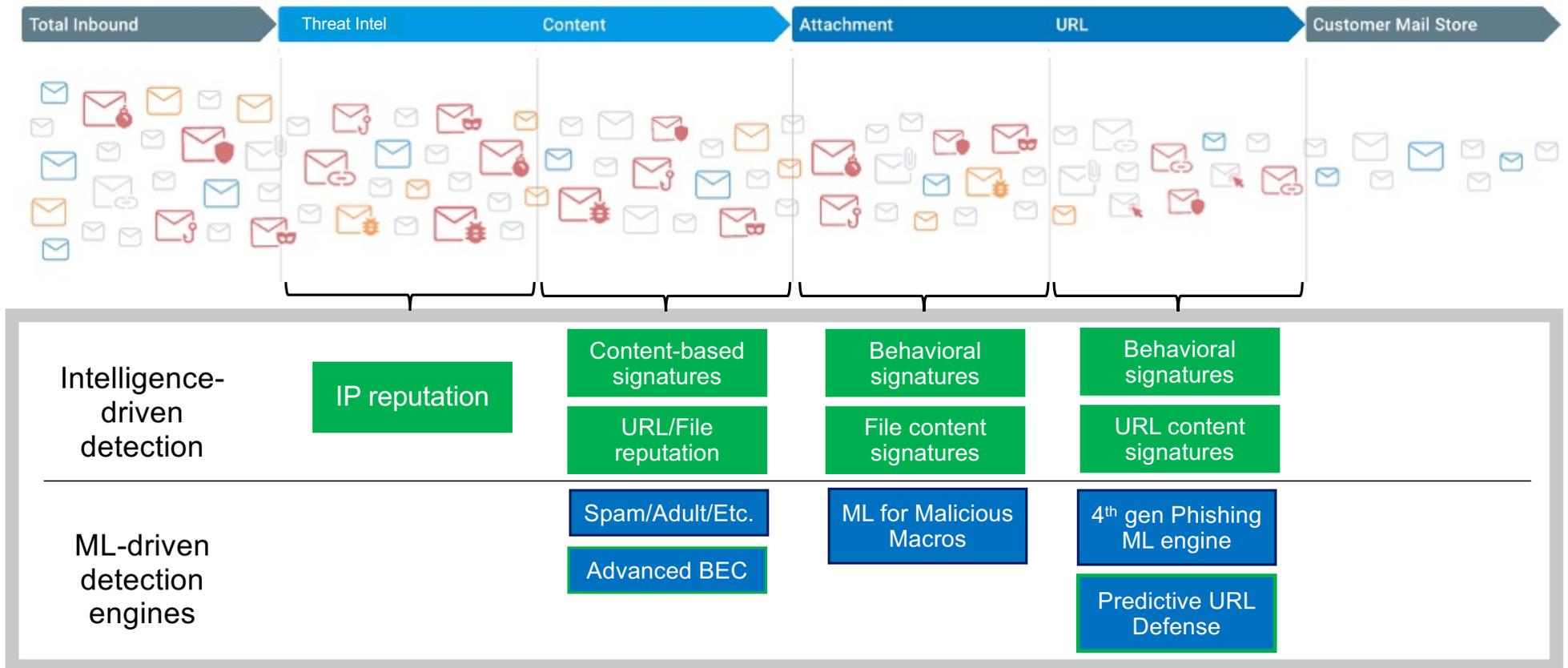
NEXUSAI: PROOFPOINT'S 4th GENERATION MACHINE LEARNING

# Proofpoint Detection Models

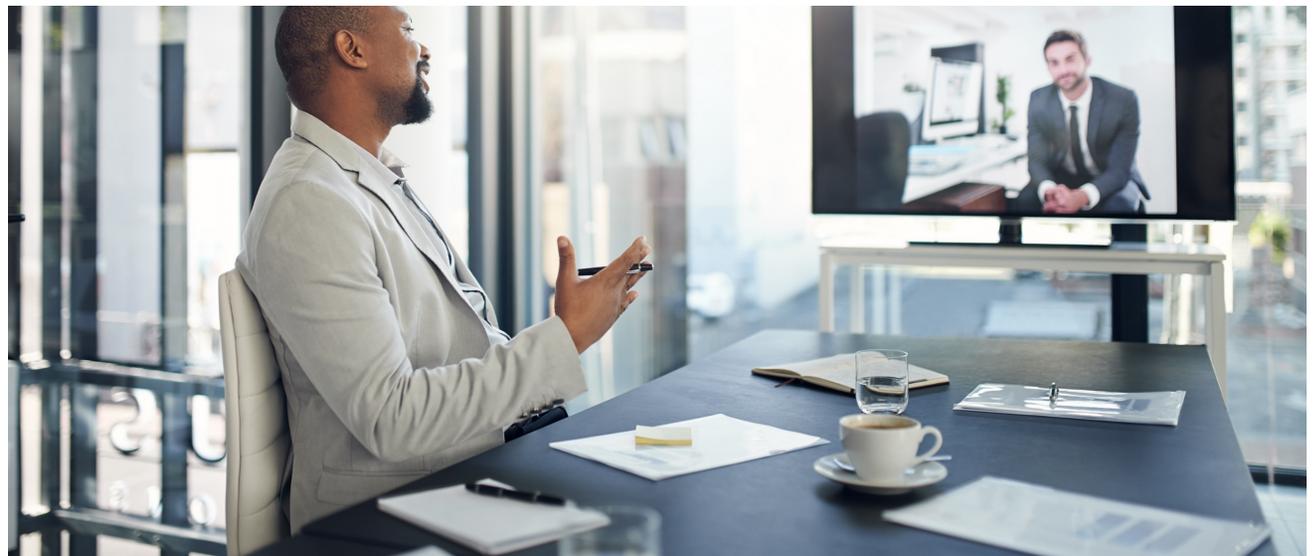
New Capability (2018)    New Capability (2019)    New Capability (2022)



# Detection stack: ML and Intelligence Driven Detection



**Feature Preview:**  
Advanced BEC Defense, Powered by Supernova



# Advanced BEC Defense



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

## NEW VARIANTS



Gift Carding



Payroll Redirect or Payroll Diversion



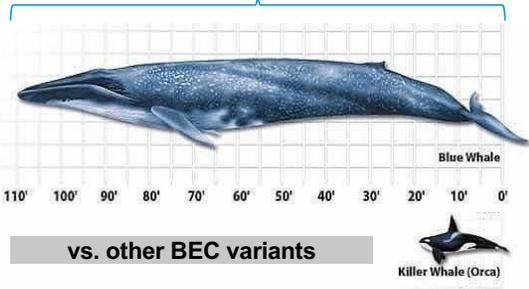
Supplier Invoicing Fraud



M&A Fraud

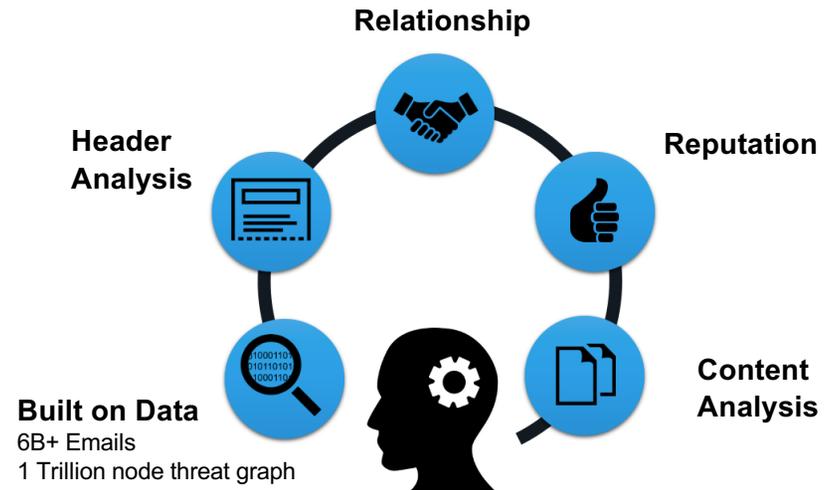


Shipment Redirect



**proofpoint.**

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



**Advanced BEC Defense powered by Supernova**

**3X Detection Improvement in BEC Detection!!**

# 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

# Beyond BEC: Supernova Detection Engine



Powered by  
Supernova

## Supernova

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

## Supernova Behavioral

- ✓ Domain age
  - Suspicious email
  - And more...

***Feature Preview:***  
Email Warning Tags



# Email Warning Tags

## Be Careful With This Message

From (168@exp-ib.com, External)

[Learn More](#)

### Potential Impersonation

The sender's identity could not be verified and someone may be impersonating the sender. **Take caution when replying or downloading attachments.**

## External Sender (168@exp-ib.com)

This message came from outside your organisation.

[Learn More](#)

## 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

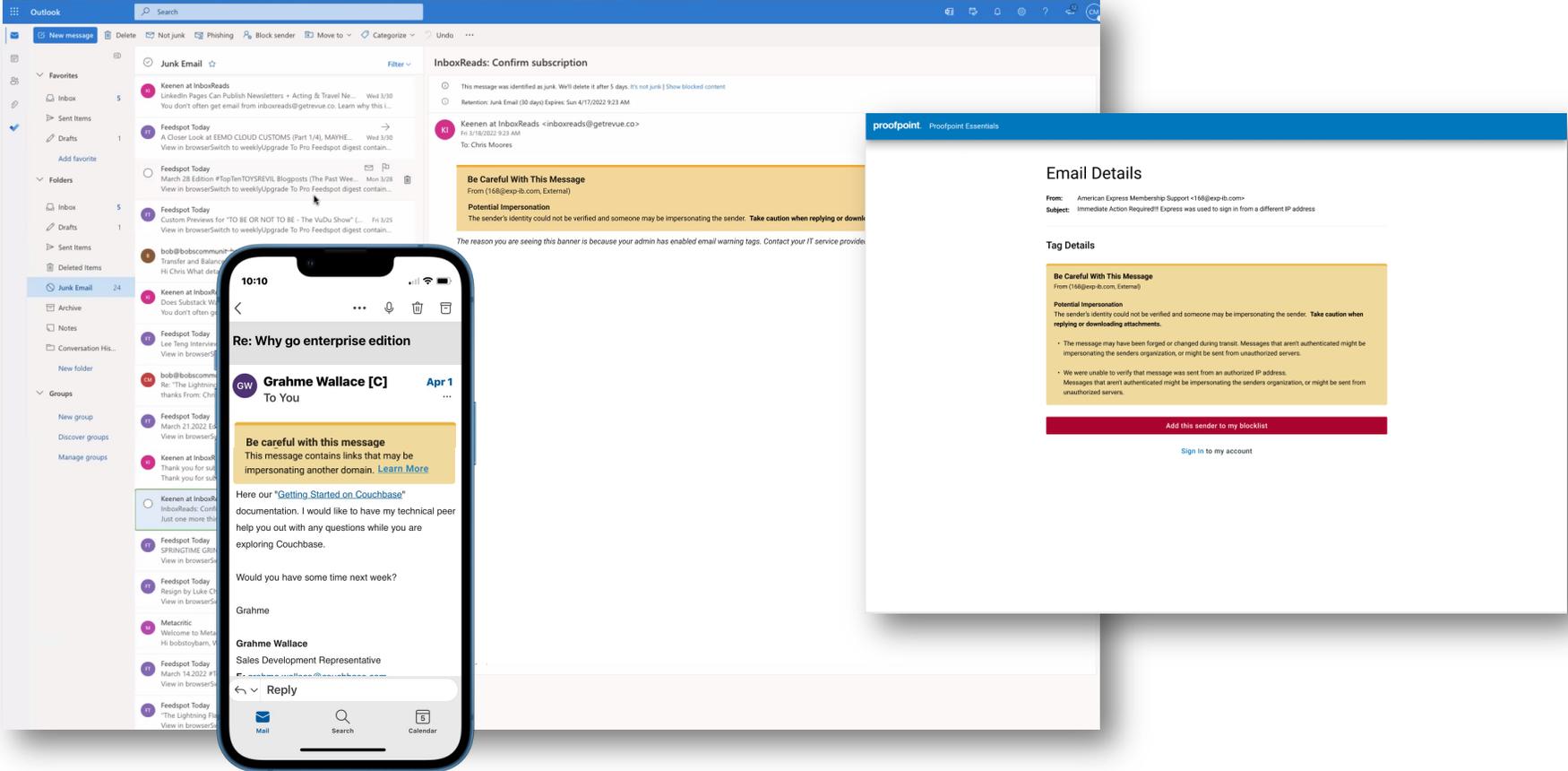
## USER INTERACTION

Educate and inform user; support for user actions

**proofpoint.**

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

# Email Warning Tags



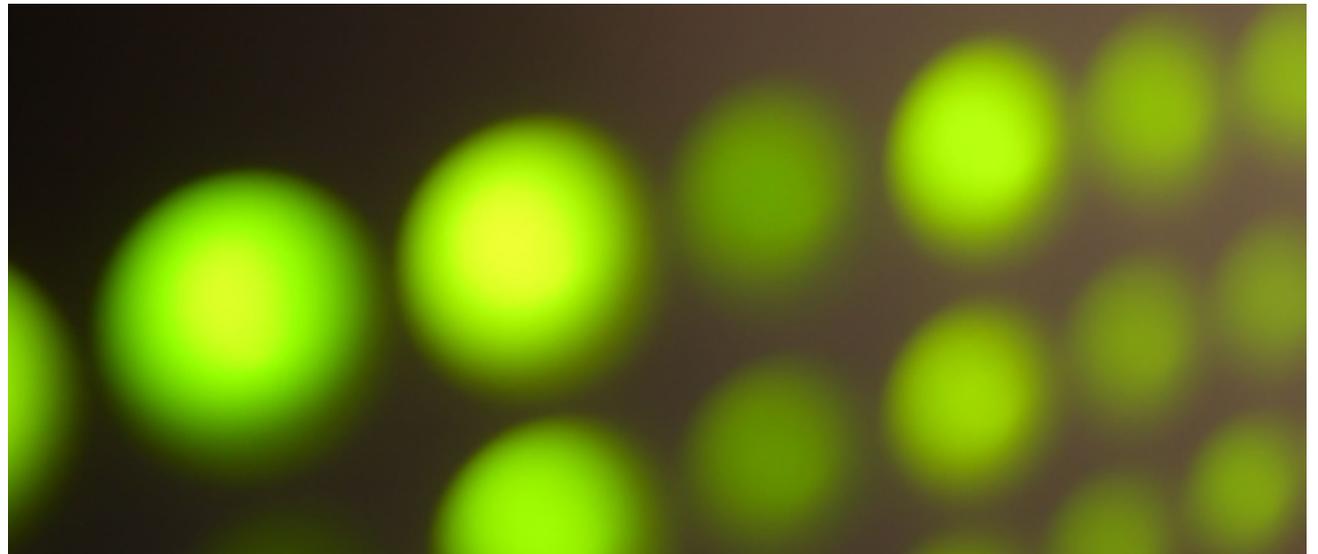
proofpoint.

# Email Warning Tags: Use Cases

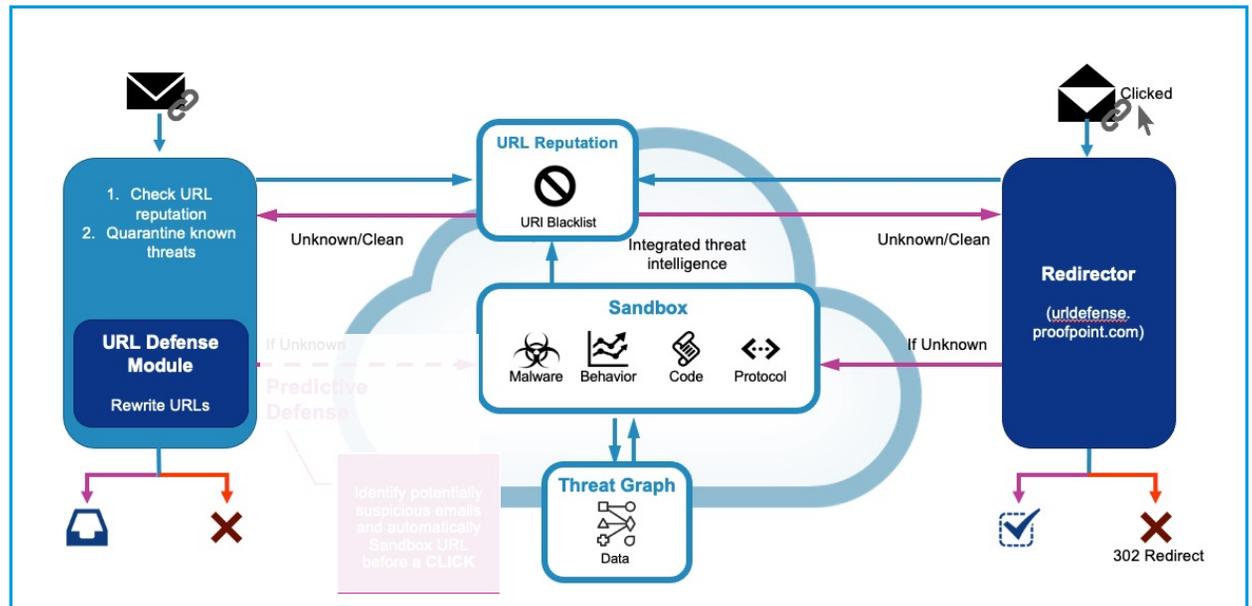
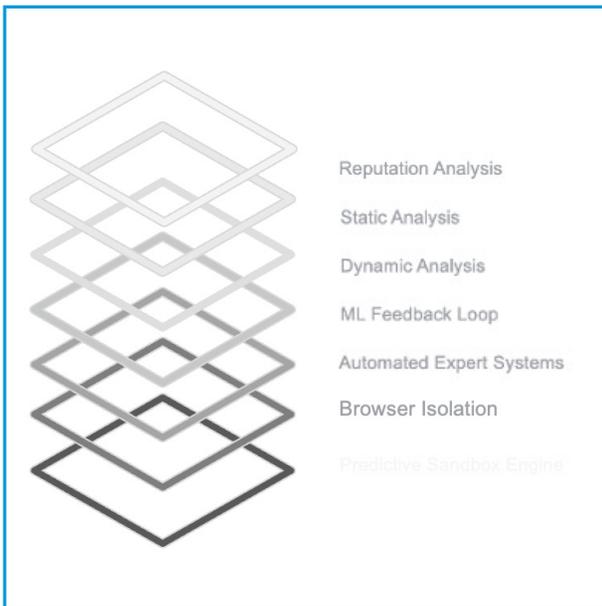
Tag	Type	Description	Availability
External Sender	Informational	The sender of the email is external to your organization.	Launch
GeoIP	Informational	The origin of the email may be coming from a Country of concern.	Launch
Imposter (DMARC)	Warning	The sending domain has some problems with its DMARC policy.	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!!!*

***Feature Preview:***  
Predictive URL Defense



# 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

# 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

**Feature Preview:**  
One-Click Message Pull



# One-Click Message Pull

Malicious Email  
is Being  
Delivered

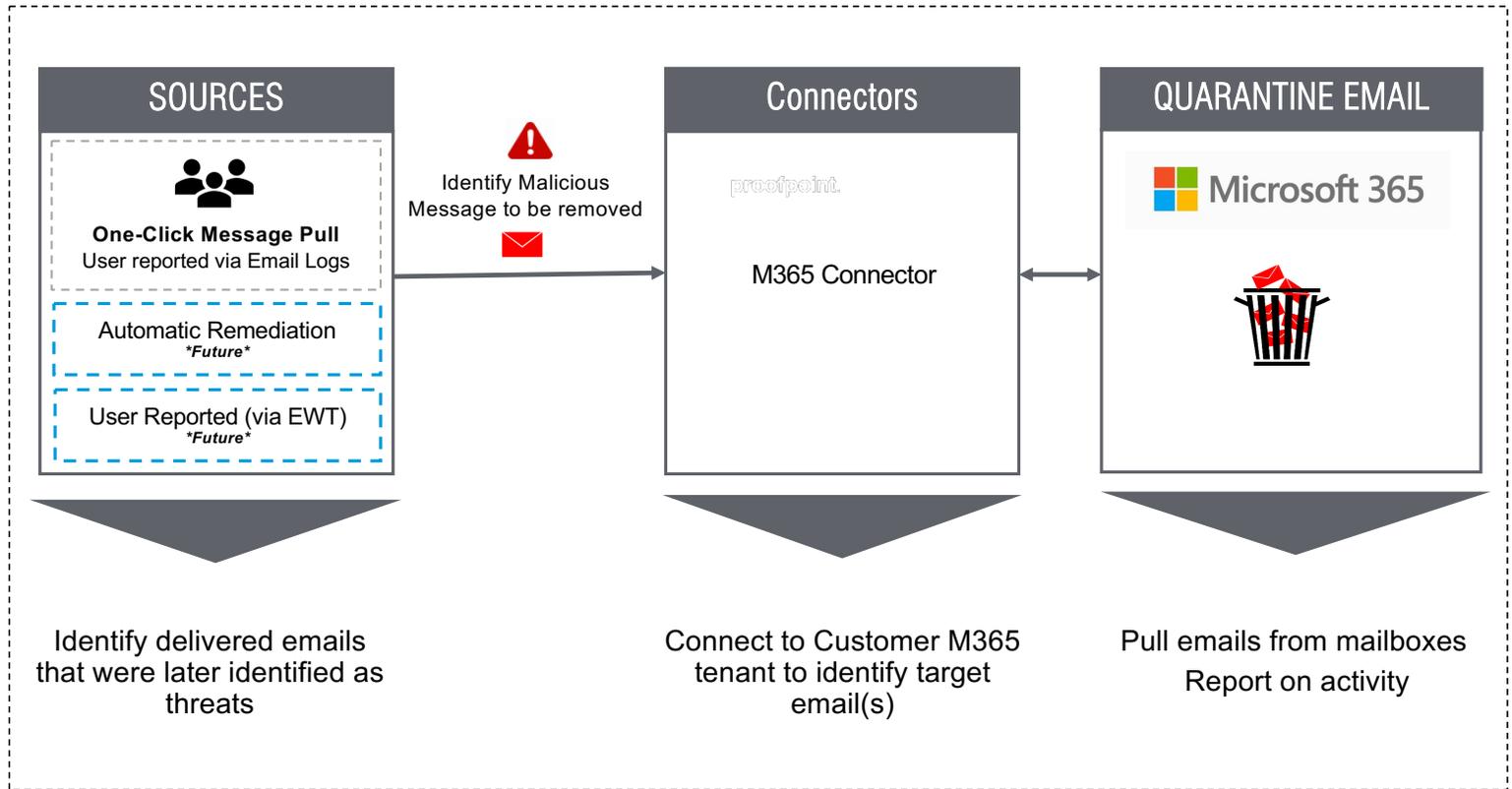


Evade Perimeter Defenses



Dynamic/Time-delayed  
attacks

**proofpoint.**



# One-Click Message Pull

**Detailed Email Log Entry**

Permalink  
[https://us2.proofpointessentials.com/index01.php?mod\\_id=13&mod\\_option=logitem&e\\_id=2000002&mail\\_id=1673642204-57y2z460fy\\_j&mrid=8248919084](https://us2.proofpointessentials.com/index01.php?mod_id=13&mod_option=logitem&e_id=2000002&mail_id=1673642204-57y2z460fy_j&mrid=8248919084)

---

**General Description**

Envelope Sender: <202301132036420b01caf509c44654be6a2275b2c0p0na-c2t21sd611x6na@bounces.primevideo.com> Update Sender List

'From' Header: Prime Video <no-reply@primevideo.com> Update Sender List

Subject: Now streaming on Prime Video: Hunters – Season 2

Timestamp: 15:36:44 EST, Friday 13 January 2023

Message-ID: <01000185acd95679-ee9cb6be-4169-44ac-a0ac-acf19b54144a-000000@email.amazonses.com>

Attachments: None The unique 'Message-ID' header of

Headers: [Preview](#) [Download](#)

---

**Scan Information**

Classification: Clean

Threat Level: N/A

Confidence: N/A

Classification Breakdown:

TAGS	CONFIDENCE
N/A	N/A

**RETRACT FROM MAILBOX** **REPORT AS FALSE NEGATIVE** **PRINT** **CLOSE**

✓ **Actions**

- Release from quarantine
- Release and approve
- Resend
- Report as false positive
- Report as false negative
- Hide email from logs
- Retract From Mailbox**
- Restore to Mailbox

# One-Click Message Pull

The screenshot displays the Proofpoint user interface. On the left is a dark sidebar with navigation options: Dashboard, Tools (Log Search, Archive, Security Awareness), Security Settings (Email, Malicious Content, Social Media), and Administration (Account Management, User Management, Threat Reporting, Schedule List, Favourites List, Traffic, Domains, Usage, URL Defense, Advanced Tools, Alerts, Archive, Cache, General). The main content area is titled 'All Users Logs' and includes search filters for Type (Inbound mail), Status (Any), and Date/Time (2023/01/10 0:00 - 2023/01/16 23:59). Below the filters are 'SEARCH', 'CLEAR', and 'ADVANCED SEARCH' buttons. A table below shows log entries with columns: Actions, From, To, Subject, Date/Time, Classification, Threat Type, Threat Level, Size, Status, and Actions. One entry is visible: From: eugene.williams@shipment-confirm.com, To: matt@bobsfishingsupplies.com, Subject: Last Warning Your password will expire in 12 hours matt@bobsfishi..., Date/Time: 2023/01/12, 06:56, Classification: Clean, Threat Type: -, Threat Level: (three bars), Size: 25.5 kB, Status: Delivered. The footer of the interface contains the text: © Proofpoint, Inc. 2004-2023 All Rights Reserved - Version 5.20230111.



# 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

**Be Careful With This Message**  
From (168@exp-ib.com, External)  
**Potential Impersonation**  
The sender's identity could not be verified and someone may be impersonating the sender.  
The reason you are seeing this banner is because your admin has enabled email w

## 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



# 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 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	✓	✓	✓	✓	✓	✓
	<i>*Predictive URL Defense*</i>		✓		✓		✓
	Attachment Defense Reputation	✓	✓	✓	✓	✓	✓
	Attachment Defense Sandboxing			✓	✓	✓	✓
	Social Media Account Protection			✓	✓	✓	✓
	<i>*Advanced BEC Detection*</i>				✓		✓
	<i>*Email Warning Tags*</i>				✓		✓
<i>*One-Click Message Pull*</i>			✓		✓	✓	
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

# Launch Plan

## **New packages launch globally on Thursday, January 26<sup>th</sup>, 2023**

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

# 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 26<sup>th</sup>, 2023)

# Q&A

**proofpoint**<sup>®</sup>

© 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](mailto:smbchannel@proofpoint.com)  
EMEA Channel Team: [smbchannel-emea@proofpoint.com](mailto:smbchannel-emea@proofpoint.com)

**proofpoint.**

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

A man in a dark suit, light shirt, and glasses is looking to the right while holding a tablet. The background is an office with desks and computers, all overlaid with a semi-transparent blue filter. The word "proofpoint" is written in white lowercase letters across the center of the image.

**proofpoint.**<sup>®</sup>

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