

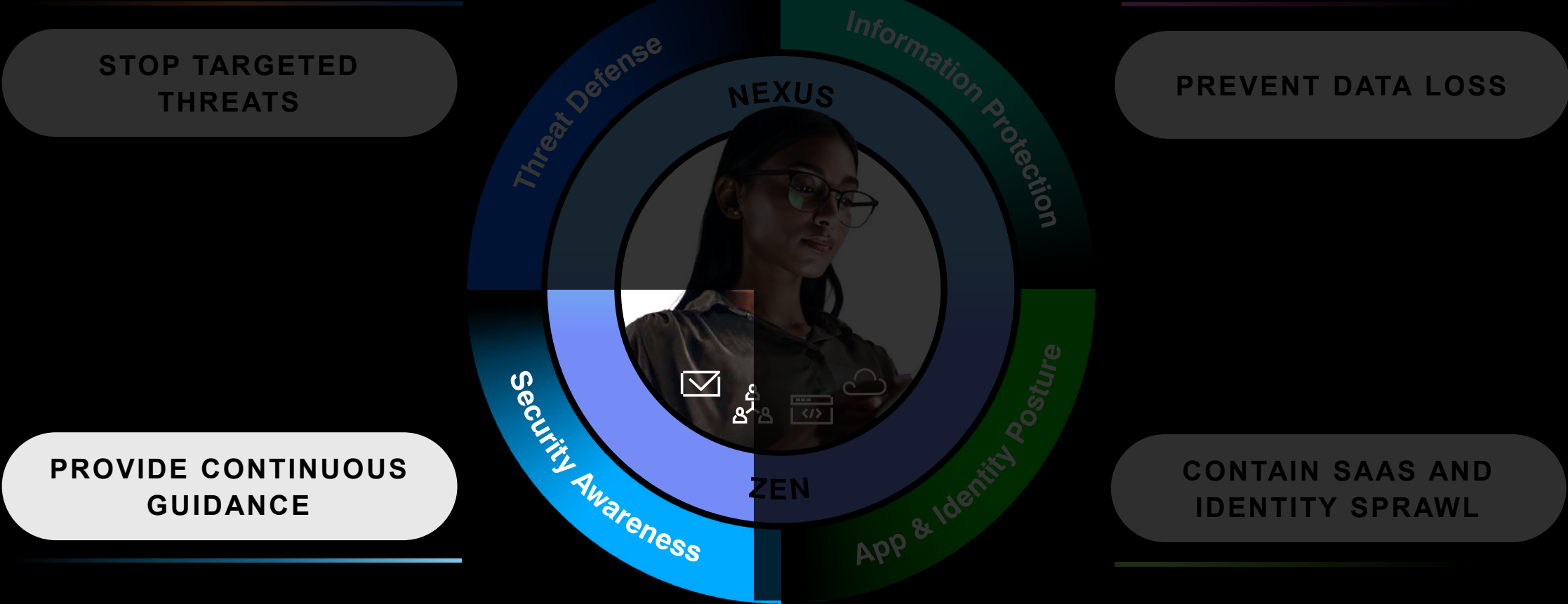
Proofpoint ZenGuide

Simplify Behavior Change with
Automated Risk-Based Learning

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Solving the Complete Set of Needs in Human-centric Security



What Challenges Do You Face Today?

**Mitigating
Human Risk**

90%

Of security incidents involve
the human element

Verizon 2024 DBIR

**Bypass Security
Knowingly**

96%

Of workers who took risky
actions, did so despite
knowing the risks

Proofpoint 2024 State of the Phish

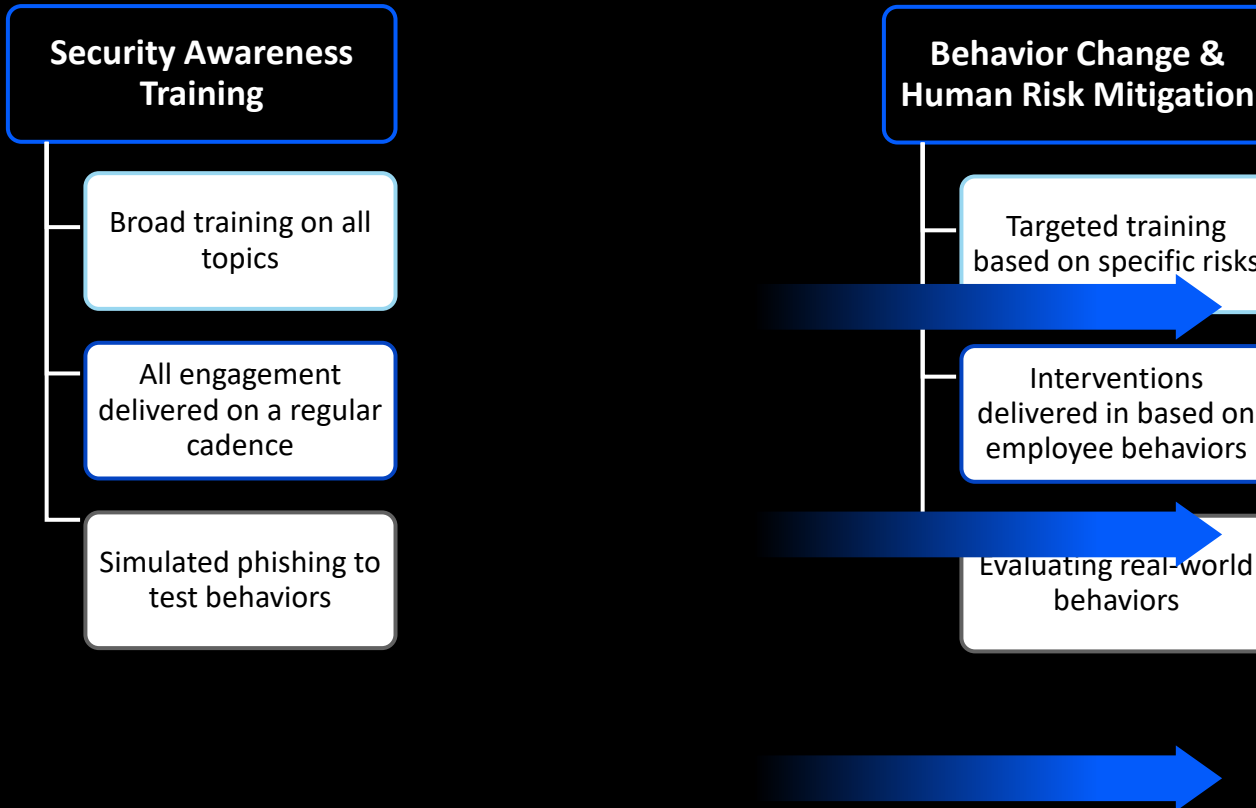
**Lack Dedicated
Resources**

71%

Of organizations report a
critical lack of talent

ESG 2024 Report

Evolving Your Program from Training to Behavior Change and Human Risk Mitigation





How ZenGuide Helps Mitigate Risk and Build Sustained Positive Behaviors

Building Sustained Positive Behaviors

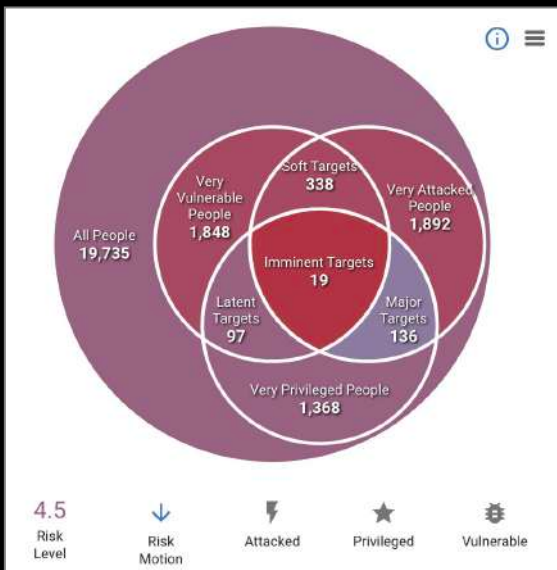
Starts with the **DICE Methodology**





Detect & Understand Who is Most At-Risk

Use People Risk Explorer to identify high-risk employees, (like Carol) based on behavior, attack index, or privilege



TARGET GROUPS Risk for date: 4/9/2024

ALL PEOPLE | **IMMINENT TARGETS** | MAJOR TARGETS | LATENT TARGETS | SOFT TARGETS | VERY ATTACKED PEOPLE | VERY VULNERABLE PEOPLE

Overview | New Comers | Risk Profiles | Seniority | Business

19 TOTAL

Imminent Target, aka Riskiest User

Name	Email	Title	Department	VIP	Risk Score	⚡	★	⚙️
Carol Brown	carol.brown@pf...	Purchasing Ma...	Supply Chain & ...		8.7	10	6.7	9.9
Bristol Albert	z6az6ookegbs0...	President And C...	Acme, Inc.	★	7.5	6.3	8.7	7.4
Zongyi Irwin	v4v2u5asvb8eh...	Sr Manager, Clie...	Administration		6.8	5.9	8.3	6.2

6.6 Risk Level | Risk Motion | High Attacked

Identify and engage high-risk individuals with **Automated, Risk-Based Learning**

Gain Insight into How to Better Engage, Educate, & Guide Your People



Make education relevant by matching Carol Brown's risk profile with a tailored educational experience

Carol Brown

Title: Purchasing Manager
Department: Supply Chain & Operations
Email: carol.brown@pfpt-demo.com
Directory Groups: AD_1
Distribution Lists: 20IYB0k7s89QrQ@acme.com

Seniority: Managers
Business Function: Finance

All People Risk: 4.6
Overall Risk: 9.0
Attacked: 10.0
Privileged: 7.3
Vulnerable: 9.9

1. Education for purchasing role

2. Targeted by & clicked on credential phishing link

Threat	Attacked Email	Latest Activity Date	Severity
https://www.credphish.com./phishme.htm	carol.brown@pfpt-demo.com	12/17/20, 10:53 AM	7.1

Campaign: "BRAINFOOD" | PDF ATTACHMENTS | "CLAIM ..."
Families: Credential Phishing
Actors: TA123, TA127

3. Shared confidential data with unauthorized people

Data Exfiltration

Top Alerts:
Type: DLP
Channel: Cloud (CASB)
User: carol.brown@pfpt-demo.com
Severity: high
Activity: Sharing Set Alert
Appearance: 5 times

Intervene, Engage & Motivate Carol with a Tailored Learning Experience



1. Education based on Carol's Risk Group & role

Department > Groups > Hire Date > Manager > Manager Email > Address > TopClicker Threat Family

Type in to search...
 All (4) View Selected (1)
 Imminent Targets - NIPRE
 Top Clickers
 NPRE VIPs with leaked email
 Blooming-Aquatics

User Profile 1 | Assignments | Simulations | Awareness Materials

Level > Industry > Role 1 >

Type in to search
 All (22) View Selected
 Operations
 OT
 Privileged User
 Purchasing

Security Education Platform - Simul x

https://spople.securityeducation.com/paths/404

Security Education Platform

Pathways / Edit Pathway

At-Risk People Learning Path

Running

Audience Activities 2

AUDIENCE 19 Users

08/06/2024 Pathway Start Date

08/06/2024 After 0 Days Simulation Simulation 1_Aug_06_2024

08/20/2024 After 14 Days Assignment Training_Aug_06_2024

+ Add Activity

4. Continuously add activities to reinforce learning

2. Assess vulnerability to credential phishing



2a. Teachable Moments to prevent repeated mistakes



3a. Engage & motivate with relevant Safe Data Handling content

SPOT Difference

What is a Password Manag...
 When Emotions Run High...
 60 Seconds to Better Secur...

3b. Validate comprehension with Adaptive Assessments

60 Seconds to Better Security: What is Intellectual Property (IP)? Assessment

Question	Options List	Selected Content
Which of the following is NOT a characteristic of Intellectual Property (IP)?	<input type="radio"/> It is a legal right that can be enforced. <input type="radio"/> It is a form of creative expression. <input type="radio"/> It is a form of information that can be shared. <input type="radio"/> It is a form of property that can be owned.	<input checked="" type="radio"/> It is a form of information that can be shared.
Which of the following is NOT a characteristic of Intellectual Property (IP)?	<input type="radio"/> It is a legal right that can be enforced. <input type="radio"/> It is a form of creative expression. <input type="radio"/> It is a form of information that can be shared. <input type="radio"/> It is a form of property that can be owned.	<input checked="" type="radio"/> It is a form of information that can be shared.
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Sustain Behavior Change with Content Based on our Deep Understanding of Threats & Risks



DATA PIPELINE (MULTI TRILLION DATA POINTS)

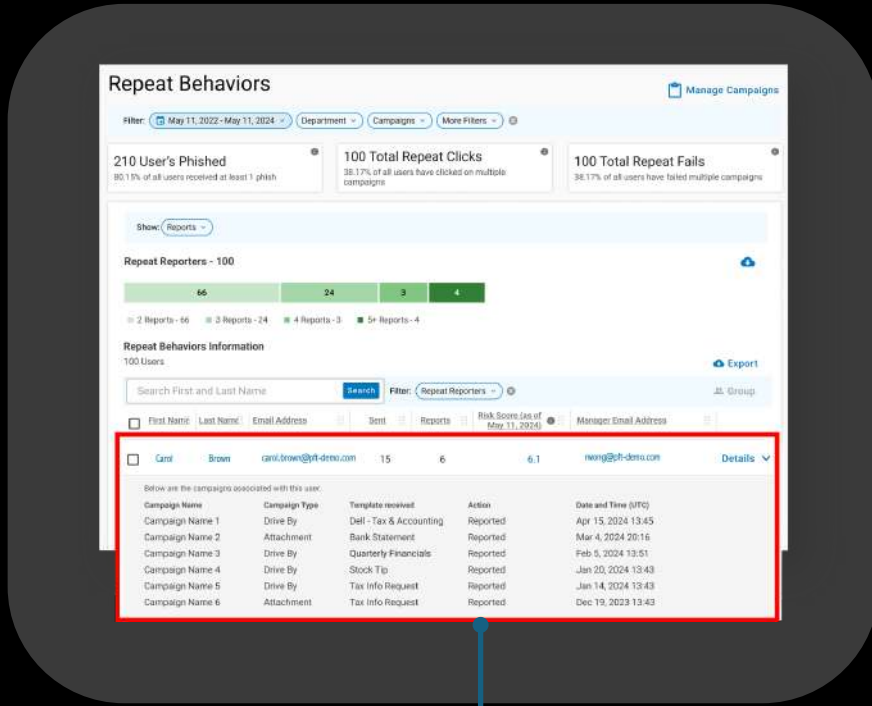


- Assess vulnerability with threat simulations based on attacks from the wild
- Ensure employees receive education based on the latest real-world threats
- Accurately quantify human risk with attack context insights

Confirm Behavior Change & Refine Your Strategy

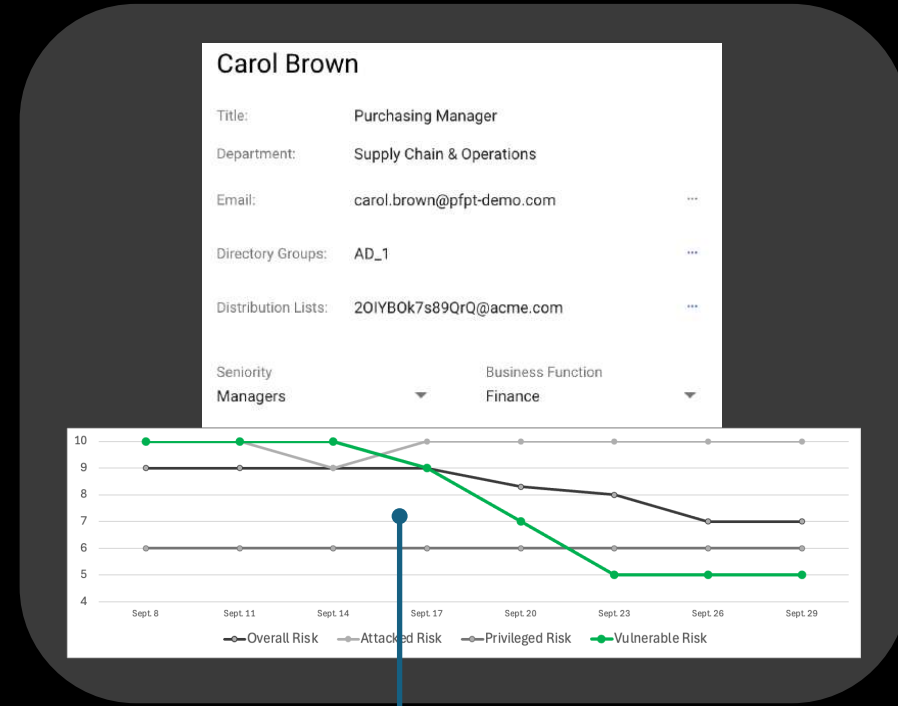


Verify Positive Behavior Change



Confirm if Carol is proactively reporting proofpoint suspicious email

Quantify Human Risk Reduction



Confirm that Carol has lowered her vulnerable risk

Proofpoint Simplifies Behavior Change with Automated Risk-Based Learning



Gain a comprehensive understanding of who represents the most risk



Measure real behavior change & quantify human risk reduction



Efficiently scale and automate risk-based learning



Motivate people, build culture & sustain positive behaviors with unique learning paths



Drive Greater Human Risk Mitigation with Proofpoint P1 Bundle



Unlock Real Behavior Change and Add More Value



Complete Visibility into Human Risk

Enrich People Risk Explorer to improve accuracy in identifying high-risk employees and track real behavior change



Build a Risk-Driven Education Program

Easily build targeted risk-based curriculums with TAP & People Risk Explorer insights



Simplify Behavior Change with Automation

Automate enrollment into unique learning paths based on risk profiles e.g. VAPs, Top Clickers, Imminent Targets



Lower Admin Costs with Streamlined Operations

Consolidate vendor tools simplifying the security architecture and allowing admins to focus on more strategic initiatives

A Leader in Security Awareness & Human Risk Reduction



40% fewer clicks on real-world malicious links in **6** months

Better Together: Threat-Led Awareness Program Design

Combine the best of threat intelligence and human-centric security awareness to provide a robust, comprehensive defense against cyber threats.



ADVANCED THREAT INTELLIGENCE

Proofpoint Threat Intelligence leverages real-time insights to identify and mitigate risks as they emerge. By continuously monitoring the global threat landscape and analyzing data from multiple sources across our detection stack, Proofpoint provides actionable intel that helps organizations stay ahead of cyber threats



PEOPLE-CENTRIC SECURITY AWARENESS

Understanding that humans are often the centralized risk in cybersecurity, Proofpoint focuses on enhancing security awareness among employees. This service includes tailored training programs that address the specific roles and responsibilities of different employee groups, as well as the changing threats they face on a regular basis, making the training more relevant and impactful



BEHAVIORAL ANALYTICS

Proofpoint integrates behavioral analytics to monitor and understand user behavior within the organization. This allows for the identification of risky behaviors and potential insider threats, enabling targeted interventions and continuous improvement of security protocols



REAL-TIME PHISHING PROTECTION

Phishing remains a significant threat to organizations. Proofpoint provides advanced phishing protection by using machine learning and behavioral analysis to detect and educate end users about threats they are likely to encounter. This ensures that employees are protected from both known and emerging phishing techniques



ADVANCED MOBILE THREAT INTELLIGENCE

Proofpoint leverages real-time mobile SMS/MMS threat intelligence along with unwanted message reporting to identify risks as they emerge. Through its unparalleled visibility into the mobile threat landscape, Proofpoint provides threat trends and actionable insights that help organizations stay ahead of threat actors in the growing space of mobile messaging.



proofpoint®

Protect People.
Defend Data.