



**proofpoint®**

# Safety and Risk: the basics of the People-Centric Security

# AGENDA

- Pills on Proofpoint
- A new perimeter to protect?
- The People-Centric Security



#1 deployed solution of the F100, F1000, G2000

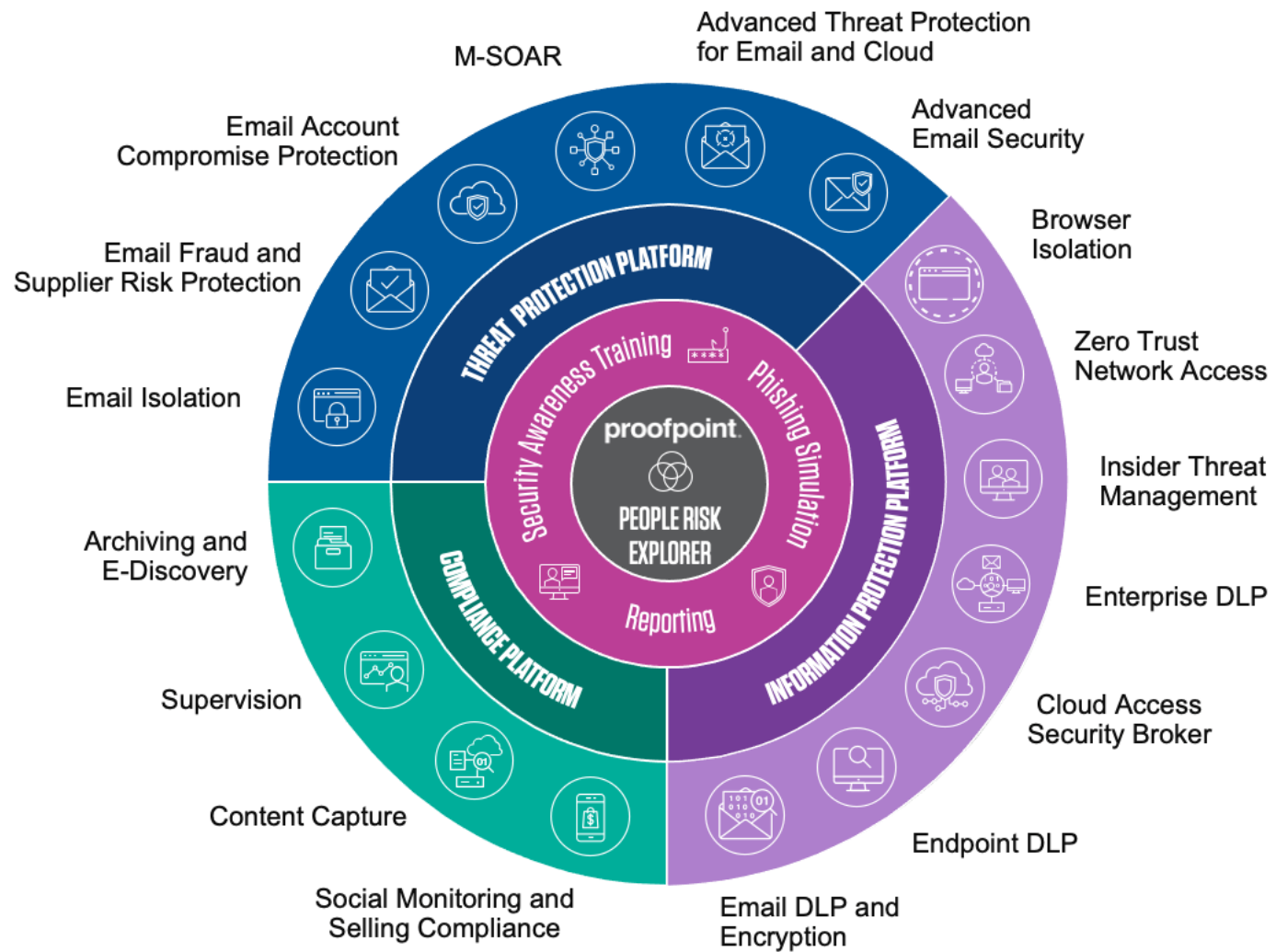
7,100+ Enterprise Customers

110,000+ SMB Customers

120+ world's largest ISPs



Top global banks  
Top pharmaceutical companies  
Top global retailers



# PEOPLE ARE COMPLEX, DIFFERENT

ROLE:  
Finance

VAP



Interagisce  
con i  
fornitori

Esegue  
spostamenti  
di denaro

ROLE:  
Research Scientist

Lavora da  
remoto

Detiene  
proprietà  
intellettuale



Utilizza app  
nel cloud  
verso l'esterno

ROLE:  
Support Contractor

Targettizzato da  
alias

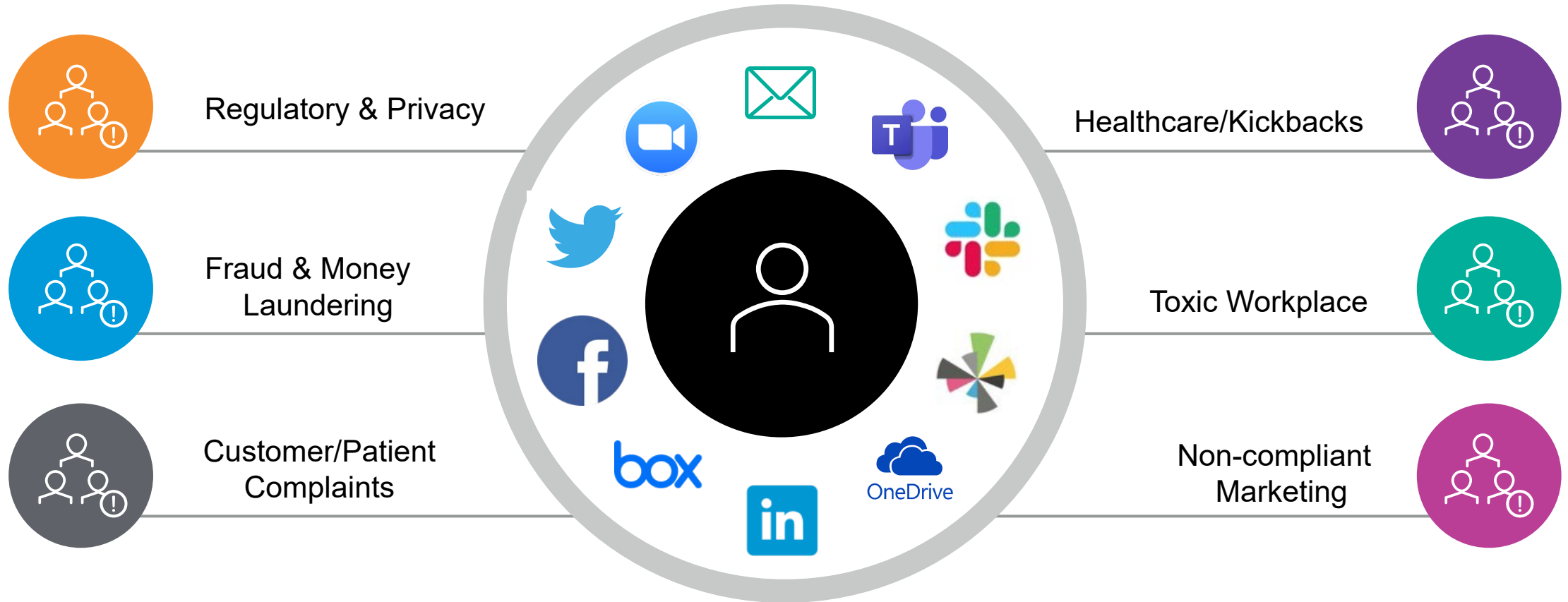


Clicca su  
qualsiasi  
link

Ha accesso  
ai dati dei  
clienti

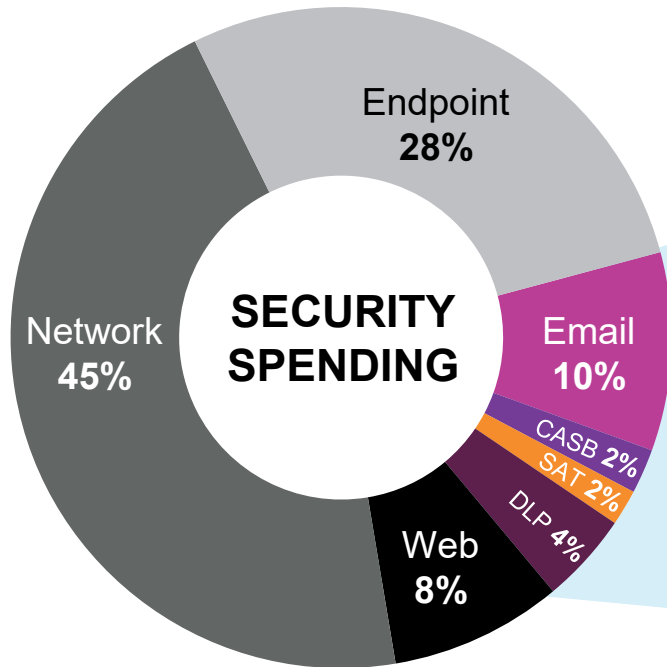
# Context: Our Digital Reality

100% of Compliance Risks Are Human-activated



# Defenders don't focus on people, attackers do

## Security Spending



Source: Gartner Information Security, Worldwide 2019–2025.)

## Breaches



# CASE STUDY - Rapid Risk Assessment (RRA)

## Prospect Profile

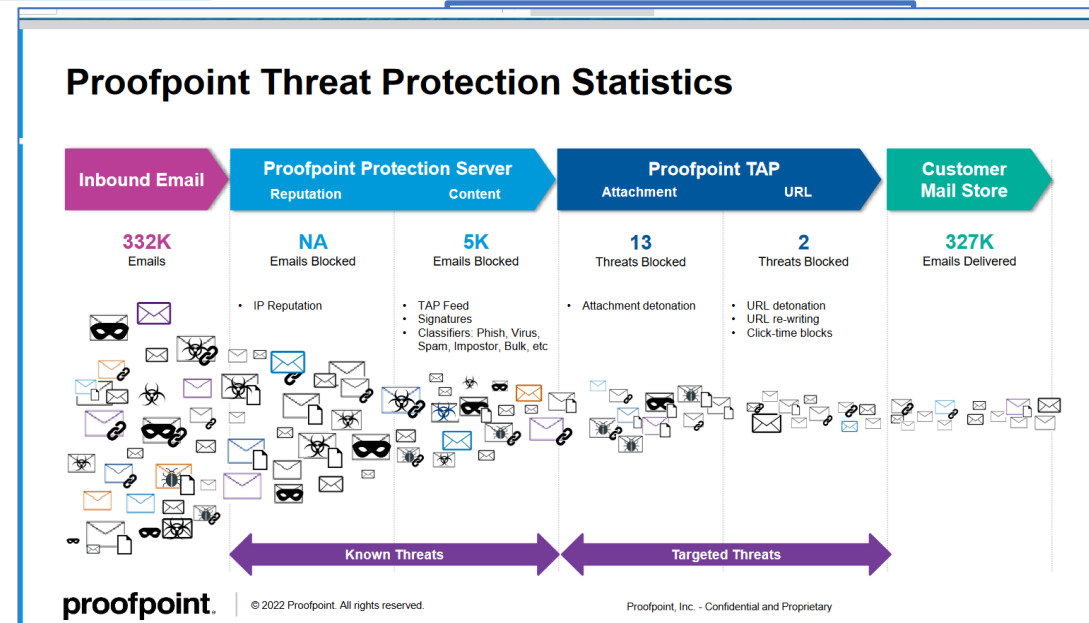
- Manufacturing
- 0365 customer
- Incumbent Sophos

## Prospect Challenges

- Increase security awareness
- More visibility advanced attack
- Visibility on their VAP

## Deal Profile

- Partner qualified the deal
- Pre RRA success criteria call (RRA)
- 5 minutes activation call
- Results review
- Deal closed



## PROPOSITION

P1

SOPHOS



PROTECTION  
STARTS WITH  
**PEOPLE**

# PSAT - PROOFPOINT SECURITY AWARENESS TRAINING

*Prescriptive and timely education will **change behavior, reduce risk** and **exposure** across your organization*

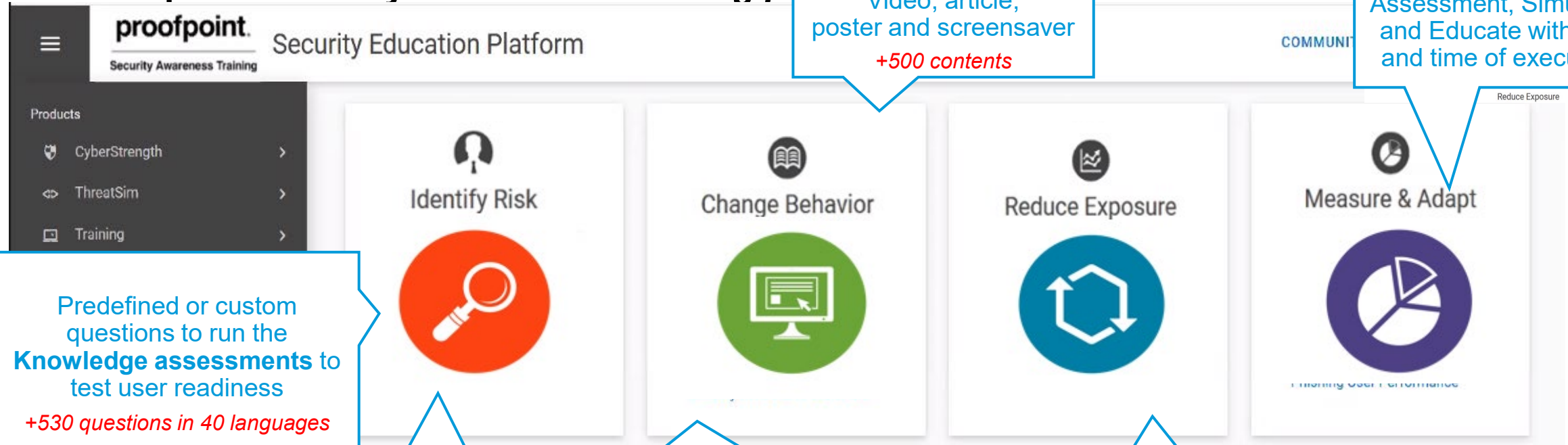


***More than 23 million people use our platform every day***

proofpoint.

# Continuous Training Methodology

## Proofpoint Security Awareness Training platform (PSAT)



Video, article, poster and screensaver  
**+500 contents**

Measure efficacy of the awareness program. Assessment, Simulation and Educate with date and time of execution.

Predefined or custom questions to run the **Knowledge assessments** to test user readiness  
**+530 questions in 40 languages**

Complete customizable **Phishing and USB simulation tool**  
**+2100 template Phishing simulation**

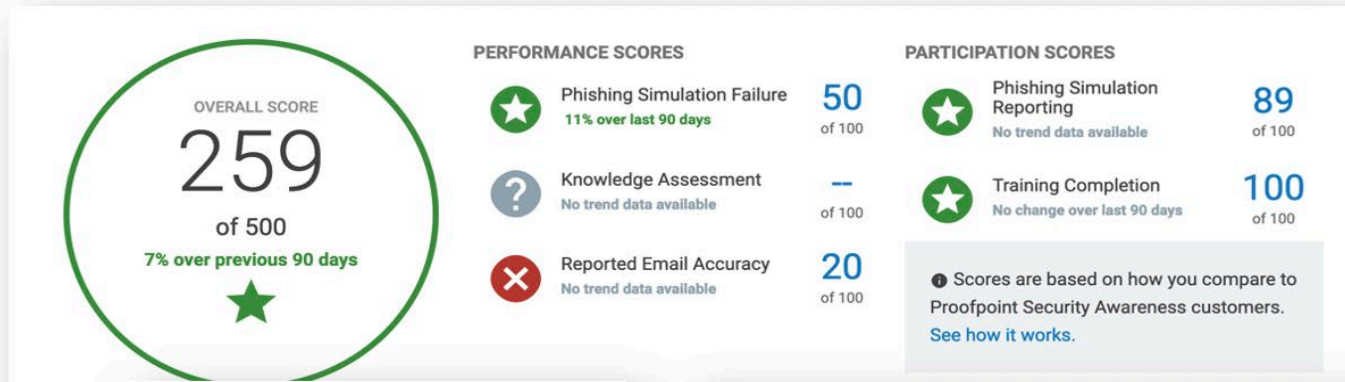
Training modules based on «science principle» mechanism.  
Possibility to change the module content to adapt at your need  
**+300 modules in 40 languages**  
**+150 modules in Italian language**  
**5-15 minutes time each**  
*training, gaming, video, whiteboarding, live action*

Outlook integrated button to allow users to alarm for a phishing event, either simulated or real

# Continuous Training Methodology

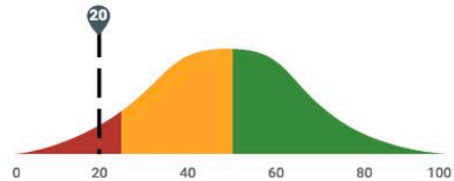
## Proofpoint Security Awareness Training platform (PSAT)

### New CISO Dashboard



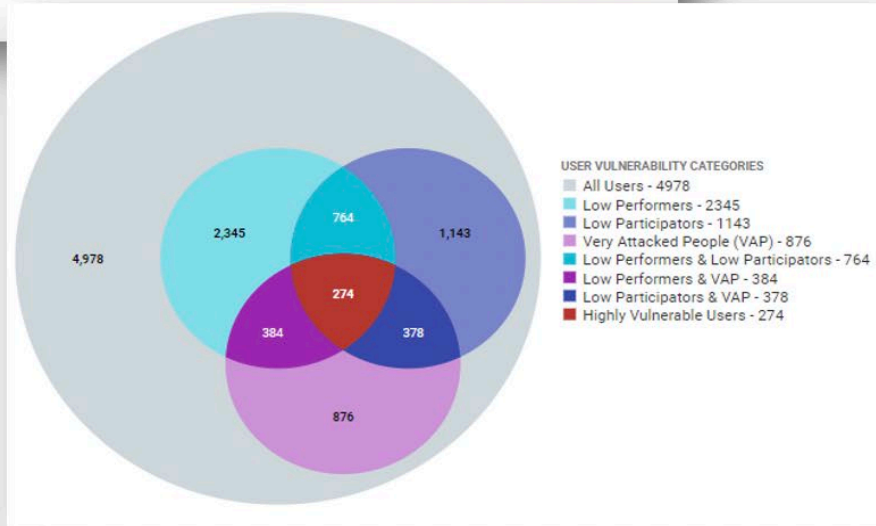
#### Score Calculation Summary: Reported Email Accuracy

Reported Email Accuracy score is based on your performance in the last 90 days compared to all customers' average reported email accuracy in the last 90 days.



Reported Email Accuracy Comparison

Your Organization's Accuracy	43%
Lowest Performing Customer's Accuracy	0%
Highest Performing Customer's Accuracy	100%



ISACA's 2020 State of Cybersecurity survey report

# proofpoint. Overview

The leader in protecting people from advanced threats and compliance risk

The most trusted partner to protect the leading threat vector

#1

Most deployed solution for the Fortune 100

#1

Most deployed solution for the Fortune 1000

#1

Most deployed solution for the Global 2000

**Top 10**  
global cybersecurity company in revenue and market cap



the only one focused on protecting people

Magic Quadrant leadership across:



Secure Email Gateway

Leader for 7 consecutive years



Security Awareness Training

Leader for 6 consecutive years



Information Archiving

Leader for 7 consecutive years



Cloud Access Security Broker

Leading visionary

Seamless integration with other next gen leaders



A man and a woman are in a meeting room. The woman is pointing at a whiteboard covered in sticky notes. The man is holding a tablet. The scene is brightly lit with a large window in the background.

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THANK YOU