

FOR PROOFPOINT INTERNAL USE ONLY

TOP 10 REASONS CUSTOMERS MOVING TO OFFICE 365 CHOOSE PROOFPOINT

1 Consistent efficacy

2 Ransomware

3 Business Email Compromise

4 Bulk mail

5 Campaign Visibility

6 Forensics

7 Threat Response Auto-Pull

8 Integrates with security ecosystem

9 Email continuity

10 Customer & Threat Op Support

Item	Description	Security	IT
Consistent efficacy	Industry leading protection against targeted attacks, BEC, malware, and other unwanted mail.	✓	✓
Ransomware¹	Encrypts data, asks for ransom. Block with next-gen URL and attachment analysis and sandboxing before it can be executed at the endpoint. Ex: Cerber ransomware penetrated O365's native security with 57% success. ²	✓	
BEC¹	Tricks people into sending \$ or sensitive data. Proofpoint provides built policies, flexibly policy control, and dynamic classification and analysis techniques to protect and increase visibility and insight into this type of attack.	✓	
Bulk mail	Strong efficacy against unwanted mail that users once opted into, and no longer want. Increases user productivity.		✓
Campaign Visibility	Aggregates individual threats into campaign visibility. Distinguish between broad vs. targeted attacks.	✓	
Forensics	See IoCs, which users clicked on which link from what devices, DNS look ups, registry key changes, whether an endpoint been compromised.	✓	
Threat Response Auto-Pull	Moves inbox emails with malicious URLs or attachments into user inaccessible quarantine. Works for O365 and Exchange mailboxes.	✓	✓
Integrates with security ecosystem	Broaden threat intelligence feeds. Integrate email events and threat data with SIEMs to detect anomalies faster. Integrate with existing security ecosystem (URL, network, and user access security devices) to orchestrate threat containment. Palo Alto Networks, Splunk, Imperva, CyberArk, and more.	✓	
Email continuity	Protect from impact of Office 365 email outages. Users who resort to personal email can result in security/compliance risk.		✓
Customer & Threat Ops Support	Award-winning customer /threat ops support. 95% satisfaction rate.	✓	✓

¹ www.proofpoint.com/us/threat-reference

² www.scmagazine.com/microsoft-office-365-hit-with-massive-cerber-ransomware-attack-report/article/505845