proofpoint®

Protecting People with Integrated Email Protection

Roy Murdoch – SEM UKISA

September 2019

© 2019 Proofpoint. All rights reserved

Agenda

- Proofpoint
- Industry Trends
- Defensive Strategy vs Attacker/Actor Focus
- Product Overview

© 2019 Proofpoint. All rights reserved

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

paloalto NETWORKS®

splunk>

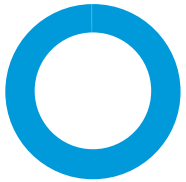
CYBERARK®

CROWDSTRIKE

© 2019 Proofpoint. All rights reserved

Attacks increasingly target people, not infrastructure

THREATS USE SOCIAL ENGINEERING, NOT VULNERABILITIES



99%+

Malware attacks rely on user to run malicious code

300%+

Increase in corporate credential phishing

Source: Proofpoint Threat Data.

SHIFT TO CLOUD CREATES NEW THREAT VECTORS, DATA EXPOSURE

Account takeover of cloud apps is a growing problem

85% Orgs exposed to targeted attacks

45% Orgs detected successful breach

Source: Proofpoint Threat Data.

EMAIL FRAUD IS A BOARD-LEVEL ISSUE

$12.5B+

Direct losses worldwide (Oct 2013–May 2018)

78,617

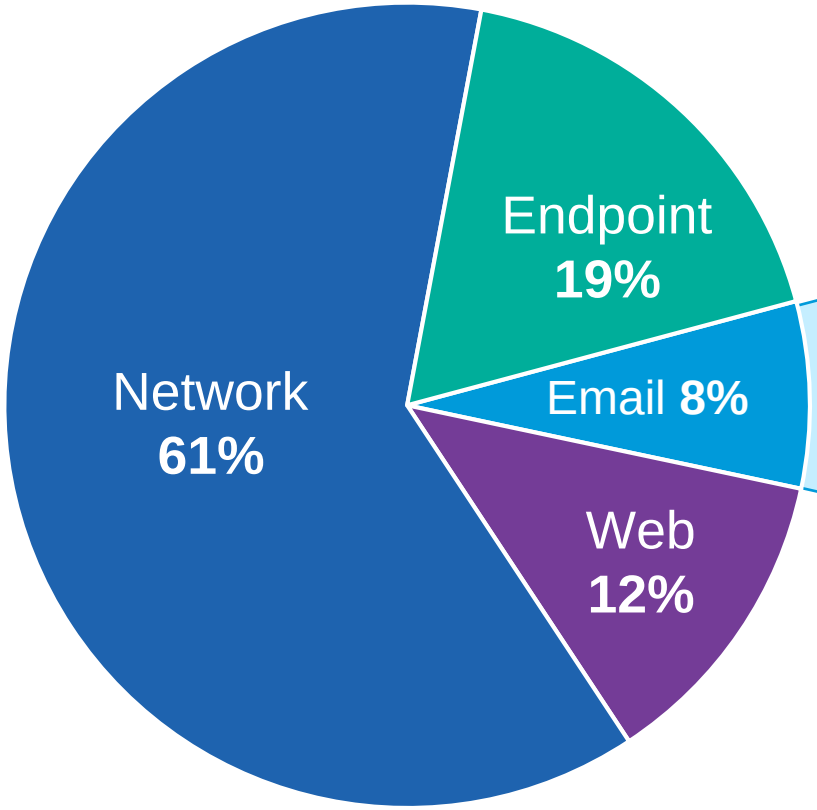
Incidents worldwide

Source: FBI.

© 2019 Proofpoint. All rights reserved

Defenders don’t focus on people, attackers do

SECURITY SPENDING



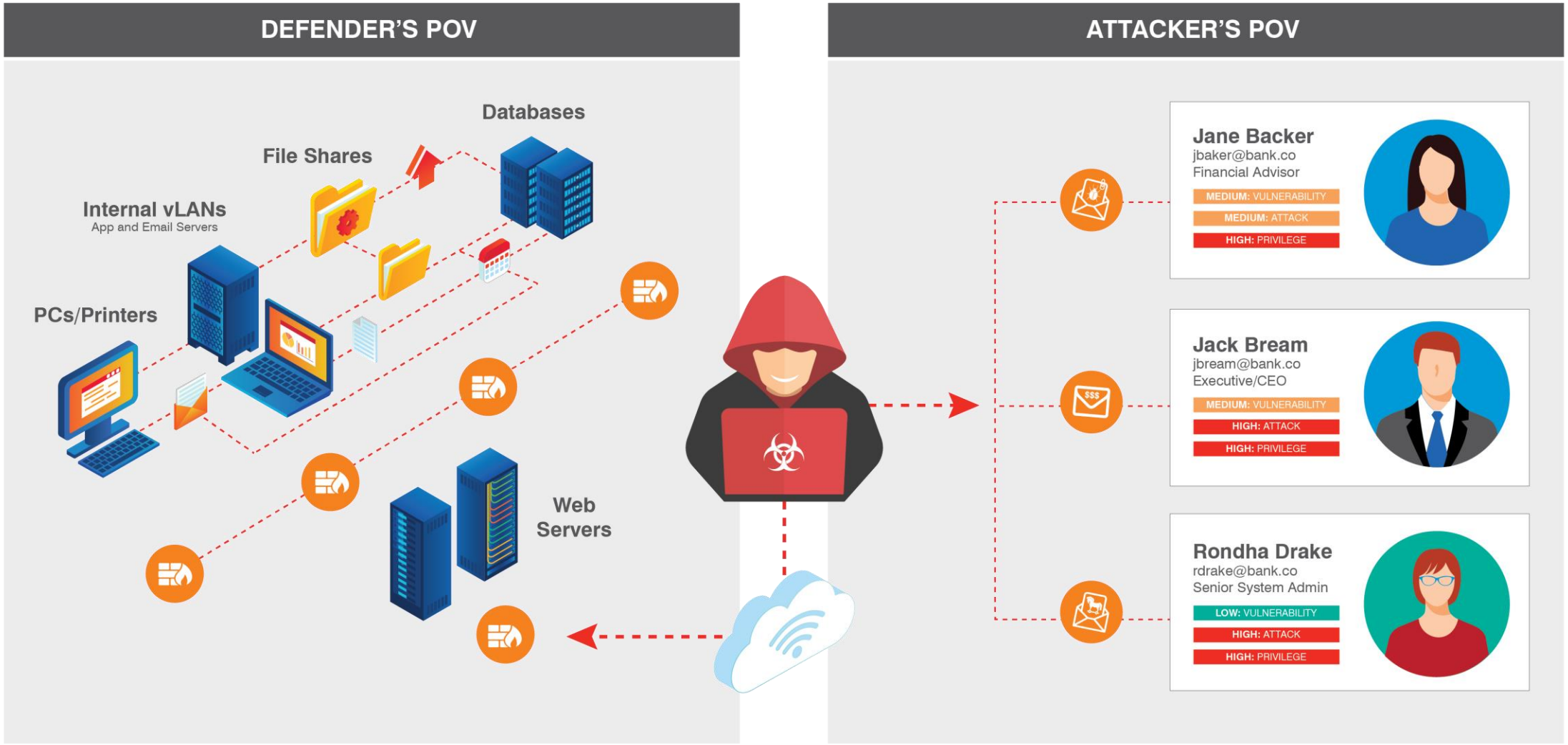
Source: Gartner Information Security, Worldwide 2016 – 2022, 1Q 2018 update (2018 forecast)

ATTACK VECTORS

Source: 2018 Verizon DBIR

proofpoint.
© 2019 Proofpoint. All rights reserved

Defensive strategy needs to counter attacker tactics



proofpoint.
© 2019 Proofpoint. All rights reserved

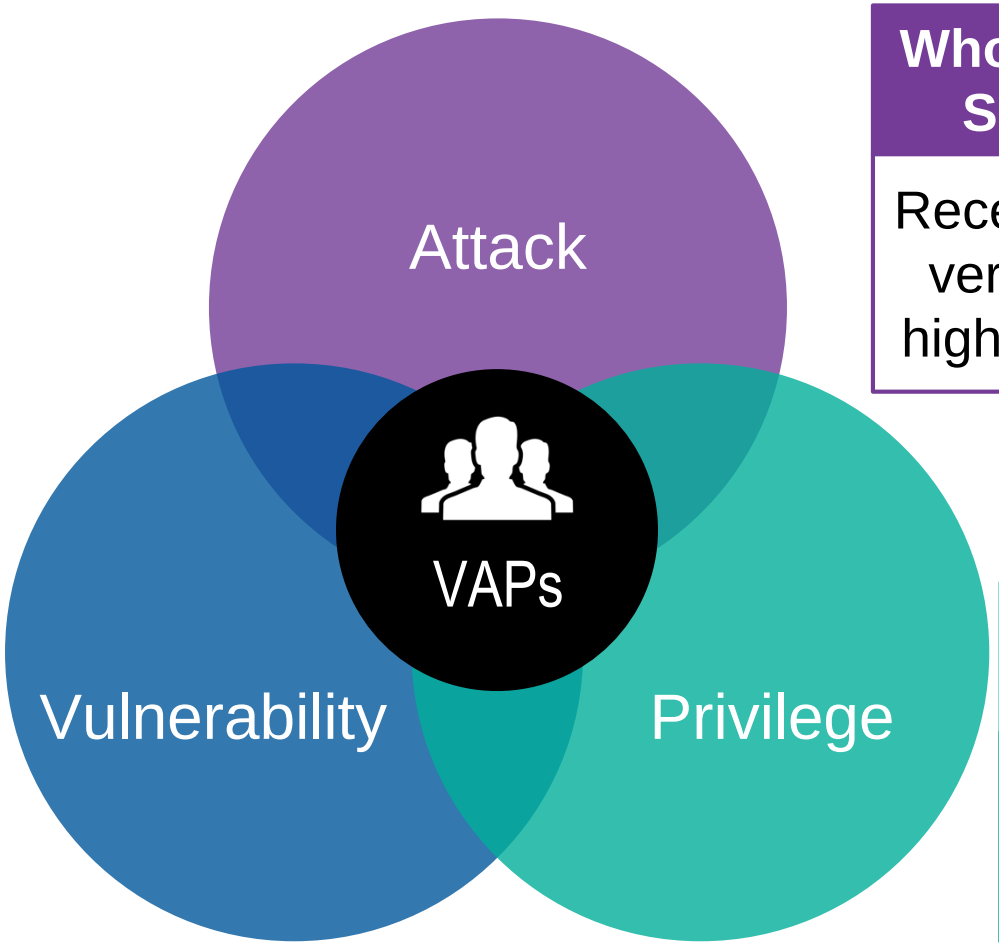
Who are your VAPs?

Who Gets Targeted by Serious Threats?

Receive highly targeted, very sophisticated, or high volumes of attacks

Who is Likely to Fall for those Threats?

Clicks on malicious content, fails awareness training, or uses risky devices or cloud services

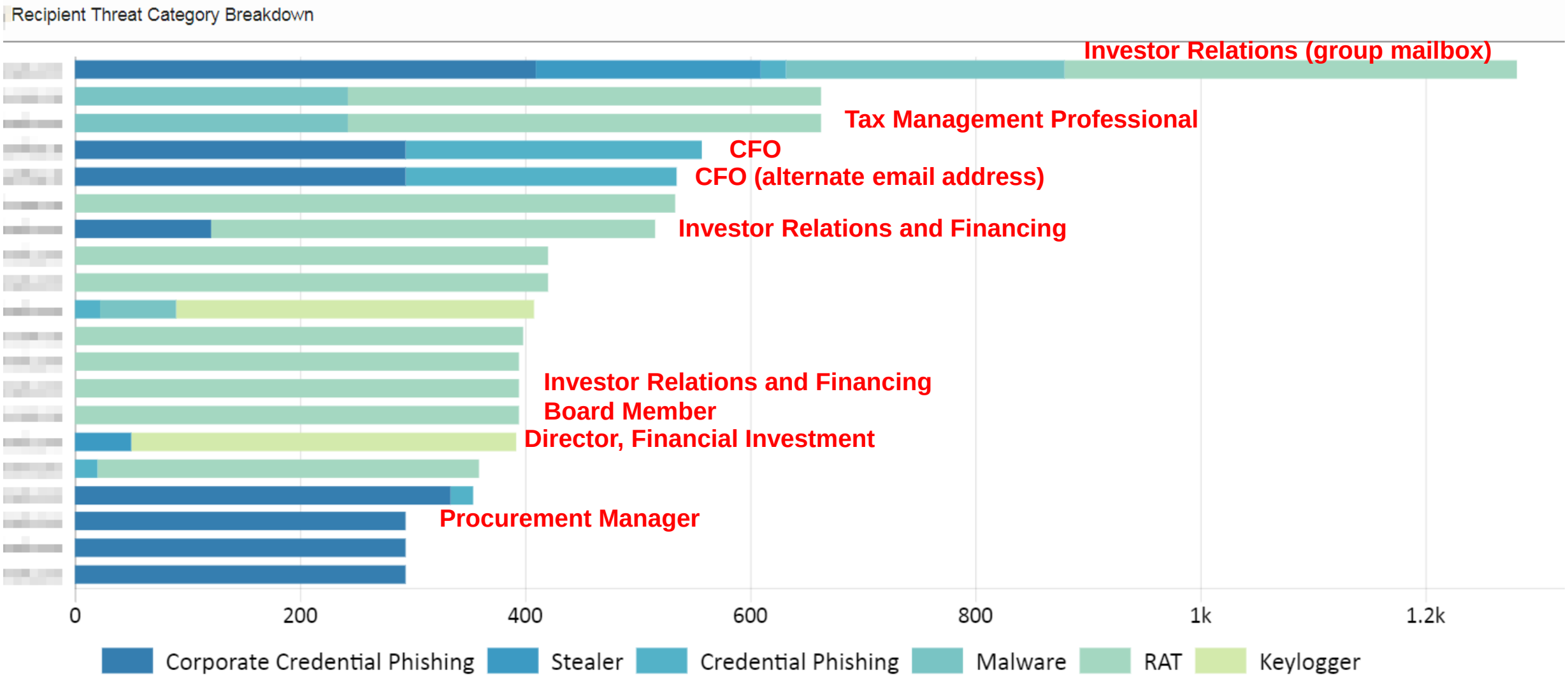


Who Represents Risk to the Organization?

Can access critical systems or sensitive data, or can be a vector for lateral movement

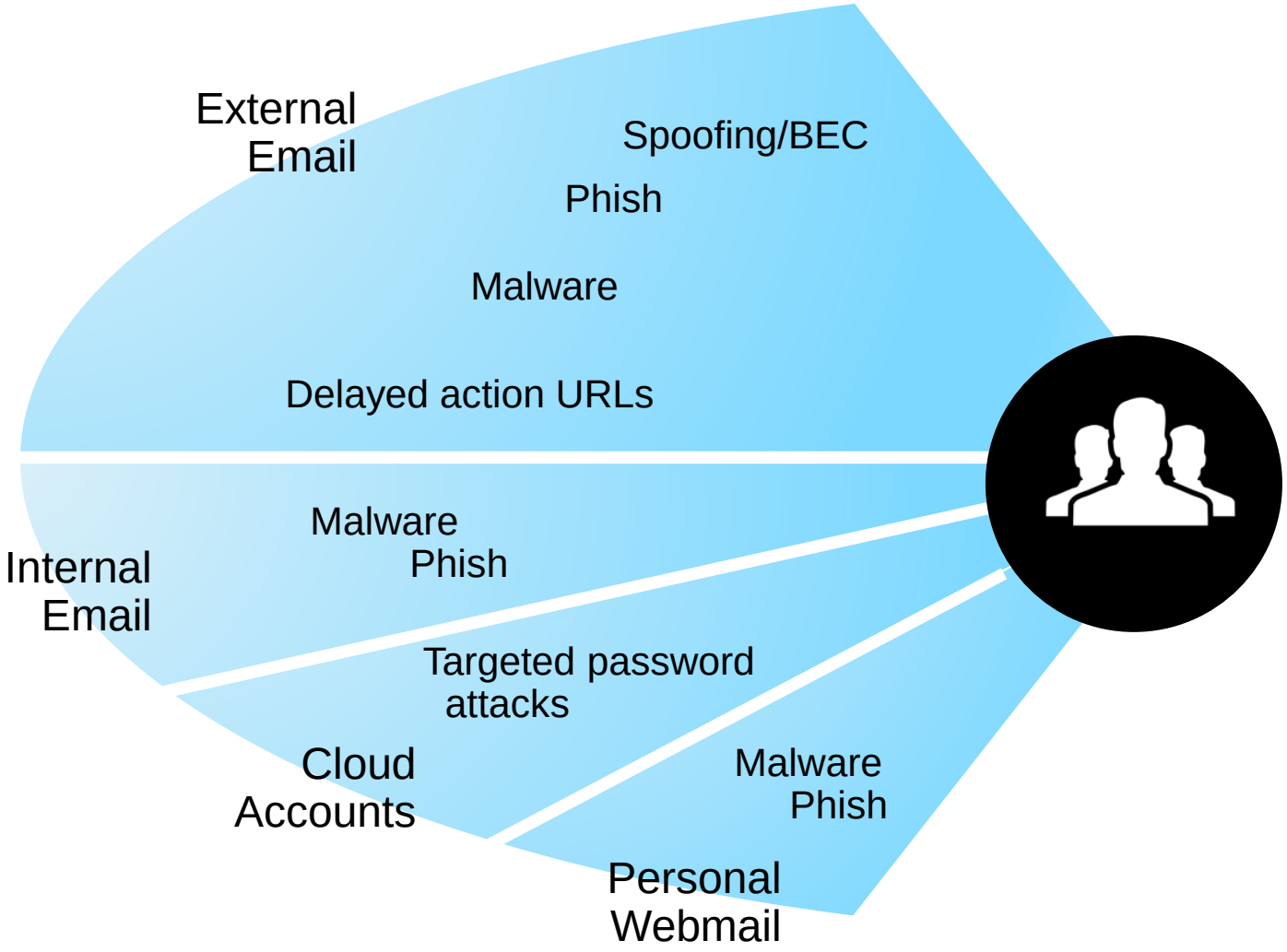
proofpoint.
© 2019 Proofpoint. All rights reserved

Very Attacked People (European company)



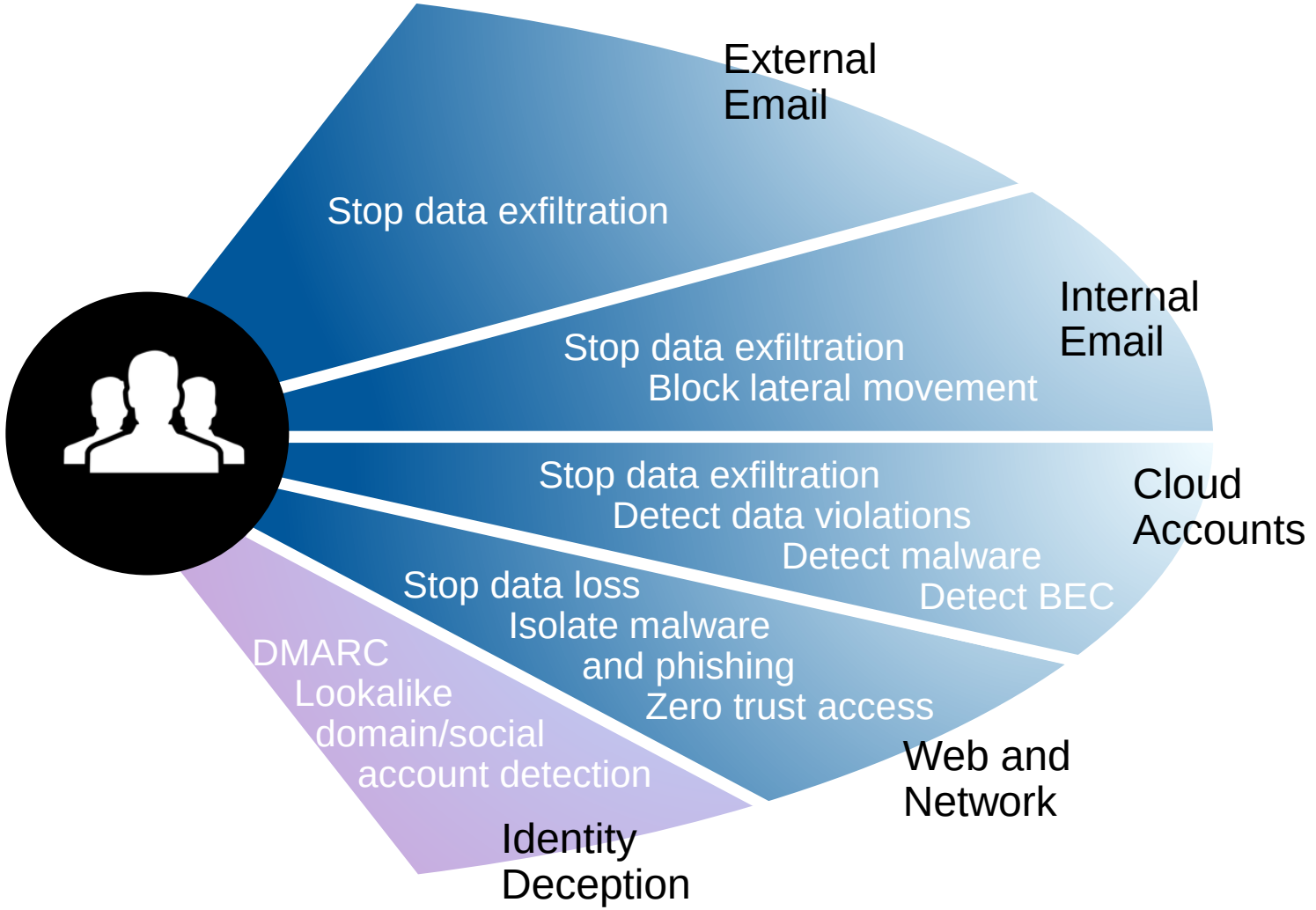
proofpoint.

PEOPLE-CENTRIC ATTACK VECTORS



proofpoint.
© 2019 Proofpoint. All rights reserved

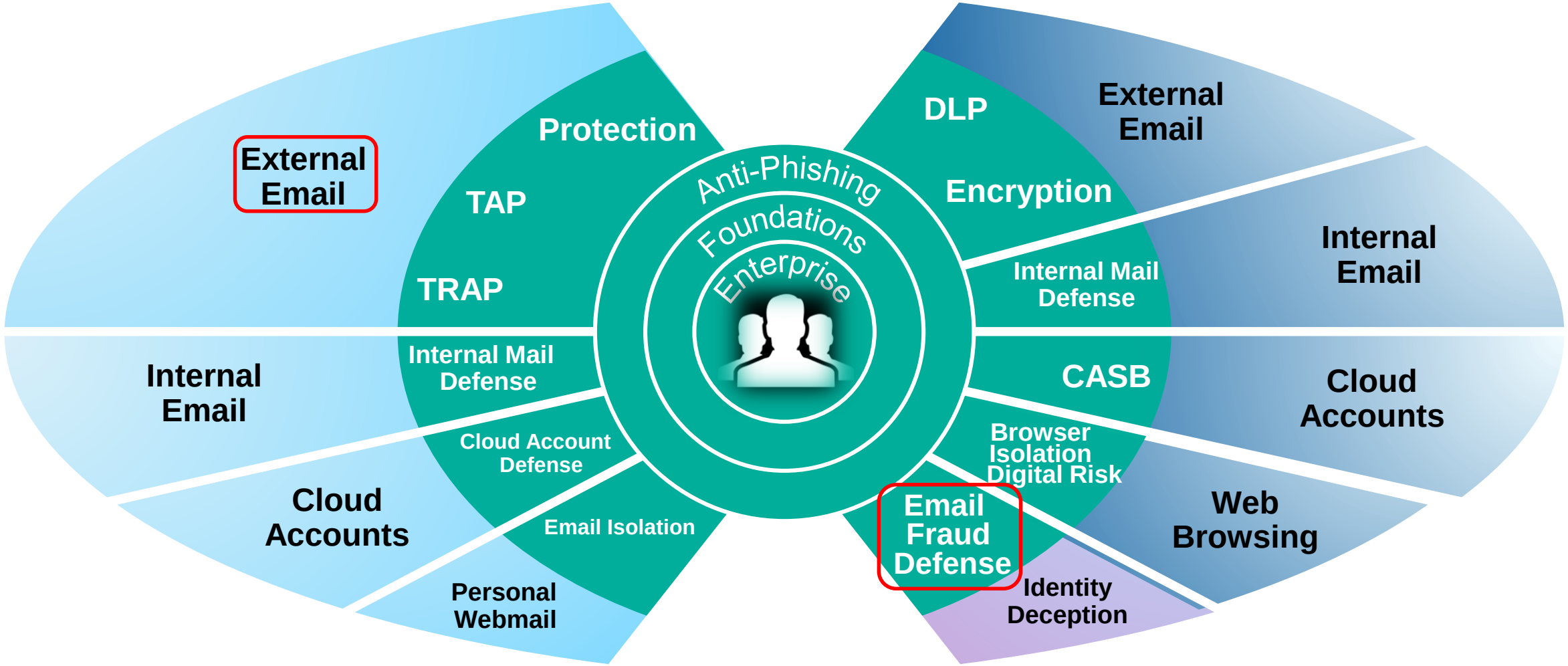
PEOPLE-CENTRIC
ADAPTIVE CONTROLS



BUSINESS ECOSYSTEM
CONTROLS

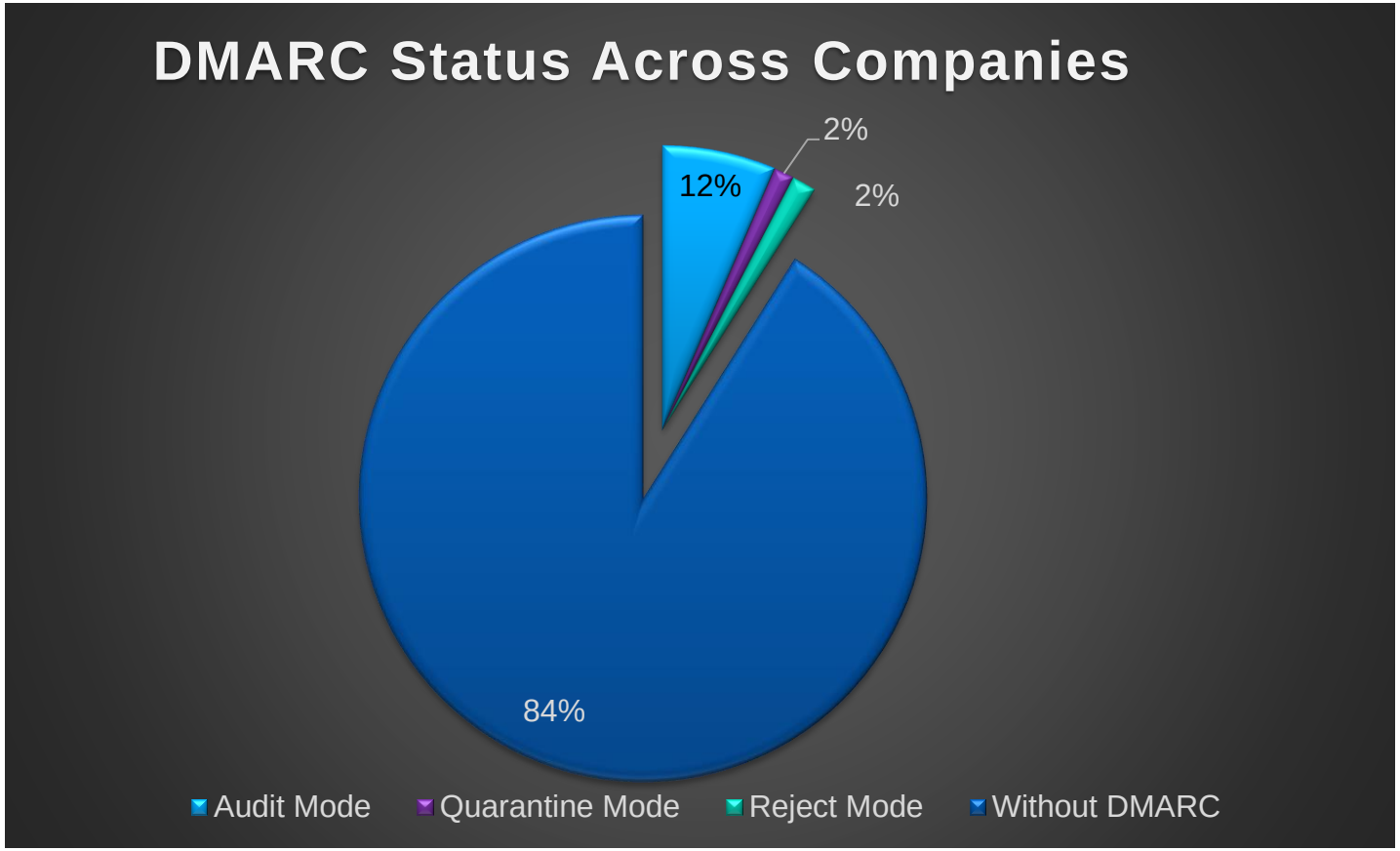
proofpoint.
© 2019 Proofpoint. All rights reserved

Focus on Protecting VAPs



© 2019 Proofpoint. All rights reserved

Email Authentication – DMARC Survey



- 50,000 Companies
- Only 16% DMARC Enabled

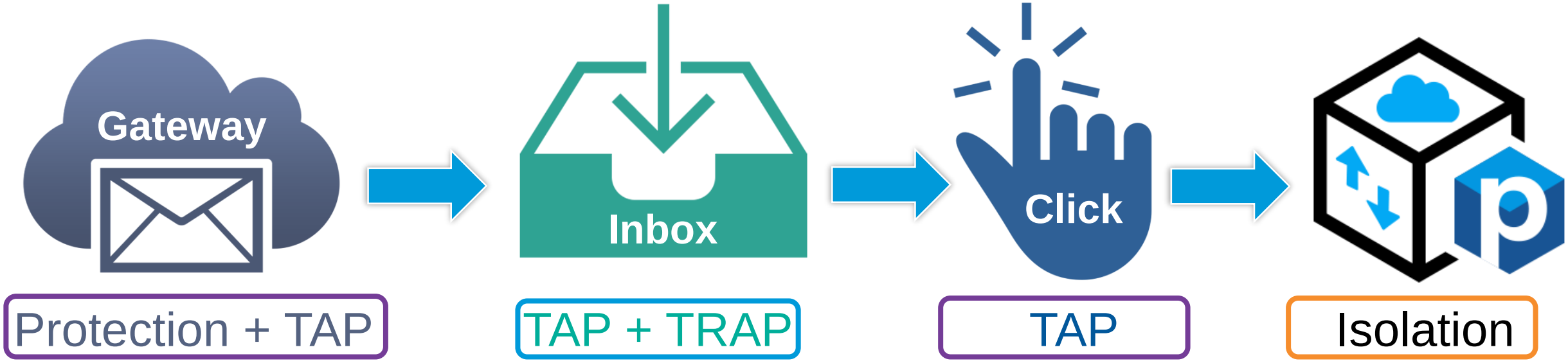
- No Silver Bullet
- Will NOT Prevent All Attacks
- Complements SEG Protection

proofpoint.

© 2019 Proofpoint. All rights reserved

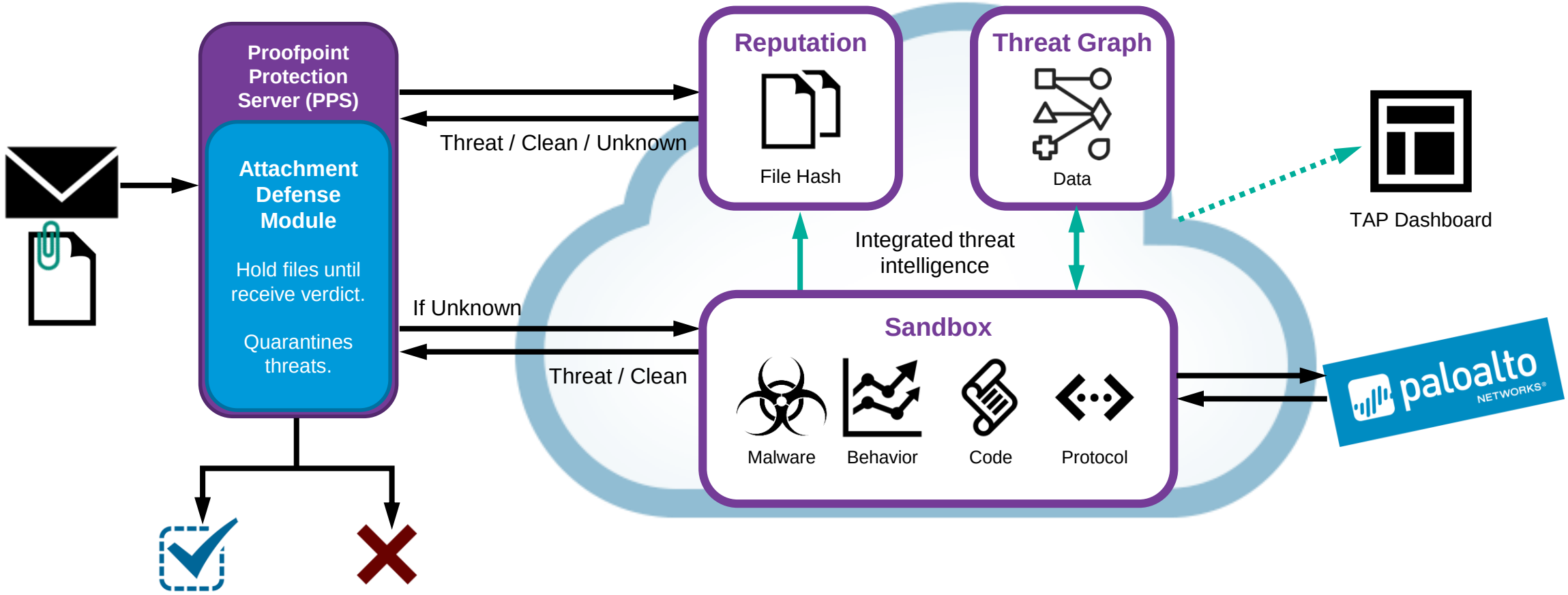
Protection, Response and Isolation

Balancing security with end user experience



proofpoint.
© 2019 Proofpoint. All rights reserved. For Proofpoint internal use only.

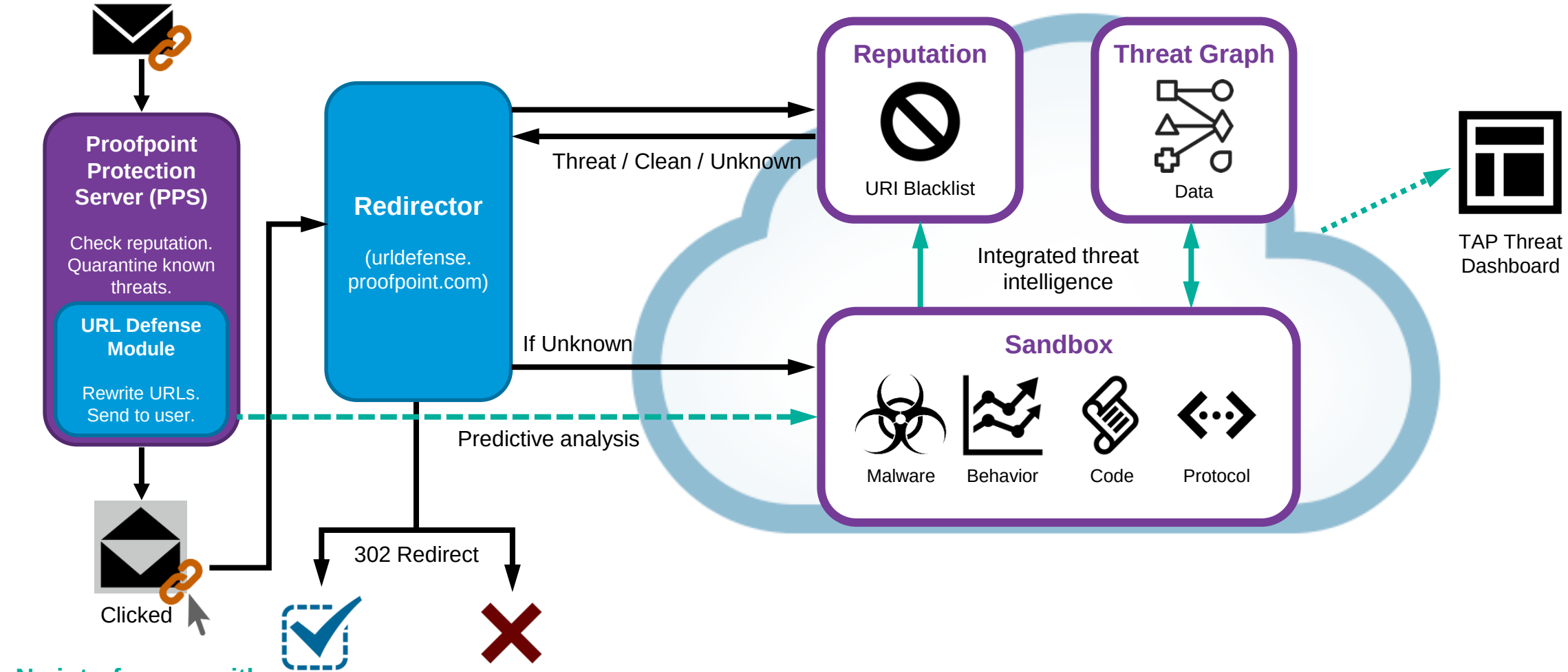
TAP Attachment Defense Architecture



99% of clean messages are delivered within 5-6 minutes

proofpoint

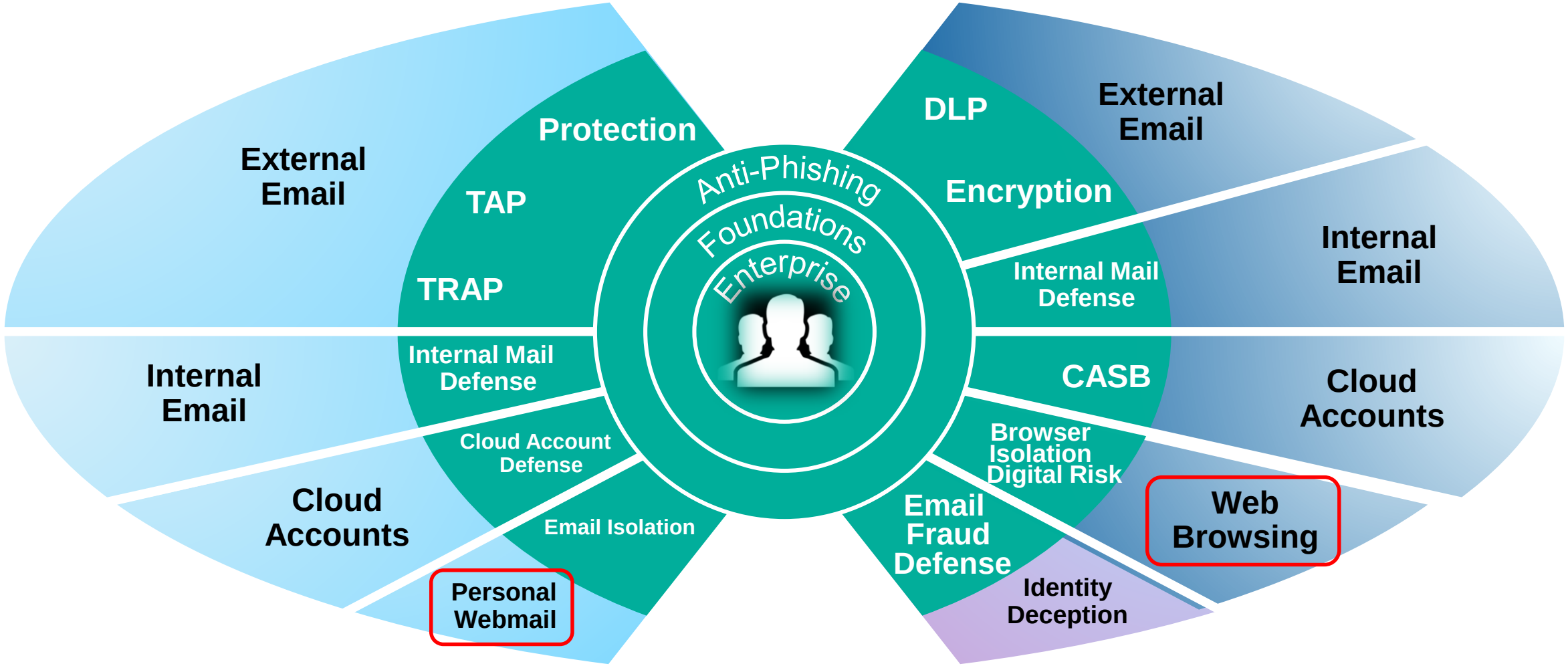
TAP URL Defense Architecture



No interference with user experience

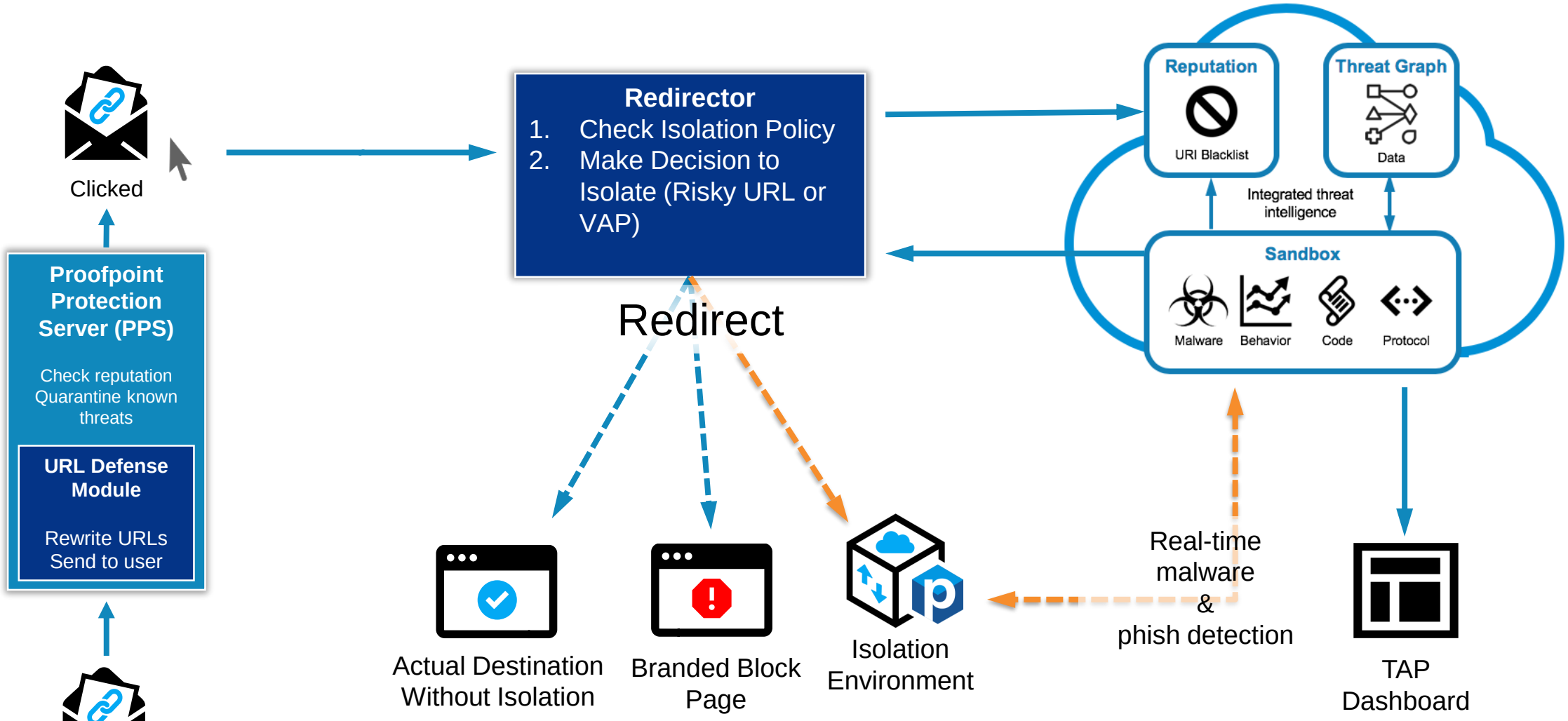
proofpoint

Focus on Protecting VAPs



proofpoint.
© 2019 Proofpoint. All rights reserved

TAP URL Defense + Isolation = TAP URL Isolation



proofpoint.

© 2019 Proofpoint. All rights reserved

Adaptive Security Controls: Corporate Email

All Users

Clicked

URL Defense (Click-time) +
Isolation Policy

Isolation Environment

Risky URL's

VAP

Clicked

URL Defense (Click-time) +
Isolation Policy

Isolation Environment

All URL's

proofpoint.

© 2019 Proofpoint. All rights reserved

PEOPLE-CENTRIC
ATTACK VECTORS

PEOPLE-CENTRIC
ADAPTIVE CONTROLS

Protection across the key people-centric threat vectors

Make users more resilient against threats

Minimize the damage from compromises that do occur

Stop people-centric attacks across the broader ecosystem

BUSINESS ECOSYSTEM
CONTROLS

proofpoint.

© 2019 Proofpoint. All rights reserved

© 2019 Proofpoint. All rights reserved