

## Proofpoint Essentials

### SaaS Email Security, Continuity & Archival Designed for SME

Advanced Threat Protection | Email Continuity | Email Archival | Easy to Deploy and Manage

#### Advanced Threat Protection

- Uses layered detection technologies to keep email users safe from viruses, phishing, spyware, and other types of malicious code
- URL Defense analyzes every URL contained within email communications with dynamic analysis of all content
- Proofpoint MLX examines hundreds of thousands of attributes to accurately detect spam or phishing emails, and the 99%+ effectiveness rating does not rely on reputation
- Data Loss Prevention stops sensitive and confidential data from leaving the organization

#### Email Continuity

- Emergency Inbox: If email messages cannot be delivered due to network issues, Emergency Inbox enables users to send and receive email via any web connection
- Spooling & Failover: Get instant and automatic email spooling and failover activation, and preserve email metadata during an outage
- Instant Reply: Retrieve successfully delivered emails received in the last 30 days that may have been mistakenly deleted or accidentally removed from servers

#### Email Archival

- 10 year email archival with unlimited storage, organizations don't have to worry about how much content is being archived or the increasing cost of storage
- Compliant off site storage offers tamper-proof archival and geographical redundancy
- Simple company-wide and individual user search capabilities enable quick and easy searching across all archived email communications

#### Easy to Deploy and Manage

- 100% cloud based solution with no hardware or software to be deployed
- Easy to use web based management and reporting portal to save IT resources
- End user ownership over actions such as quarantine and emergency inbox reduces overhead for IT

#### Proofpoint Essentials Packages

##### Beginner

Basic security capabilities, use as a fallback option from Business

##### Business

Spam Filtering, Anti-Virus, Content Filtering, Targeted Attack Protection, DLP, Emergency Inbox, Email Spooling

##### Pro

Business, **plus** off-site unlimited 10 year archive with search capabilities

Questions To Ask	Relevant Information
Are you looking to focus security and IT resources?	Proofpoint Essentials can save IT resources. It is designed to require minimal management. End users can manage their own quarantine, archive and continuity. Enables IT resources to be spent on other business critical projects.
How do you ensure that targets threats are detected and blocked?	Targeted attacks are a huge issue for smaller enterprises as well as large. Proofpoint Essentials uses the same core technology as is used for our largest, most security conscious customers. Legacy or traditional systems such as Postini, Microsoft and Symantec can't offer capabilities close to Proofpoint.
How would your business suffer if you had an email outage?	To prevent business being impacted Proofpoint has automated email spooling (no email is lost) and emergency inbox (so mail can be sent and received even if the email server is down).

Mimecast	Symantec MessageLabs	Google Postini / Google Apps	Microsoft FOPE / EOP
<ul style="list-style-type: none"> <li>• Considered “niche” player in email security by Gartner</li> <li>• Missing key functionality around advanced threat prevention</li> <li>• Relies on Outlook plug-in integrations; reliability hazard</li> </ul>	<ul style="list-style-type: none"> <li>• No longer in Gartner Leaders Quadrant</li> <li>• Detection engine is an outdated heuristics engine</li> <li>• Little focus in engineering or sales</li> <li>• Multiple company issues including layoffs and re org</li> </ul>	<ul style="list-style-type: none"> <li>• Google acquired Postini and announced product EOL</li> <li>• Customers are faced with transitioning to Google Apps or other solutions</li> <li>• Not known as security-focused</li> <li>• Proofpoint has a clear migration path for Postini customers</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft is bundling these with Office 365 deployments for little or no cost</li> <li>• FOPE/EOP lack many features needed for enterprise orgs</li> <li>• Proofpoint compliments Office 365 deployments and provides true security and compliance</li> </ul>