proofpoint.

BDR Call Script
Upgrading McAfee customers to Proofpoint

Other Tools

- McAfee upgrade offer page: www.proofpoint.com/upgrade

- Upgrade landing page: www.proofpoint.com/mcafee

- Email alias for McAfee upgrade enquires: upgrade@proofpoint.com

- Link to Upgrade Datasheet: Intel Security Datasheet

- Gartner MQ: www.proofpoint.com/gartnermq

Introduction

- Hello, I'm calling you from Proofpoint.

- As you have probably heard, your McAfee solution is End of Life

- Proofpoint is the leader in the email security market and we would like to help you enhance the security capabilities for the #1 threat vector, email.

- Is now a good time to talk?

Security Landscape

- Over 90% of targeted attacks start as an email,

- It's more important than ever to defend your organization against malicious or phishing email.

- I'm not sure if you have heard of Dridex, it's a piece of malware designed to steal banking information from your end users

- Proofpoint saw a peak of over 1.8M messages a day earlier this year – and had a very high success rate in blocking this ever changing threat

- Other email security solutions failed badly

- Malicious URLs are also often used to try and get unsuspecting victims to click on them, and then they can become infected which can result in malware being downloaded, or confidential credential data being stolen and used against you

- It's this type of threat that Proofpoint is designed to protect you from

Proofpoint Overview

- Proofpoint is recognized as a leader in the Gartner Magic Quadrant for Secure Email Gateway

- Has been a leader for 7 years

- We protect over half of the Fortune 100, and have many thousands of customers of all sizes, from the largest most security conscious organizations down to small enterprises

- Has a track record of protecting against not just spam, bulk mail and malware, but also advanced targeted threats spread through attachments and URLs

- Is powered by threat intelligence that spans not just email, but also social media, mobile threats and file based malware

Proofpoint Product Introduction (SaaS)

- Proofpoint email security solutions can be deployed in the cloud, in the same was as McAfee SaaS Email Protection
- Offers market leading protection from spam and malicious email
- Integrates outbound filtering policy for data loss and automated email encryption
- Detailed reporting into email, threats and targets
- Two solutions, depending on your level of staffing – Essentials is integrated together for smaller organizations, Enterprise is designed for maximum flexibility
- Both solutions offer similar levels of protection from threats

Proofpoint Product Introduction (On-Premise)

- Proofpoint email security solutions can be on premise as a virtual or dedicated appliance, in the same was as McAfee Email Gateway
- Offers market leading protection from spam and malicious email
- Can integrate outbound filtering policy for data loss, email encryption and secure file share
- Can integrate with Proofpoint Email Continuity
- Provides detailed visibility into email and end users targeted by threats
- Market leading archive capabilities

Close

- Can I schedule a call so that you can see the product in action and talk to one of our sales specialists?