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ENTERPRISE PRIME THREAT PROTECTION

Consolidate on the Leading Human-Centric Security Platform

Attackers continue to target people as digital workspaces expand. While email remains the primary threat vector, cybercriminals are exploiting new channels like messaging platforms, collaboration tools, cloud apps, and file-sharing services. In addition, they also use a variety of techniques spanning social engineering, malicious links, impersonation, and compromised accounts to bypass traditional defenses as part of their multistage attacks. This growing complexity has led to a fragmented security landscape with disconnected point products, leading to integration and management struggles, overspending, high operational costs, and gaps in risk reduction.

Proofpoint **Prime Threat Protection** provides a single, comprehensive solution to stop multichannel, multistage attacks while building strong human resilience. It combines a wide range of security protections to help organizations maximize threat prevention with capabilities such as:
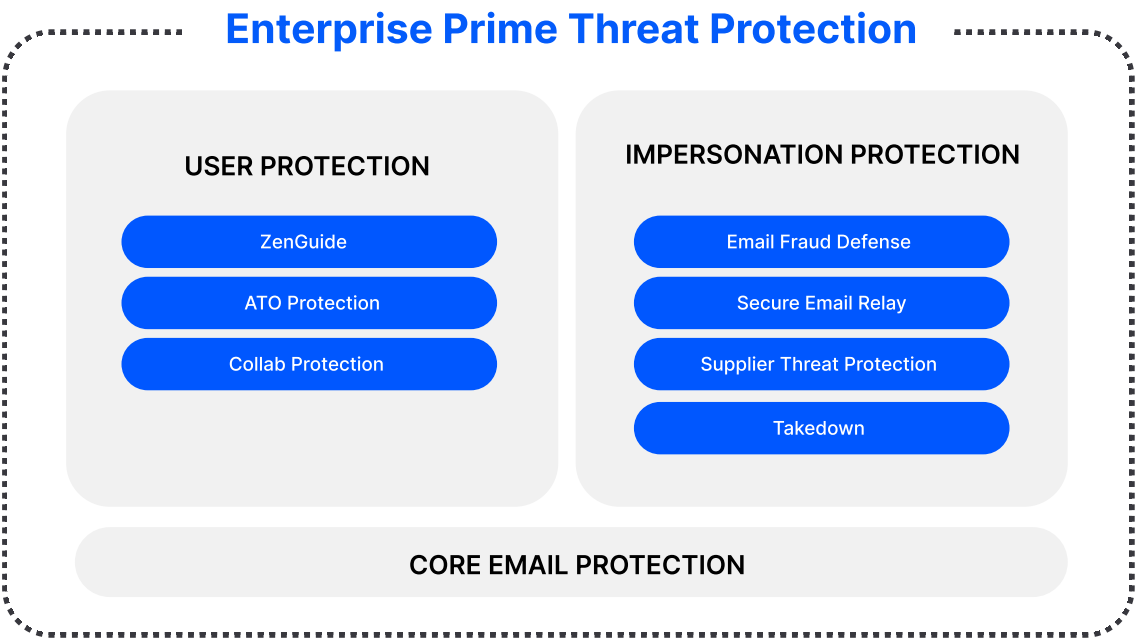
- ⊘ **Accurate threat detection:** Prevents the widest variety of threats with 99.99% detection accuracy

- ⊘ **AI-powered account protection**: Defends against account takeovers and compromised supplier accounts

- ⊘ **Risk-based targeted training:** Guides users to make safer choices when faced with threats

- ⊘ **Phishing protection across platforms:** Blocks malicious links from multiple platforms

- ⊘ **Impersonation Protection:** Protects your brand reputation from being abused

- ⊘ **Human risk management:** Identifies high-risk users, and automates adaptive security controls

3 Key benefits

1. **Complete Risk Reduction:** Block threats delivered through various channels, strengthen user resilience, secure trusted business communications, and defend against both compromised user and supplier accounts

2. **Streamlined Operations:** Minimize triage-worthy alerts with highly accurate threat detection efficacy, reduce labor costs and mitigate the impact through automated workflows and threat response capabilities

3. **Consolidation:** Eliminate complexity and fragmented point solutions with pre-configured integrations, maximize licensing benefits, and gain access to comprehensive technologies at a better value from a strategic partner

As an existing Proofpoint Core Email Protection customer, upgrading to **Prime Threat Protection** provides the **full value of our human-centric threat protection platform**, likely at a lower cost than adding Security Awareness (ZenGuide) and Email Authentication (Email Fraud Defense) as separate add-ons.

Alternatively, if you are using fragmented point products, Prime can improve cost efficiency through consolidation and pricing advantages. **Contact your Proofpoint rep today.**

Enterprise Prime Threat Protection

USER PROTECTION

ZenGuide

ATO Protection

Collab Protection

IMPERSONATION PROTECTION

Email Fraud Defense

Secure Email Relay

Supplier Threat Protection

Takedown

CORE EMAIL PROTECTION

What to expect during onboarding

Our Professional Services team partners with you to design and guide each step of the implementation to ensure a smooth experience. With our proven approach, you can begin realizing value from Prime immediately and fully deploy the solution in **weeks, not months.**

Fast, Guided Integration: Accelerated deployment with clear documentation, SDKs, and templates—all supported by our consultants

Tailored Rollout: Phased implementation aligned to your organization's priorities, maturity, and technical environment.

Proven Best Practices: Expert-led, prescriptive onboarding to ensure a confident handoff; empower you to successfully manage your Prime solution post-deployment

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