

SECURITY MADE SIMPLE FOR YOUR SMALL BUSINESS

TOP REASONS TO CHOOSE PROOFPOINT WHEN USING OFFICE 365

ORGANIZATIONS USING OFFICE 365 ARE CHOOSING PROOFPOINT FOR THE FOLLOWING REASONS

- Proofpoint is more effective than Office 365 in blocking spam, viruses and malicious content (attachments, weblinks) etc.—In every customer trial, over 4 weeks, Proofpoint consistently blocks hundreds of malicious emails that were not detected by native O365 security. In addition to providing better security for your business, Proofpoint's superior security efficacy translates to significant savings of ~\$30,000/year for an SMB organization. (Please see efficacy statistics/calculations)
- Proofpoint protects customers against business fraud propagated via impostor emails. This is a serious emerging threat that is impacting businesses of all sizes (costing businesses \$5.3 Billion collectively). The average attack costs organizations \$67,000. Office 365 does not offer any protection against these types of attacks.
- Essentials Professional package coupled with Office 365 E1 package is 65% to 160% cheaper than Office 365 E3/E5 packages—and thus offers superior protection at a lower cost.
- Essentials is deployed easily and works seamlessly with O365. It further protects customers against any outages in O365 with a 30-day email continuity feature
- In addition to protecting your emails, Essentials also protects your social media assets such as Facebook, LinkedIn pages, Twitter accounts etc.

DETAILS

Office 365 represents Microsoft's cloud-based email and collaboration platform. Many Office 365 customers have found themselves requiring more advanced security capabilities than are available natively with Office 365. Small to mid-sized enterprises are easier targets for cyber criminals because they are generally protected by less sophisticated software or they are not protected at all. Unfortunately email attackers have worked this out and now realise that targeting a smaller enterprise can actually mean a bigger reward in the end.

Proofpoint Essentials offers key differentiators that compliment O365, such as protection against advanced threats including business fraud via impostor emails, ransomware attacks. Essentials also automatically detects and secures (block / alert / encrypt) sensitive information leaving the organization. In addition to protecting your email, Essentials also protects your social media assets such as Facebook, LinkedIn pages, Twitter accounts etc. This enables organizations of all sizes to take full advantage of the benefits of Office 365 without sacrificing the key security requirements.

Top 5 Security differentiators why customers moving to Office 365 choose Proofpoint Essentials:

1. Protection against Advanced Threats
2. Preventing Business Fraud via Impostor Email
3. 30 day Email Continuity
4. Secure Email Communication
5. Social Media Patrol

EFFICACY STATISTICS/CALCULATIONS

Item	Description
Advanced Threat Detection	Industry leading protection against targeted attacks, ransomware, malicious attachments, malicious websites, and other unwanted mail. argeted attacks, BEC, malware, and other unwanted mail.
Business Fraud via Impostor Email	Tricks people into sending money or sensitive data. Proofpoint provides dynamic classification by looking at domain and sender/recipient reputation also applying algorithmic analysis to protect against this type of attack.
Email Continuity (30 days)	Protect from impact of Office 365 email outages. Users who resort to personal email can result in security/compliance risk.
Secure Email Communications	Proofpoint services provide control over sensitive information such as credit card data or social security numbers leaving your organization via EmailProper filtering of outbound email for sensitive content, and appropriate rejection or encryption of messages is crucial. Essentials email security will automatically detect and secure (block/alert/encrypt) sensitive information with no manual intervention.
Advance Threat DetectionSocial Media Patrol	Protection against bad actors targeting your social media presence.

POC trial results from running behind O365: Proofpoint detects and blocks more threats

Retail: Over a month period, we were able to catch 250+ malicious attachments and 150+ URLs that were missed by O365 for a retail organization.

Financial Services: Over a 30-day period, Proofpoint detected more than 300+ malicious messages for a financial services institution that passed through their O365 solution.

Healthcare: Over a two-week period, 39% of messages deemed “clean” by O365 were identified as Malware, Phish, Spam, or Bulk by Proofpoint.

Manufacturing: Over a month period, Proofpoint was able to catch 80+ malicious messages that were missed by O365.

Staffing Services: Over a two-week period, Proofpoint caught over 450 phishing messages that bypassed O365.

Business Case: SMBs can save over ~\$30,000 per year due to superior security efficacy of Proofpoint solution

Average time to review incidents: 10 minutes (Ponemon)

- 10 minutes / 60 minutes = .167 hours

Fully burdened cost of IT: \$120,000

- \$120,000 / 2080 work hour per year = \$57.69 per hour

Savings from higher efficacy of Proofpoint solution:

- ~250 malicious attachments missed over a month period x .167 = 42 hours/month spent in reviewing incidents
- 42 hours x \$57.69 = \$2,423 in monthly costs
- **\$2,423 x 12 = \$29,075 in yearly costs that can be saved by using Proofpoint solution**

Better security at lower cost: Proofpoint Professional package provides superior protection at 65% to 165% lower cost than Office 365 E3/E5 packages

The table below shows the features included and monthly price for each of the O365 packages. Proofpoint Essentials Professional package can be purchased with O365 E1 to maximize cost savings and feature set.

Easy Plug-and-Play: Proofpoint Essentials works seamlessly with Microsoft Office 365

Getting set up on Proofpoint Essentials for Office 365 is a simple and intuitive process. Proofpoint Essentials is deployed between the Office 365 environment and the Internet. Inbound mail is routed to Proofpoint Essentials

by changing your MX records. After email is processed by Proofpoint Essentials it is then routed to Office 365. Since Proofpoint sits in front of Office 365, the Proofpoint Emergency Inbox is activated instantly and automatically when it detects an Office 365 email service outage, enabling your users to access email (i.e. open, reply, compose, etc.) for business as usual. Outbound email is routed to Proofpoint Essentials before going to the internet. What's more, we have a dedicated support team to help you through the whole process of strengthening security for your Office 365 users easy and hassle-free, just as it should be.

Features	O365 E1	O365 E3	O365 E5	O365 E1 + Proofpoint Essentials Professional Package
AV/AS	✓	✓	✓	✓
Impostor Email Protection				✓
DLP		✓	✓	✓
Encryption		✓	✓	✓
Continuity				✓
Archiving		✓	✓	✓
Social Media Protection				✓
Advanced Threat Protection	+\$2.00	+\$2.00	✓	✓
Total Price	\$10.00	\$22.00	\$35.00	\$13.33