

# Proofpoint Security Awareness Training

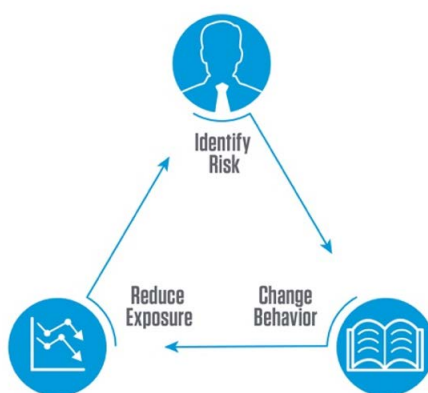
## KEY BENEFITS

- Change users' behavior to reduce risk from phishing and other cyber attacks
- Provide consistent training around the globe with multilanguage support
- Prioritize and improve incident response
- Track progress with dynamic reporting and a Results API
- Reduce successful phishing attacks and malware infections by up to 90%

Proofpoint Security Awareness Training helps you deliver the right training to the right people at the right time. It turns your end users into a strong last line of defense in identifying cyber attacks and protecting your organization.

With more than 90% of cyber attacks targeting users<sup>1</sup>, educated employees are critical to protecting your organization. Technologies that detect and block threats before they reach users simply can't stop everything. Your people must realize and be empowered to act when phishing and business email compromise attempts reach them. The solution helps you teach your employees how to prevent cyber attacks from succeeding. We help you:

- Identify user risk
- Change employee behavior
- Reduce your organization's exposure



1 Verizon. "2019 Data Breach Investigations Report." July 2019.

## IDENTIFY RISK

### Identify Who is Being Attacked and Evaluate Their Ability to Protect Themselves

With Proofpoint Very Attacked People™ (VAP) reports, you gain visibility into who is being attacked. These reports are part of Proofpoint Target Attack Protection (TAP) and show valuable data, such as who is being targeted and what types of threats are being seen.

ThreatSim® Phishing Simulations help you understand your organization's susceptibility to a variety of phishing attacks. With thousands of different phishing templates across 13 categories, you can evaluate users on multiple threat types, including:

- Malicious attachments
- Embedded links
- Requests for personal data

We add new templates every week to ensure that the latest attack trends are represented. Our Dynamic Threat Simulation phishing templates are drawn from Proofpoint threat intelligence along with customer requests and seasonal topics to ensure templates available are relevant to what users may see in real attacks.

When a user falls for a simulated attack, they receive “just-in-time” teaching. They learn the purpose of the exercise, the dangers of real-world attacks, and how to avoid future traps. You can also assign training automatically to anyone who falls for a phishing simulation.

You may also want to understand how much your employees know about infected removable memory devices. ThreatSim USB Simulations teach your employees about the dangers of infected USB devices. You can access USB simulations at any time and in any quantity. This feature includes “just-in-time” educational content for users who fall for a simulation.

CyberStrength® is a powerful web-based knowledge assessment tool. With it you can assess user vulnerabilities beyond email and USB drives, covering a broad range of critical security issues. Example topics include use of mobile devices, social engineering scams, and web browsing. You can select predefined assessments from a library of hundreds of questions in more than 35 languages and auto-enroll users into appropriate training. You can also create custom questions to gauge knowledge of

your organization's policies and procedures. Once you establish a baseline knowledge assessment of your users, you can follow recommendations to reduce their risk in a variety of areas.

## CHANGE BEHAVIOR

### Deliver Training Based On Real-World Threats, User Behavior and Knowledge Gaps

Robust and relevant content is key to effective training. It's also the best way to change user behavior. With our self-service Customization Center, you can improve content relevance with your users in mind. Fully customize the training text, images, questions, screens and more. And real-time guidance is provided to maintain efficacy with the Learning Science Evaluator.

Your users can take the training anytime, anywhere, on any connected device. Each module takes between five and 15 minutes to complete, so they won't disrupt daily work routines. And Proofpoint interactive modules conform to the U.S. Section 508 standard and the Web Content Accessibility Guidelines (WCAG) 2.0 AA standard.

Proofpoint Training Modules are based on proven Learning Science Principles. They cover a broad range of security risks, from phishing attacks to insider threats. Content available includes:

- **Training Modules** includes video, interactive and game-based content. They are translated into more than 35 languages with localized references.
  - For specialized compliance and privacy training needs, content is provided by our partner, TeachPrivacy.
  - For additional diversity, entertaining content to engage users in new ways, is included through our Defence Works acquisition.
- **Security Awareness Materials** offers videos, infographics, newsletters, articles, posters, images and more, to reinforce training initiatives.
- **Program Materials** provides administrators with guidance on how to run an effective program.

You can also easily alert your users to the most relevant attacks and lures derived from Proofpoint threat intelligence. Our Attack Spotlight series provides brief, timely content that teaches how to spot a current threat and avoid becoming a victim.

## REDUCE EXPOSURE

### Knowledgeable End Users Report Potential Threats, Which Reduces Attack Surface

The PhishAlarm® email client add-in allows your people to report suspicious messages with a single click. After reporting an email, users get instant positive reinforcement in the form of a “thank you” pop-up message or email. This add-in also eliminates the need to get headers and attachments from users who would otherwise forward emails to an abuse mailbox.

Using PhishAlarm Analyzer, your users’ reported messages are automatically analyzed and enriched using multiple Proofpoint threat intelligence and reputation systems. You then get a threat report overview that includes the detailed message information and category (malicious, spam or other). This saves your incident response team from spending time researching and prioritizing messages. Proofpoint threat intelligence is unmatched in its depth, scope and efficacy. More than 100 threat researchers analyze more than one-fifth of the world’s daily B2B and B2C emails, as well as cloud and social threats.

With our automated Closed-Loop Email Analysis and Response (CLEAR) solution, reported messages are sent to Threat Response Auto-Pull (TRAP). In TRAP, these messages can be automatically quarantined, closed or sent to your incident response team. Administrators can set up customized response messages to end users with this solution. This reinforces behavior and helps you build a security-aware culture.

## ANALYZE RESULTS WITH FULL-FEATURED REPORTING

Our comprehensive reporting can help you understand how your users are progressing. Easy-to-read reports let you evaluate progress, gauge ROI, and benchmark and track user knowledge. Both granular and high-level visibility are provided to give you the complete picture. You can see employee interactions with assessments, simulated attacks and training assignments. And dashboards let you easily filter data, compare assessments, change measures and more.

You can download and export reports. This makes it easy for you to share with others or perform more detailed analyses and comparisons. For example, you may want to evaluate metrics alongside other security events. And you can automate reporting to streamline the process. You can also schedule automatic delivery of reports to yourself and your designated stakeholders.

Our Results API is also included. It provides you with access to reports and analysis covering training, phishing, knowledge assessment, users and email. You can then integrate this information into common business intelligence tools or a learning management system.

## LEARN MORE

For more information, visit [proofpoint.com](https://www.proofpoint.com).

### ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ: PFPT) is a leading cybersecurity company that protects organizations’ greatest assets and biggest risks: their people. With an integrated suite of cloud-based solutions, Proofpoint helps companies around the world stop targeted threats, safeguard their data, and make their users more resilient against cyber attacks. Leading organizations of all sizes, including more than half of the Fortune 1000, rely on Proofpoint for people-centric security and compliance solutions that mitigate their most critical risks across email, the cloud, social media, and the web. More information is available at [www.proofpoint.com](https://www.proofpoint.com).

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