

Why Choose Proofpoint Essentials for Microsoft 365

Protect your Microsoft 365 investment

Products

- Proofpoint Essentials—Email Security
- Proofpoint Essentials—Security Awareness

Key Benefits

- Protect against ransomware, email fraud and phishing
- Train employees to be more resilient to threats targeting them
- Reduce risk of data breaches and data loss
- Get stronger, more cost-effective protection
- Simplify administrative overhead with easy set-up and a single user interface

As more companies move to the cloud, they can find that the convenience and flexibility of cloud-based applications often comes with an increased risk to security. Indeed, many customers of the cloud-based email and collaboration platform Microsoft 365 have found that they need more advanced security than the platform offers natively.

This is especially true for small to medium-size businesses (SMBs). Smaller companies typically don't have the budget or resources to deploy the same kinds of sophisticated security measures that larger ones can afford. This makes them particularly vulnerable to cybersecurity attacks. In fact, our research has shown that cyber criminals specifically target businesses that rely primarily on native O365 security.

Proofpoint can help. Our Proofpoint Essentials offers critical security features that complement those offered natively in Microsoft 365. It protects against advanced threats, including business email compromise (BEC), email fraud and ransomware attacks. It also automatically detects and secures (block/alert/encrypt) sensitive information that leaves the organization. And it provides security for your social media assets.

With this kind of protection, Proofpoint Essentials lets organizations of all sizes take full advantage of the benefits of Microsoft 365 without sacrificing key security requirements.

More Power, With Less Cost

Proofpoint Essentials offers the same level of security typically found at many Fortune 100 companies, the most security-conscious organizations in the world.

Proofpoint protects you against BEC, or email fraud. This the costliest threat to businesses of all sizes. According to the FBI, companies have lost \$2.4 billion in 2021. The average loss per BEC incident is \$120,074. Even so, Microsoft 365 offers limited protection against it.

The Proofpoint Essentials Difference

PROTECTION	DESCRIPTION
Advanced Threat Detection	Proofpoint Essentials offers industry-leading protection against targeted attacks, ransomware, malicious attachments and websites, BEC and email fraud, multistage malware and other unwanted mail.
Business Email Compromise (BEC)	Proofpoint Essentials prevents scammers from tricking people into sending money or sensitive data. Proofpoint uses advanced machine learning (ML) algorithms, message content analysis, and behavioral analysis to detect these costly threats.
Email Continuity (30 days)	Proofpoint Essentials enables safe business communication when Microsoft 365 email outages occur. Users who resort to personal email create security/compliance risks.
Data Loss Prevention	Proofpoint Essentials controls sensitive information such as credit card data or social security numbers from leaving your organization via email. Properly filters outbound email for sensitive content and appropriate blocking or encryption of messages is crucial. Essentials Email Security automatically detects and secures (block/alert/encrypt) sensitive information with no manual intervention.
Social Media	Proofpoint Essentials monitors your social media accounts to prevent attackers from posting spam and malware on your social media channels.

Proofpoint Essentials also offers social media protection. This feature secures your social media assets like Facebook, LinkedIn pages, Twitter and other accounts. And Essentials includes security awareness training. This educates and trains your employees so that they can become more resilient to the threats that target them.

Complementary Defense

Proofpoint Essentials works seamlessly with Microsoft 365 to offer superior protection at a lower price. Coupled with the Office 365 E3 package, for example, Proofpoint Essentials is 11% to 36% less expensive than Office 365 E3 + MSDO Plan 2 and Office 365 E5. And with a 30-day email continuity feature, it further protects customers against any outages in Microsoft 365. Moreover, Proofpoint consistently blocks hundreds of malicious emails that native Microsoft 365 security does not even detect.

The following list describes just some examples of how Proofpoint is much more effective at blocking spam, viruses and malicious content in different industries.

- **Retail.** Over a period of one month, Proofpoint caught more than 250 malicious attachments and more than 150 URLs that Microsoft missed for a retail organization.
- **Financial Services.** Over a 30-day period, Proofpoint detected more than 300 malicious messages that Microsoft missed for a financial services institution.

- **Healthcare.** Over a two-week period, 39% of messages deemed “clean” by Microsoft were identified as malware, phish, spam or bulk by Proofpoint.
- **Manufacturing.** Over a month, Proofpoint was able to catch more than 80 malicious messages that Microsoft missed.
- **Staffing Services.** Over a two-week period, Proofpoint caught more than 450 phishing messages that bypassed Microsoft.

Savings

The benefits of Proofpoint Essentials don't stop at security. Just by being more efficient at stopping more threats, Proofpoint can create significant operational savings of approximately \$30,000 per year for an SMB.

- Average time to review incidents: 10 minutes (Ponemon)
 - 10 minutes / 60 minutes = .167 hours
- Fully burdened cost of IT: \$120,000
 - \$120,000 / 2,080 work hours per year = \$57.69 per hour
- Savings from higher efficacy of Proofpoint solution:
 - About 250 malicious attachments missed over a month period x .167 = 42 hours per month spent in reviewing incidents
 - 42 hours x \$57.69 = \$2,423 in monthly costs

Thus, \$2,423 x 12 = \$29,075 in yearly costs that can be saved by using Proofpoint.

Easy Plug and Play

Setting up Proofpoint Essentials for Microsoft 365 is simple. It is deployed between the Microsoft 365 environment and the internet.

Your inbound mail is routed to Essentials first by changing your MX records. After Essentials processes the email, it is then routed to Microsoft 365. Your outbound email is routed through Essentials as well before going to the internet.

Because Proofpoint sits in front of Microsoft 365, the Proofpoint Emergency Inbox is activated automatically when it detects a Microsoft 365 email service outage. In such cases, your users can still access, open, reply and compose email for business as usual.

Proofpoint also has a dedicated support team to help you through the whole process hassle-free.

The table below shows the features included and the annual price for each of the Office 365 packages. Proofpoint Essentials—Threat Protection can be purchased with Office 365 E3 to maximize cost savings and feature set.

Better Security at a Lower Cost

FEATURE	0365	0365 E3 + MSDO PLAN 2	0365 E5	0365 E3 + PROOFPOINT ESSENTIALS—THREAT PROTECTION
Antivirus/Antispam	✓	✓	✓	✓
Data Loss Prevention	✓	✓	✓	✓
Encryption	✓	✓	✓	✓
Attachment Defense		✓	✓	✓
URL Defense		✓	✓	✓
BEC Defense				✓
Continuity				✓
Social Media Protection				✓
Security Awareness Training		✓	✓	✓
Cloud App Security Broker		✓	✓	
Internal Mail Defense		✓	✓	
Total Price	\$276	\$336	\$456	\$318.50

LEARN MORE

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

ABOUT PROOFPOINT

Proofpoint, Inc. is a leading cybersecurity and compliance 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 75 percent of the Fortune 100, 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.

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