

Cloudmark Platform for Email Security

Industry Leading Threat Protection

Innovation • Experience • Automation • Threat Data

- Improve email customer experience by protecting against spam, phishing, and malware
- Achieve the highest levels of threat detection and protection by leveraging pioneering technology and deep experience from the proven leader in messaging security
- Reduce email system Total Cost of Ownership (TCO) through decreased complexity and simplified operations while gaining increased policy control
- Supervise sender and aggregator behavior, maintaining necessary compliance and avoiding regulation

Unprotected Customers are Frustrated as Email Abuse and Phishing Increase

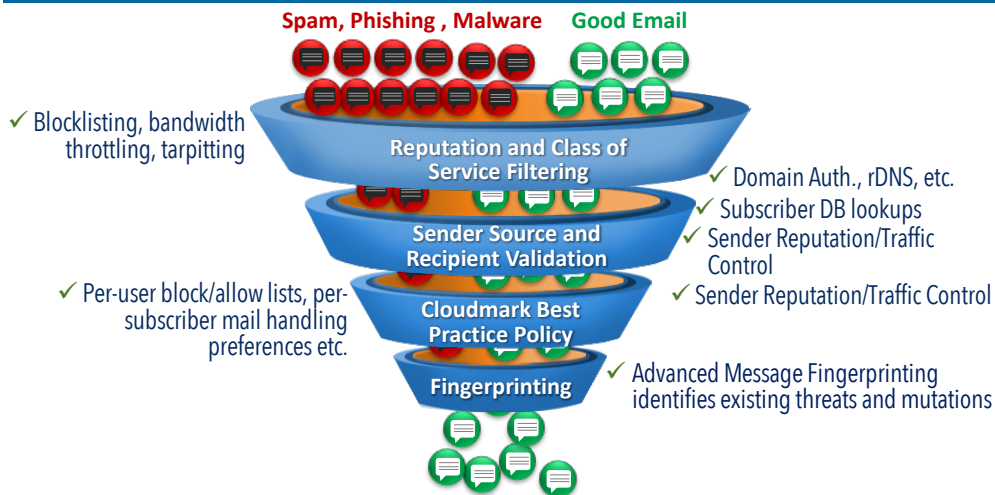


- Email abuse continues to increase: Email remains the **#1** threat vector
- Attacks are increasingly sophisticated, often multimodal, leveraging social media and/or mobile:
 - Attackers increase assault frequency while using ultramodern techniques to trick users
 - Financial loss due to abuse, malware, phishing, ransomware growing far too quickly
- Email providers need state-of-the-art, flexible solutions that stay ahead of emerging threats

**Source: Proofpoint, *2022 State of the Phish*.
Percentage of reported **successful** phishing attacks, surveyed respondents across all protection vendors

Comprehensive Approach to Detection and Protection

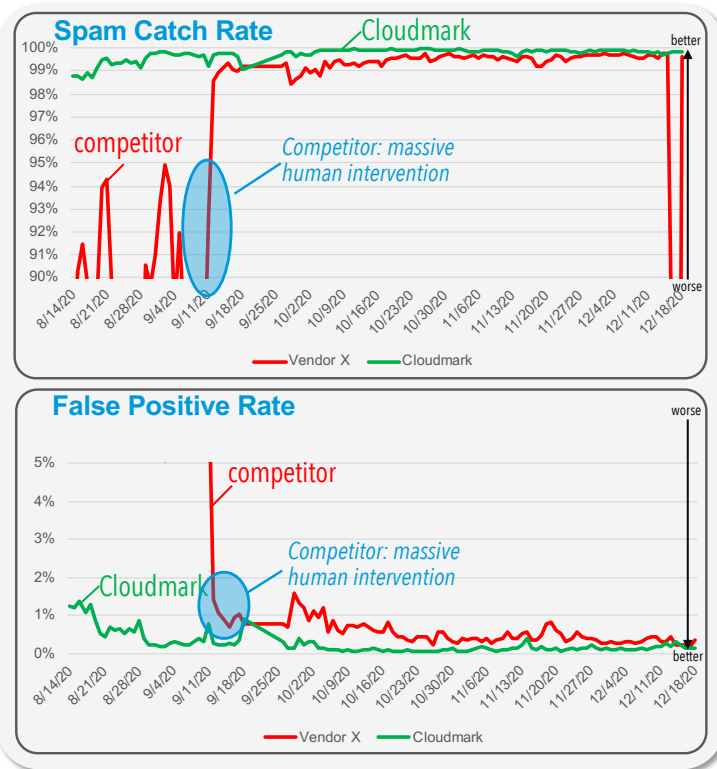
- Cloudmark **invented** adaptive learning feedback as a component of holistic, **automated** threat detection and mitigation
- **Threat data** from over 150 of the world's top ISPs, message providers, MNOs, and hosting providers feeds the **largest** commercial **Global Threat Network** in existence
- Machine learning (**ML**) and predictive artificial intelligence (**AI**), along with **patented** algorithms and technology for message and content fingerprinting and Call-To-Action (CTA)/URL analysis automate identification and detection of malicious content
- Novel technology combined with rich threat data and **experienced data-scientist** oversight, enables the **Cloudmark** to nimbly respond and protect against evolving threats



Comprehensive Protection

- Layered approach combines protection technologies, schemes to rapidly achieve higher accuracy
- Flexibility and adaptability provide protection against novel threats
- Patented algorithms leverage the Global Threat Network with AI and ML for best-in-class security
- Industry leading AuC standards including native support for SPF, DMARC, BIMI, DKIM, and others

Cloudmark Solution Performance Excels Against the Competition



Exemplary Performance Validated in Bake-offs

- 9x better False Negative rate prior to competitor "fine-tuning", 3.2x better afterwards (trial shown)
- 2.8x better False Positive rate (lower graph), 3.2x after competitor human intervention, compared to Cloudmark Machine Learning (ML)
- Significant, demonstrated 2-10x performance benefit, reduces hardware and both capital and operations costs
- Carrier-grade, scalable on-premises; highly flexible cloud-based; or fully managed service options available
- Automated Signals Extraction (ASE) issues rapid, automatic recognition of novel abuse enabling Zero-hour anti-spam, anti-phishing, and anti-virus response
- Cutting-edge ML and AI groups otherwise separate attacks, identifying patterns and larger attack campaigns
- ML driven classifier rapidly detects malicious CTAs, providing unparalleled phishing and malware (download) delivery protection

Industry Leading Protection: Cloudmark Platform for Email Security

- Hybrid combination of technology, expertise, and data with artificial intelligence (AI) and machine learning (ML) provide the industry's highest level of protection
- Reduced operational expense and efficient processing drive low TCO
- Extensible policies and rapid, timely algorithm micro-updates ensure that protection adapts to stay in ahead of emerging and evolving threats

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 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.

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