

# Smarter Cybersecurity in 2025

How AI and Behavioral Analysis  
Protect Your Business

October 2025

# Presenters



- Randy Scadden
  - Global SE Manager
  - 20+ Years Experience as an IT Professional & SE



- Randy Scadden
  - Roy City Council Member

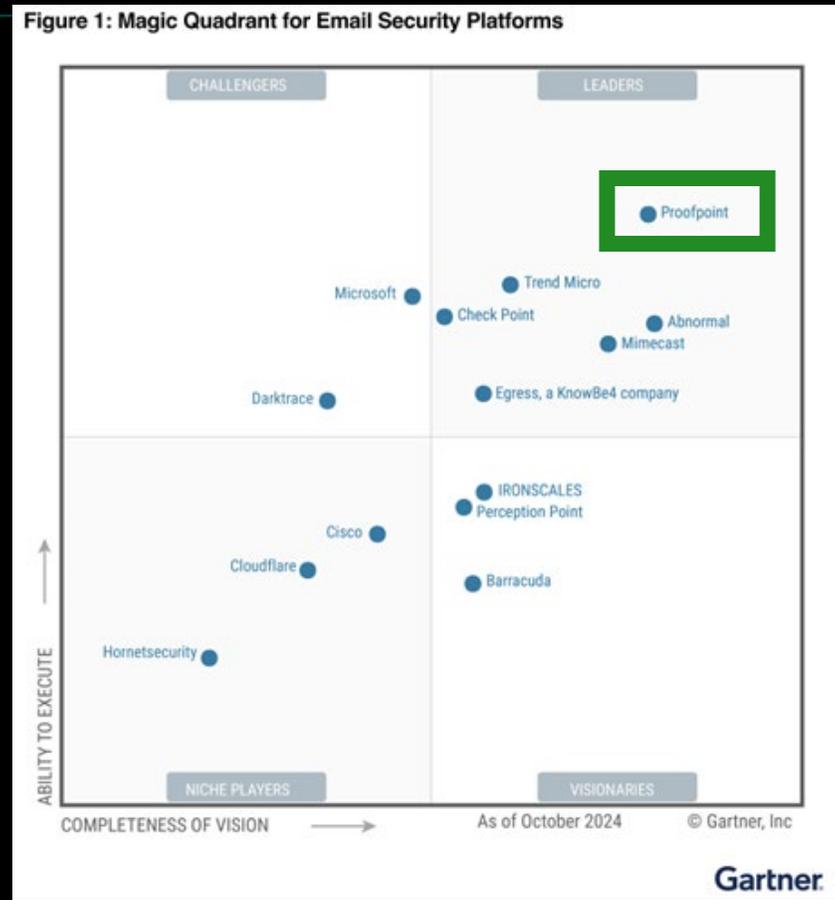
# Group Question

# Who is?

**proofpoint.**<sup>®</sup>

# 2025 Proofpoint at a Glance: One in Every 3 Business Emails Scanned By Proofpoint (9,315,068,493 Emails SCANNED A Day)

 <p>Market Adoption</p>	<p>&gt;2M+</p> <p>Customers</p>	<p>2M+</p> <p>Small &amp; Medium Businesses</p>	<p>12k</p> <p>MSPs Using Proofpoint</p>	<p>85%</p> <p>F100 Protected by Proofpoint</p>	<p>&gt;60%</p> <p>F1000 Protected by Proofpoint</p>
<p>FORTUNE 100</p>	<p>85 of the Fortune 100 Use Proofpoint</p>				
<p>People Protection</p>					
 <p>Proofpoint's Data</p>	<p>3.4T</p> <p>Emails scanned per year</p>	<p>&gt;1.4T</p> <p>SMS/MMS scanned per year</p>	<p>0.8T</p> <p>Attachments scanned per year</p>	<p>21T</p> <p>URLs scanned per year</p>	
	<p>&gt;183M</p> <p>Phishing simulations sent per year</p>	<p>66M</p> <p>BEC attacks stopped per month</p>	<p>177M</p> <p>Telephone Oriented Attacks stopped per year</p>		



# 85 of the Fortune 100 Use Proofpoint

## World Class Customers with Office 365 Trust Proofpoint



# Proofpoint is a **Leader** in 2024 Gartner® Magic Quadrant™ for Email Security Platforms



Figure 1: Magic Quadrant for Email Security Platforms



## How Proofpoint better protects your people and business from sophisticated email threats:

- **Comprehensive security** – Safeguard your people and organization with a complete end-to-end solution.
- **Industry-leading detection efficacy** – Stop the widest variety of advanced threats with unrivaled detection accuracy.
- **Flexible deployment options** – You decide how to best secure your email infrastructure. MTA or API? Your choice.
- **Modern analyst experience** – Unified, intuitive interface empowers security analysts to efficiently manage and investigate security incidents.
- **Rich partner ecosystem** – Experience the benefits of a platform that works seamlessly with the infrastructure you already use.

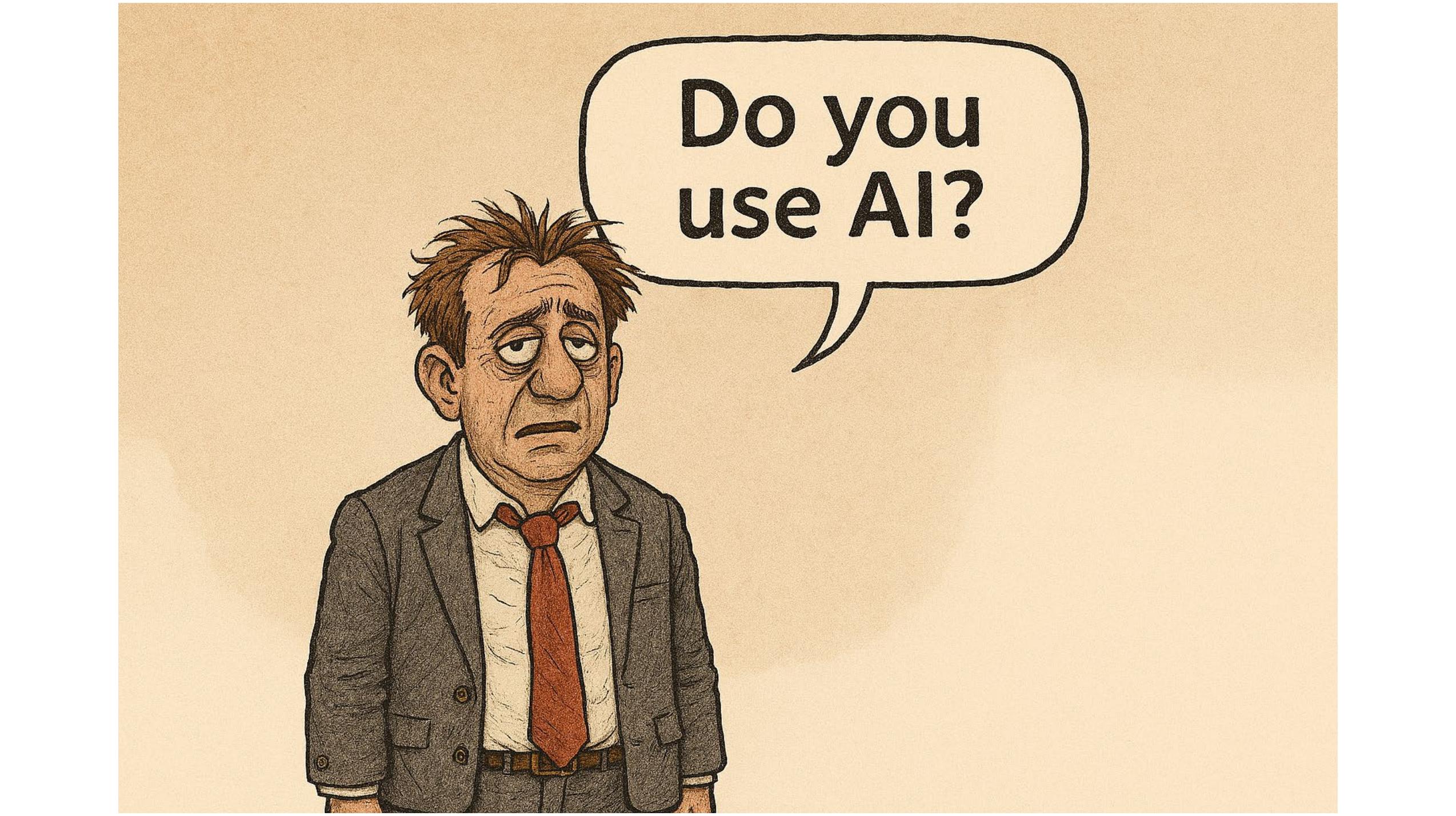
Gartner

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A cartoon illustration of a man with a worried or thoughtful expression, wearing a grey suit jacket, a white shirt, and a red tie. He is looking slightly to the right. Above him is a large speech bubble containing the text "Do you use AI?". The background is a plain, light brown color.

**Do you  
use AI?**

# Modern Cyber Risk Defined by People

RISK ATTRIBUTE:  
**VULNERABILITY**

Targeted via alias

Clicks everything

Handles customer data



**Likelihood**  
of Compromise

RISK ATTRIBUTE:  
**ATTACK**

Fully remote

Collaborates externally via cloud apps

High Visibility Position



**Probability**  
of Compromise

RISK ATTRIBUTE:  
**PRIVILEGE**

Appealing Target due to job responsibility

Interacts with risky suppliers

Can move money



**Impact**  
of Compromise

# Data risk is increasing with AI adoption

**8.5%**

of employee GenAI prompts  
include sensitive data

2024 Harmonic research

**16%**

of sensitive files in M365 are  
shared widely

2025 Proofpoint research

**55%**

of organizations are in piloting or  
production mode with GenAI

Gartner

# GenAI: Security and privacy risks

- Accidental leaks
- Cyberattacks
- Jailbreaks
- Privacy
- Censorship
- Regulations

TECH

## DeepSeek hit with large-scale cyberattack, says it's limiting registrations

PUBLISHED MON, JAN 27 2025-11:26 AM EST | UPDATED MON, JAN 27 2025-12:45 PM EST

 **Hayden Field**  
@HAYDENFIELD

WATCH LIVE

### KEY POINTS

- DeepSeek on Monday said it would temporarily limit user registrations “due to large-scale malicious attacks” on its services.
- The Chinese AI startup recently toppled OpenAI’s ChatGPT from its title of most-downloaded free app in Apple’s App Store.



# Proofpoint AI's Strategy

Empowering & Protecting our Customers

- **Excel at Threat Detection**
  - We combine AI with other detection modalities to detect threats & respond to new threats expeditiously, optimizing detection modalities for efficacy & operational cost.
- **Simplify Cyber Operations**
  - We integrate advanced AI to transform & simplify cyber operations, providing users with deep, actionable insights from our rich Threat Intelligence & extensive operational data.
- **Reinforce Effective AI Practices**
  - We empower you with the tools to understand and manage GenAI use by your employees. Additionally, we offer AI awareness training and in-context coaching to reinforce your AI practices.

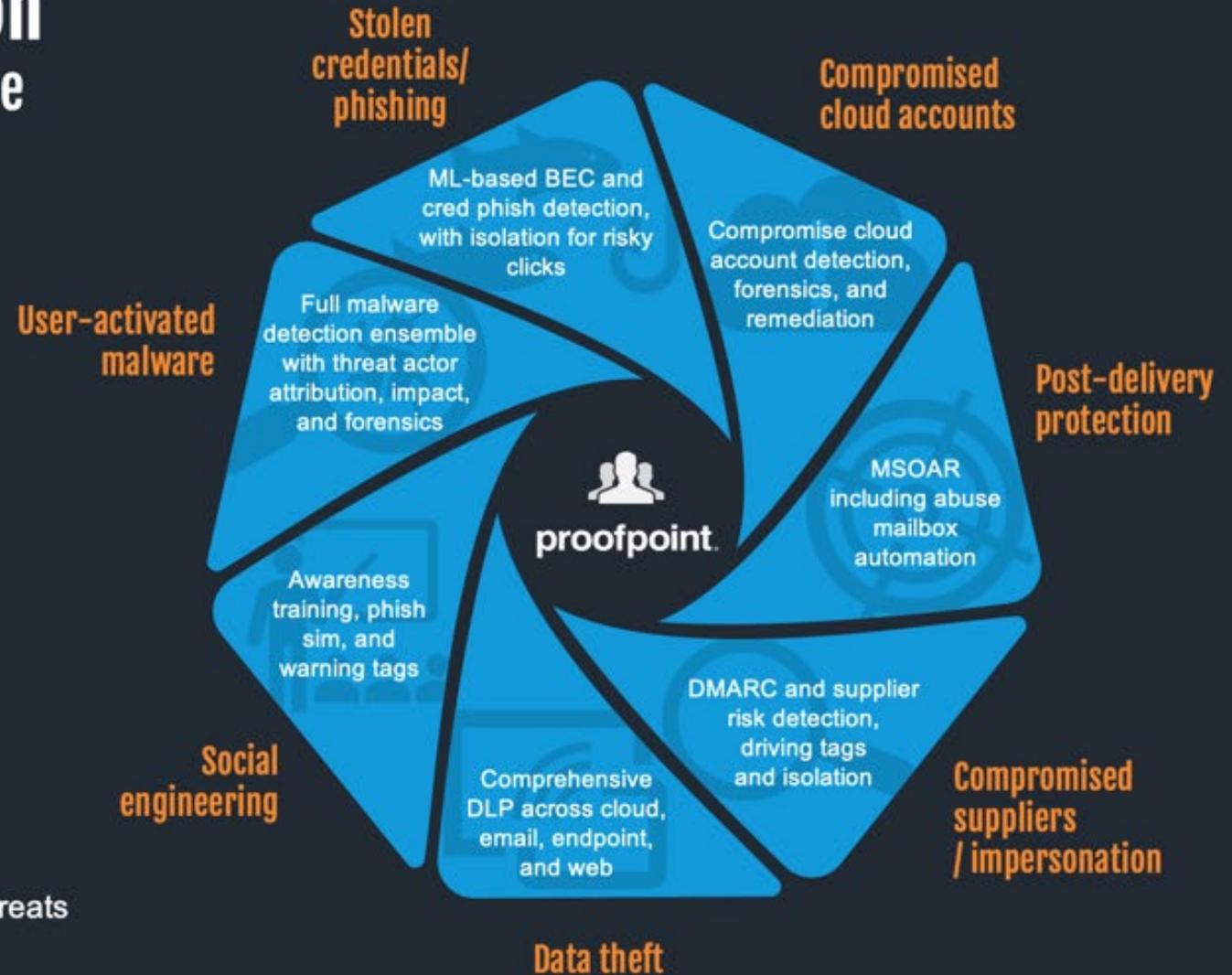
## Foundation

Data Security | Data Privacy | Data Confidentiality | Data Sovereignty

# Proofpoint Threat Protection

AI-driven solution that protects people from modern email threats

- ✓ **Reduced Risk**
  - Synchronized capabilities to prevent threats
  - Stop emerging threats with **continuous AI**
  - Integrated controls across email, cloud and users
- ✓ **Increased Visibility**
  - Identify **people-centric** risk and vulnerabilities
  - Correlated threat details across **email** and **cloud**
- ✓ **Operational Impact**
  - Reduce time needed to investigate incidents
  - Automated** remediation across email and cloud threats



# Excel at Detection Nexus

Ensemble of AI models to protect people and defend data

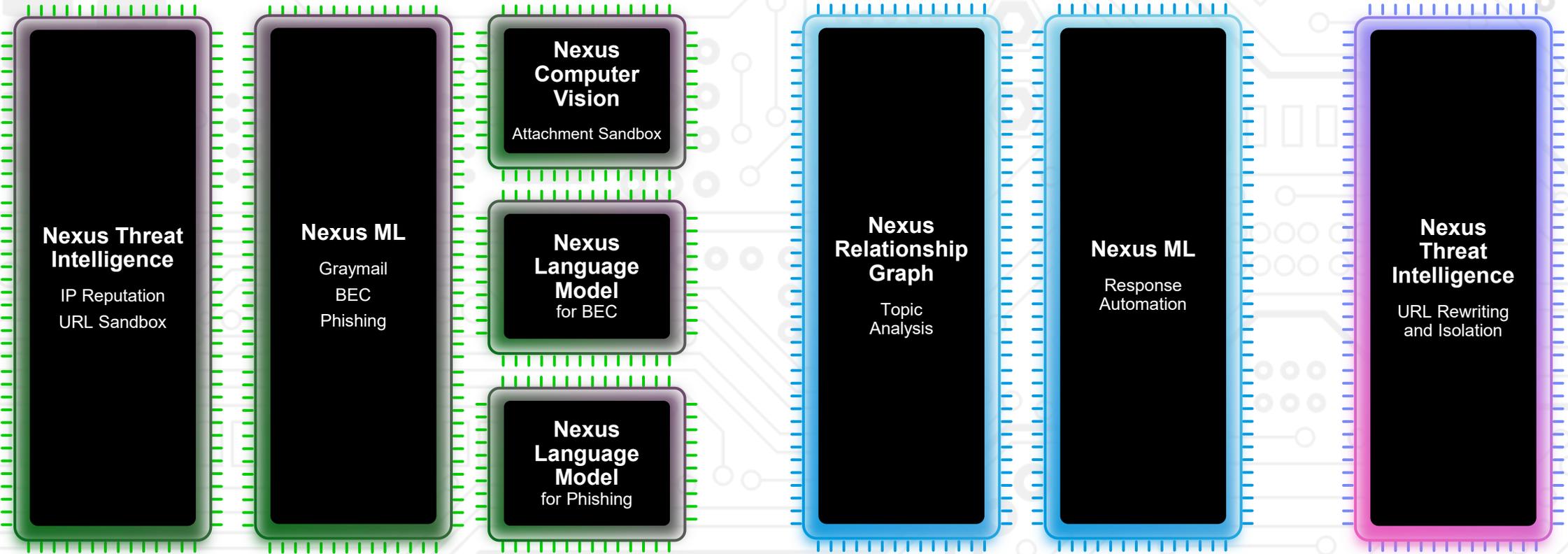
Defense in-depth: pre-delivery, post-delivery, and click-time

Continuously trained with the most relevant data set

PRE DELIVERY

POST DELIVERY

CLICK TIME



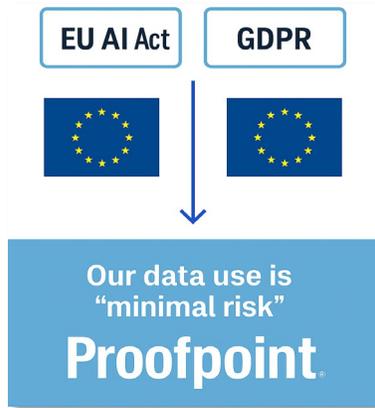
BLOCK THREATS | GUIDE USERS | AUTOMATE RESPONSES





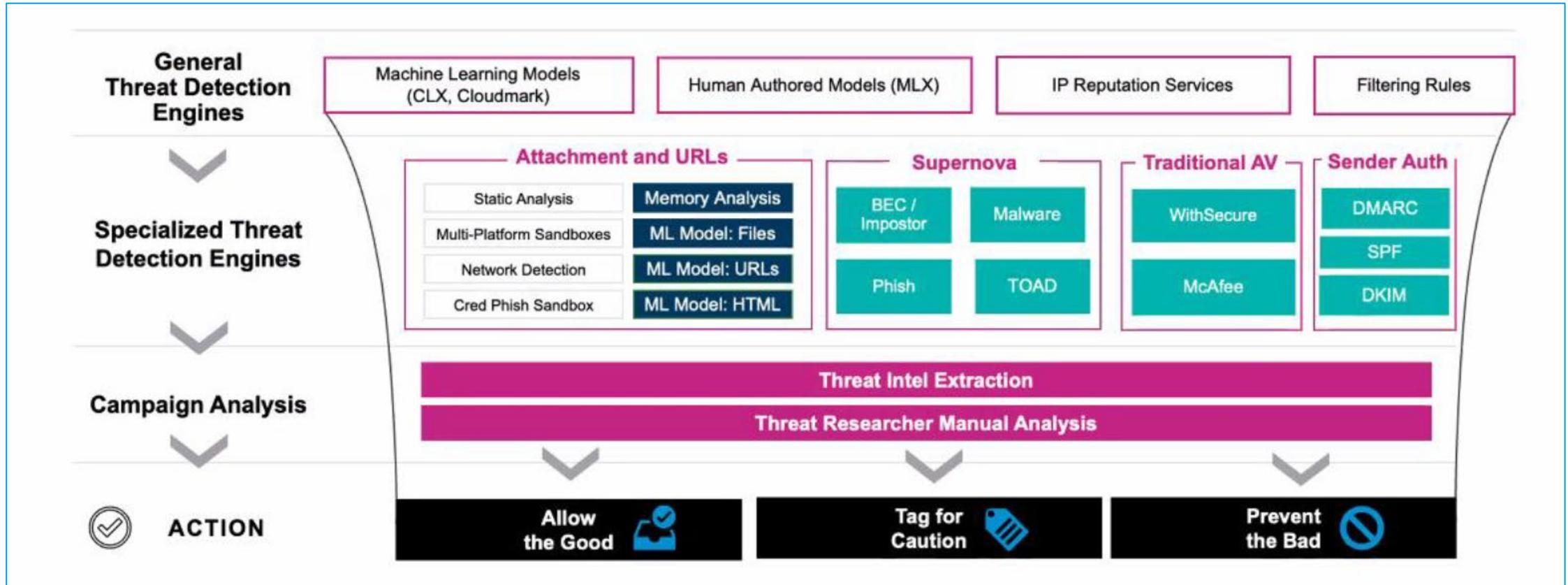
# Why do customers have questions?

Privacy, Risk & Compliance





# Proofpoint Essentials Defense in Depth



# Advanced BEC Defense

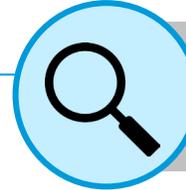
From: Accounts Receivable [accounts@manufacturer\\_example.ext](mailto:accounts@manufacturer_example.ext)  
Reply-to: manufacturer@dr.com  
x-originating-IP: 193.567.xxx.xxx  
To: Accounts Payable  
Subject: Urgent payment

The following invoices are due or will be due in April and we haven't received payment from your side. Could you please help arrange the payment? See the updated bank account info below. Thank you

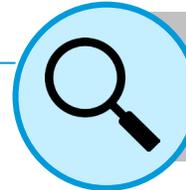
BANK NAME: STANDARD CHARTERED BANK  
SWIFT: SCBLXHABC  
BENEFICIARY NAME: ABC TRADE LIMITED  
ACCOUNT NO.: 5743113ABCD

Total amount due: USD 2,511,789.92

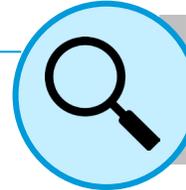
Inv	Amount (USD)	Due date
INV11234	180,000.23	Mar 10, 2020
INV11235	13,528.07	Mar 19, 2020
...		



Sender Reputation



Inconsistent Reply-to Pivot



Originating from an untrustworthy locale



-Urgency & authoritative language  
-Payment language  
-Bank account reference

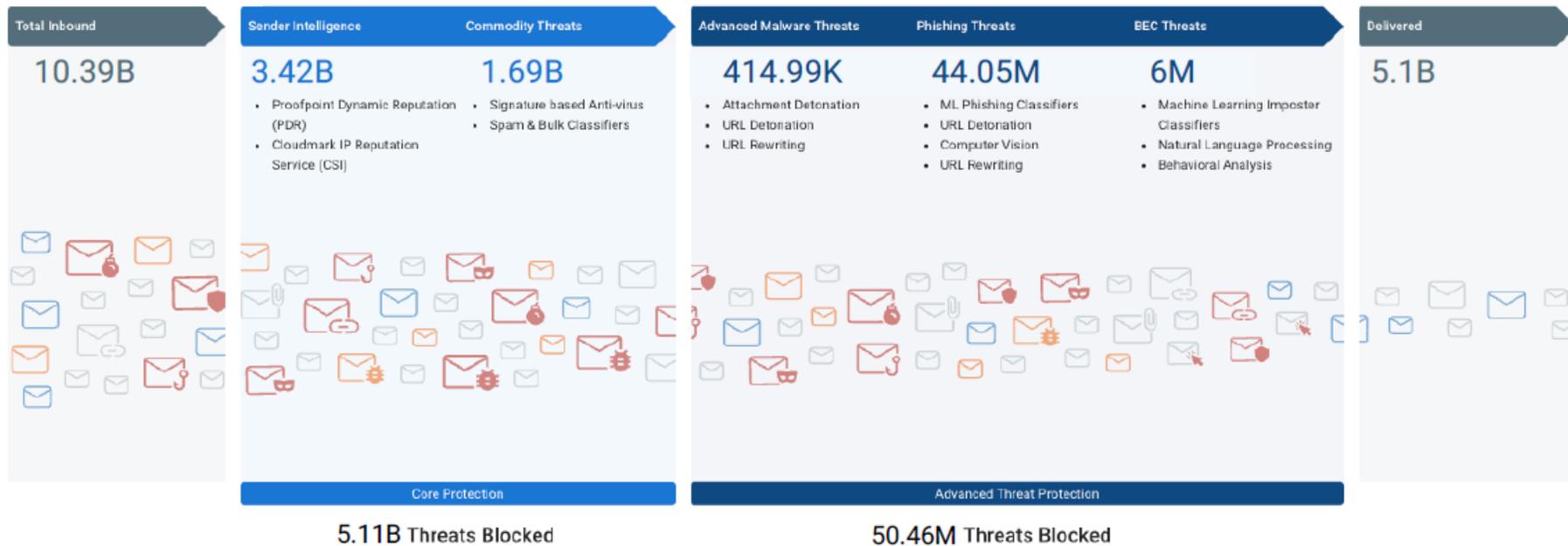
# Stopping Over 5.1+ Billion Threats In Q'3 2025

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Q3 2025  
July- Sept

## Inbound Email Protection Breakdown: All Proofpoint Essentials Customers

The All Customers Inbound Email Protection Report provides a summary of the different types of malicious inbound emails sent to all customers that were blocked by Proofpoint.



Message counts for Advanced Malware, Phishing and BEC Threats are aggregated across all customers

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# Open Q&A



**Thank You!**

# Proofpoint Essentials: Plus Packages

		Advanced +	Professional +
Core Protection	Anti-Spam/Anti-Virus	✓	✓
	Custom Content Filtering	✓	✓
	Impostor Email Protection	✓	✓
Targeted Attack Protection	URL Defense	✓	✓
	<i>*Predictive URL Defense*</i>	✓	✓
	Attachment Defense Reputation	✓	✓
	Attachment Defense Sandboxing	✓	✓
	Social Media Account Protection	✓	✓
	<i>*Advanced BEC Detection*</i>	✓	✓
	<i>*Email Warning Tags*</i>	✓	✓
<i>*One-Click Message Pull*</i>	✓	✓	
Outbound Email Protection	Outbound Filtering	✓	✓
	Data Loss Prevention	✓	✓
	Email Encryption	✓	✓
Email Continuity	Emergency Inbox	30 Days	30 Days
	Email Spooling	30 Days	30 Days
Email Archiving	Exchange and Microsoft 365 Support		✓
	Search and Discovery		✓
	Data Import and Export		✓



**Add-On Product**

Proofpoint Essentials -  
Security Awareness  
(PE-SA)

- ✓ Phishing Simulations
- ✓ 100+ Training Modules

# Email Warning Tags

The image illustrates the implementation of email warning tags across different platforms. On the left, the Outlook desktop interface shows a 'Junk Email' folder with several messages. A warning tag is visible on one of the messages. In the center, a mobile phone displays an email from 'Grahme Wallace [C]' with a yellow warning banner that reads: 'Be careful with this message. This message contains links that may be impersonating another domain. Learn More'. On the right, the 'proofpoint' overlay shows 'Email Details' for an email from 'American Express Membership Support <168@exp-ib.com>' with the subject 'Immediate Action Required!! Express was used to sign in from a different IP address'. Below this, the 'Tag Details' section explains the warning: 'Potential Impersonation. The sender's identity could not be verified and someone may be impersonating the sender. Take caution when replying or downloading attachments.' It lists two reasons: 'The message may have been forged or changed during transit...' and 'We were unable to verify that message was sent from an authorized IP address...'. At the bottom of the overlay, there are buttons for 'Add this sender to my blocklist' and 'Sign In to my account'.

# Email Encryption

## One-Time Encrypted links

- ✓ External recipients can effortlessly access encrypted messages without the need to create an account or login

## Improved Message Threading

- ✓ Improved message threading to keep conversations clear and organized

## Updated look & feel

- ✓ Styling aligns to Proofpoint Essentials UX

## Additional functionality

- ✓ Support for secure message read-receipts
- ✓ White-label, custom subdomain support
- ✓ Brandable (logo, primary color) Secure Reader

