

# Evaluator's Guide for Information Protection Solutions

2024

Evaluating a software product to ensure it is the right fit for your organization is an important part of the purchasing process. A Proof of Concept, commonly referred to as a POC, is a standard way to do exactly that. Getting hands-on experience with a software product helps a buyer quickly determine if their business needs and use cases are met. A successful POC takes away the guesswork and provides a tangible experience, which is why POCs are so critical in the decision-making process.

A good analogy is buying a car: you are almost certainly not going to buy a new car without first taking it for a test drive. In fact, it is this same hands-on experience that Proofpoint offers with its Information Protection products through a fully hosted POC to help you understand how your organization can protect against data loss and insider threats.

## Challenges with POCs

Despite the benefits of doing a POC, there can be several challenges that prevent POCs from getting started and being successful. Common challenges include:

- Lack of clearly defined use cases
- Getting internal sign-off and approvals
- Limited staff resources
- No access to test machines

Proofpoint offers an innovative approach to a POC that alleviates these challenges and allows you to test our software quickly and efficiently.

## Proofpoint POC: Fast, Efficient, Effective

Proofpoint provides a quick and easy way to gain hands-on experience with Proofpoint Information Protection solutions. Our POC is in a fully hosted environment, providing you with all the tools you need to defend data and stop insider threats. Within two weeks, you'll be able to test up to five of the most common use cases. Once the POC is complete, Proofpoint will assist in documenting your findings so that the results can be shared with your teams.

## 1. Getting Started

You can get started with Proofpoint Information Protection's POC on day 1 with no set-up or approvals needed. You will be provided with two virtual machines and logins to simulate user actions. You will also have access to the Proofpoint Information Protection SaaS environment to investigate user's actions. Working from the centralized console allows you to get deep visibility into user behavior with a user timeline and detailed metadata and screenshots. You can also triage alerts, manage incidents, hunt threats, and manage policies all from the same console with a cross-channel view of endpoint, email, cloud, and web.

## 2. Use Cases

Over the course of two weeks, you can test five of the most common user stories and use cases:

- Malicious insider trying to exfiltrate sensitive data
- Careless user not being careful with sensitive data
- Careless user mishandling data in GenAI applications
- Compromised user (phishing attack) losing data to an attacker
- Compromised user (Telephone Oriented Attack Delivery (TOAD) example) losing data to an attacker

## 3. Wrap-up

After conducting the POC, you will have a better understanding as to how Proofpoint can accelerate your DLP or Insider Threat program. An executive summary will be developed that highlights the use cases and benefits.

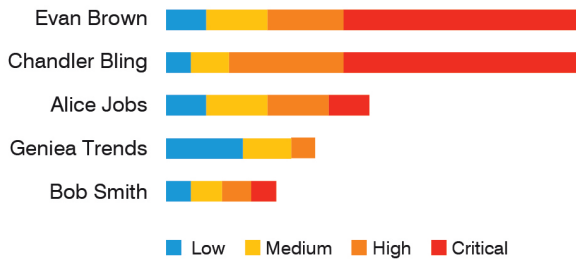
### Sample Evaluation Criteria

Defend Data Proof of Concept

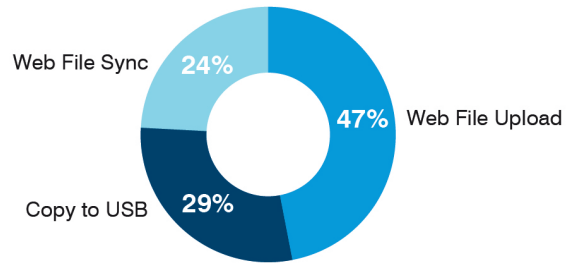
- Proactively monitor risky users in a centralized dashboard
- Understand what data is leaving the company and how
- Understand why a rule was triggered and what sensitive data was detected
- Demonstrate changes in employee behavior to maintain compliance and reduce risk
- Detect use of an unauthorized application
- Detect and prevent sensitive data exfiltration via web upload, USB, cloud sync
- Identify and prevent email exfiltration of sensitive data
- Detect and auto remediate cloud-based threats and data exfiltration
- Monitor detect, and prevent the use of GenAI sites
- Detect changes to a file name and type
- Automatically block emails with the highest probability of being data loss incidents
- Search and filter activity data to quickly find answers
- View a timeline of a user's activity before, during and after an incident
- View historical data of a user's activity
- Capture screenshots for forensics evidence
- Distinguish between a careless, compromised and malicious user
- Export a consumable report of user activity to HR and Legal
- Educate users with pop-up notifications and justifications

### Information Protection Summary

**Most Risky Users (Number of Alerts)**



**Most File Exfiltration by Type**



**8**

Users browsing to GenAI websites

**20**

Files automatically remediated for oversharing

**45**

Blocks of unapproved web file upload

**80**

Sensitive emails send to unauthorized accounts

## Benefits of a Proofpoint POC

### Easy Set-up

Without the need for set-up or approvals, you can start testing Proofpoint Information Protection immediately in a fully hosted environment.

### Quick Time to Value

A POC with Proofpoint is completed in less than two weeks, providing a quick and easy way to gain hands-on experience and helping accelerate the decision-making process.

### Measurable Results

You can test five of the most common user stories and use cases with full access to Proofpoint Information Protection solutions, gaining multi-channel visibility across endpoint, email, web, and cloud.

## Proofpoint POC: Not Your Standard POC

CRITERIA	STANDARD POC	PROOFPOINT
<b>Set-up time</b>	Weeks to months depending on approvals	Within hours
<b>Duration</b>	Weeks to months	Less than 2 weeks
<b>Customer effort</b>	Significant	Minimal
<b>Dedicated test machines</b>	Needed for POC	Not needed for POC
<b>Use cases</b>	Need to be clearly defined	Most common use cases are available out-of-the-box; can augment with specific use cases

### Customers See Value in a Proofpoint POC

“The fact that Proofpoint thought to offer and put this together for customers is a game changer. No one else is doing this... It has saved us so much time getting into the testing phase of this project.”

Security Architect, Fortune 500 shipping company

#### ABOUT PROOFPOINT, INC.

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 85 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](http://www.proofpoint.com).

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