

SOLUTION BRIEF

Proofpoint ZenGuide

Transforming security awareness training into behavior change

Key highlights

- Reinforce secure behavior with in-the-moment, contextual guidance
- Simulate real-world phishing attacks with updated threat-based templates
- Empower users with threat-driven content and real-world scenarios
- Benchmark against industry peers with behavioral metrics
- Turn real-time user behavioral insights into targeted learning activities

This solution set is part of Proofpoint's integrated human-centric security platform, mitigating the four key areas of people-based risks.

Overview

Proofpoint ZenGuide™ is a robust security awareness training solution that helps organizations motivate their people to embrace secure behaviors and sustain them over time. Our research shows that a high percentage of employees engage in actions that they know are risky. This tells us that one-size-fits-all compliance-driven training alone is not enough to change risky behaviors.

Proofpoint ZenGuide transforms employee behavior with continuous learning that adapts to users' roles, behaviors, and skills. It enables you to shift the focus of your training so that it's not only about compliance—it's about measurable results. Your team gets visibility into who needs intervention and why.

Threat-driven learning ensures resiliency

ZenGuide delivers threat-driven learning experiences by aligning simulations, training, and behavioral reinforcement to today's attacks. Its phishing simulations reflect real-world patterns—including QR code threats, AI exploits, telephone-oriented attack delivery (TOAD) threats, and email bombing.

New content is continuously released to keep pace with the threat landscape. This ensures that users are prepared for both immediate threats and long-term attack trends.

- **Weekly Threat Alerts** provide timely warnings about active campaigns.
- **Monthly Attack Spotlights** deliver scenario-based microlearning on real-world scams.
- **Threat Overviews** are published when users need deeper insights about emerging or persistent threats.

Teachable Moments provide users with in-the-moment guidance when they interact with simulated phishing threats. Not only do users see phishing indicators highlighted within the message, but they also get an explanation of attacker techniques. This reinforces the correct security behavior at the moment of risk. Employees learn not just what to do, but why it matters. Teachable Moments are automatically generated with AI-powered **Phish Hooks**. Key risk cues and visual, contextual feedback are embedded directly into the user experience. The result is less operational overhead and more effective, scalable behavior reinforcement.



Benefits of integration with Collaboration Security

When integrated with the **Collaboration Security platform**, ZenGuide extends this model with live telemetry data. As a result, real-world threats to your organization can automatically trigger training. For example, one capability is **AI ThreatFlip Workflow**, which automatically transforms real-world phishing attacks into training for employees.

With ThreatFlip, security teams can convert phishing emails that are sent to your organization into safe simulation templates. It automatically clones real threats, removes their harmful elements and sensitive data, and generates realistic phishing simulations. And it does all this with just one click.

As a result, security training can keep pace with the ever-changing threat landscape. And users are better prepared and more resilient against the threats targeting them.

Intelligent automation drives efficiency and impact

ZenGuide transforms awareness into an automated risk reduction engine. This

means that administrators are freed from building campaigns manually and other repetitive program management tasks.

Training is automatically assigned and sequenced based on user roles, behavior, and risk scores. So, administrators spend less time and effort on monitoring, targeting, and reassessing users. The right users get the right training at the right time without constant oversight thanks to recurring phishing simulations, built-in recommendations, and behavior-based reinforcement. This enables lean security awareness teams to scale their programs efficiently.

With **Adaptive Pathways**, automation becomes a true differentiator. Administrators can define logic-based rules that automatically enroll specific user groups—such as new hires, high-risk departments, or users who fail simulations multiple times—into tailored learning experiences. Instead of manually tracking and reassigning users, the system continuously adjusts pathways based on observed behavior. This ensures interventions happen automatically. The result is a program that scales personalized security awareness without increasing the administrative burden.

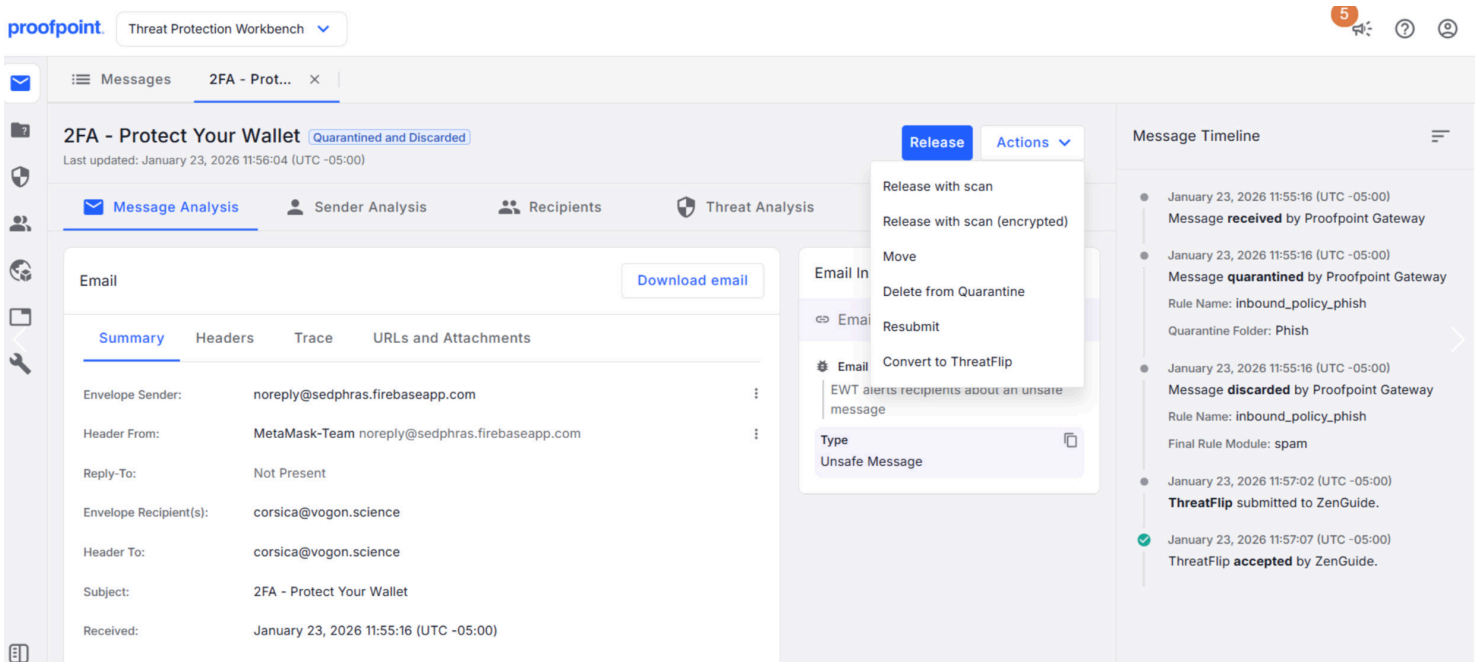


Figure 1. ThreatFlip safely transforms real phishing attacks into ready-to-use, safe phishing simulation templates.

Benefits of integration with Collaboration Security

When ZenGuide is integrated with the Collaboration Security platform, Adaptive Pathways are further enhanced with automation and live threat telemetry.

Users who are identified as Very Attacked People™ (VAPs), high-risk clickers, or those exposed to active malware and credential threats can be automatically enrolled into targeted training. This ensures learning pathways are driven not just by simulation behavior but by real-world threat exposure. Users get precise, risk informed intervention without increasing administrative workload.

Actionable metrics prove impact

ZenGuide provides comprehensive visibility through its Admin Dashboard. Security leaders gain access to User Risk Scores, including reporting on repeat behaviors, phishing performance and accuracy, resilience ratios, and industry benchmarking.

As a result, they can measurably track behavioral risk reduction over time. Training completion, performance on assessments, and campaign outcomes are continuously monitored to demonstrate program effectiveness.

Learners see their own Personal Risk Score and progress indicators, which reinforces accountability and strengthens their security culture. Benchmarking against peer performance adds meaningful context. Users get clear metrics that help them understand where they stand relative to others, so they're motivated to improve. This visibility turns performance data into actionable insights. Users want to change their behavior—they're not just passively complying.

Benefits of integration with Collaboration Security

Another benefit of integrating ZenGuide with the Collaboration Security platform is that reporting is further enriched with real-world risk inputs and centralized human risk views. So, you get more than just awareness metrics, you can get human risk intelligence insights across your entire organization.

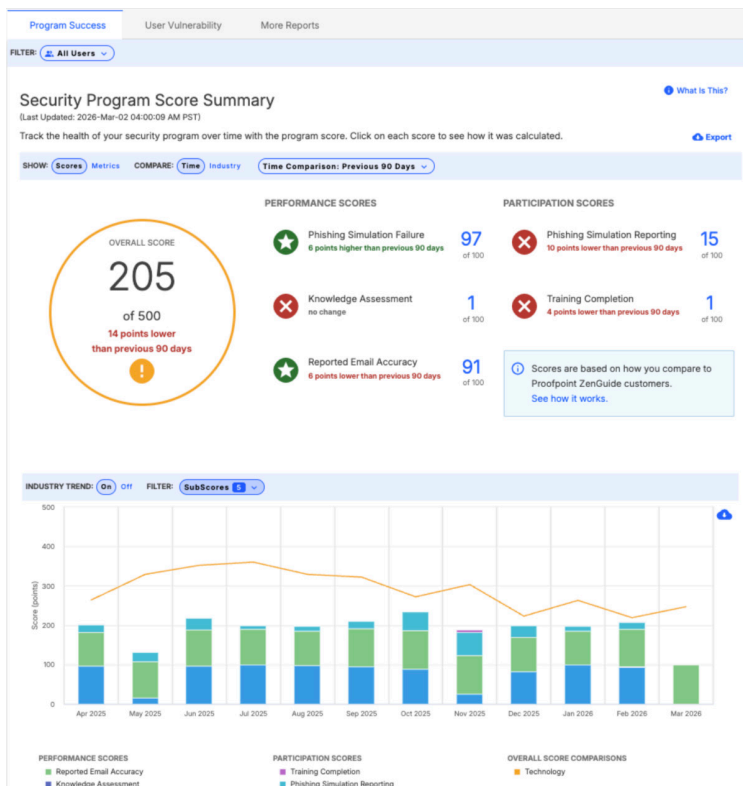


Figure 2. The ZenGuide Dashboard provides up-to-date insights and performance metrics.

Support for optimizing and scaling your program

To sustain behavioral change and stay ahead of evolving threats, your program must continuously adapt. Proofpoint Premium Services helps you evolve and scale your awareness strategy with confidence. Whether you need strategic program design and execution or want support streamlining your simulations, our experts can help drive ongoing improvement and human risk reduction.

By aligning your awareness initiatives to organizational objectives and business risk outcomes, Proofpoint enables you to strengthen your security culture and deliver an impact that you can measure.

Our team supplements your internal resources with hands-on expertise and proven best practices while your team focuses on strategic priorities. We're there to help measure outcomes, deliver executive-ready reporting, and help you continuously improve resilience using actionable behavior insights.

Discover more about ZenGuide.

www.proofpoint.com/us/products/mitigate-human-risk

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