

Reduce Risk with People-Centric Security

Explore a better strategy to stay ahead of your next cyberattack

Key Benefits

Gain visibility and control by understanding:

- How threats target your people
- How your people work in high-risk ways
- How your people access valuable data

Today's threat landscape is fundamentally characterized by social engineering. Attacks increasingly target people, not technology or infrastructure — and the move to cloud is intensifying that trend. Proofpoint can help you gain visibility, derive insight and apply adaptive controls based on your greatest cybersecurity risk: your people. Not just your people, but the data they have access to and the behaviors that indicate they have fallen or will fall for a modern, social-engineered attack.

Attackers Focus on People

Attackers today are adept at using tools like Google and LinkedIn to scour the internet as reconnaissance to launch campaigns against organizations, using more sophisticated attack tactics and targeting at scale. Most IT and cybersecurity professionals still operate with the network or IP address at the center of the world. However, the digital transformation to remote workforces adds more complexity, since users bypass corporate networks to access company data — and traditional security approaches do not provide the same level of protection. Thus, attackers do not view the world in terms of a network diagram. Additionally, the adoption of cloud apps and platforms, like Microsoft Office 365 and Google G Suite, challenges the network-based defensive approach. Cloud apps have valuable corporate information that traverses the internet without passing through firewalls and other network controls. This makes it difficult to gain visibility into all types of threats that affect people and to prioritize alerts and incidents based on relative risk to the organization.

Quantify Risk with the Proofpoint Attack Index

One metric to quantify people-centric risk is the Proofpoint Attack Index. Proofpoint created and implemented the Attack Index to identify targeted people and surface interesting threats from the noise of everyday threat activity. The Attack Index is a weighted composite score of all threats a person receives. It is based on four key factors:

- **Volume of attacks.** Indicates the sheer number of threats.
- **Type of attack.** Addresses the type of malware used. This score considers the degree of danger posed by the threat and how much effort went into the attack. A RAT or stealer, for example, will have a higher score than a generic consumer cred phish.
- **Attack target.** Considers the degree of targeting involved. Did the threat hit only one user globally? Was it focused on a particular user, company, vertical or geography? Or was it a spray-and-pray campaign covering half the world? The former will receive a higher score than the latter.
- **Actor sophistication.** Considers the criminal’s level of sophistication. For example, an APT state actor will be given a higher score than a garden-variety small crime actor.

With the Attack Index, you can assess and report on the individual and overall risk your people face and then prioritize the most effective way to resolve threats.

Assess Your Human Attack Surface

Proofpoint can help you manage your security risk by focusing on threats that target and exploit people. This starts with identifying your Very Attacked People, or VAPs. While identifying VAPs is a good start, it is not enough to fully understand people risk. Because people risk is comprised of several variables, Proofpoint is strategically positioned to help you identify risk via our Nexus People Risk Explorer product and provide you with insight into:

- **How your people work in high-risk ways.** Whether intentional or not, do they have a history of clicking on malicious links or attachments or interacting with vulnerable apps?
- **How threats target your people.** Do your people receive highly targeted, very sophisticated or high volumes of attacks?
- **How your people access valuable data.** Do they access or manage sensitive systems or data? If so, they might be at higher risk of data misuse, loss or leakage through business-critical systems or third-party apps.



Figure 1: Venn Diagram showing how Proofpoint views the variables that intersect to inform risk.

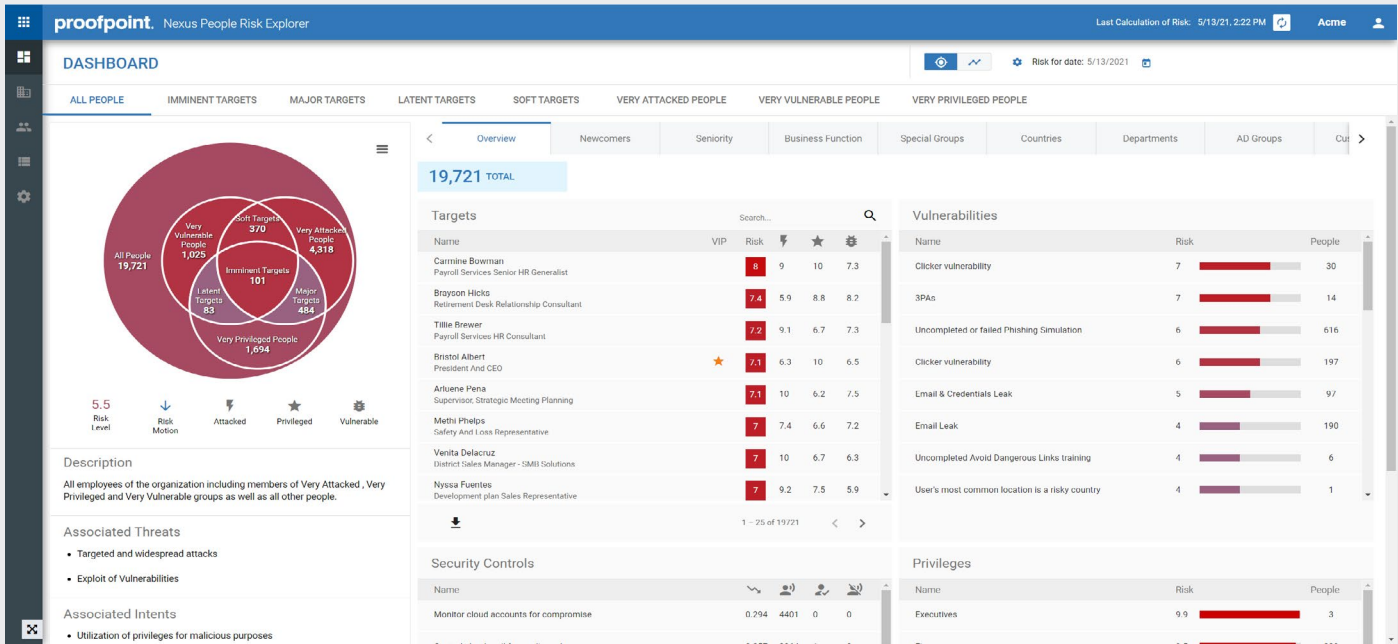


Figure 2: Home screen of the Nexus People Risk Explorer Dashboard, which provides visibility into people risk.

Adopting a People-Centric Security Approach

Proofpoint provides solutions that can help your organization in its journey to develop greater people-centric security capabilities.

Protect Your No. 1 Threat Vector and Gain Visibility into Your VAPs

Start by solving your email threats across the entire attack chain, from detection to response. Gain visibility into who is being attacked, how they are being attacked, whether they click on or report phishing and whether they are compromised.

Expand Your People-Centric Protections and Start to Secure Cloud Accounts

Protect against threats and data loss in all people-centric threat vectors, including external email, cloud accounts, personal webmail and internal email. Train users to be your last line of defense. Equip them to recognize and report on phishing attacks, and educate them on best practices to keep their identities, credentials and data secure.

Build a Comprehensive People-Centric Security Program

Broaden protection to cover your entire human attack surface, including your business ecosystem. Ensure that people you do business with are not putting your organization at risk. Also, integrate your security ecosystem to make the most of existing investments. Protect your VAPs through more integrated, isolative, and adaptive controls.

LEARN MORE

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

ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ: PFPT) 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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