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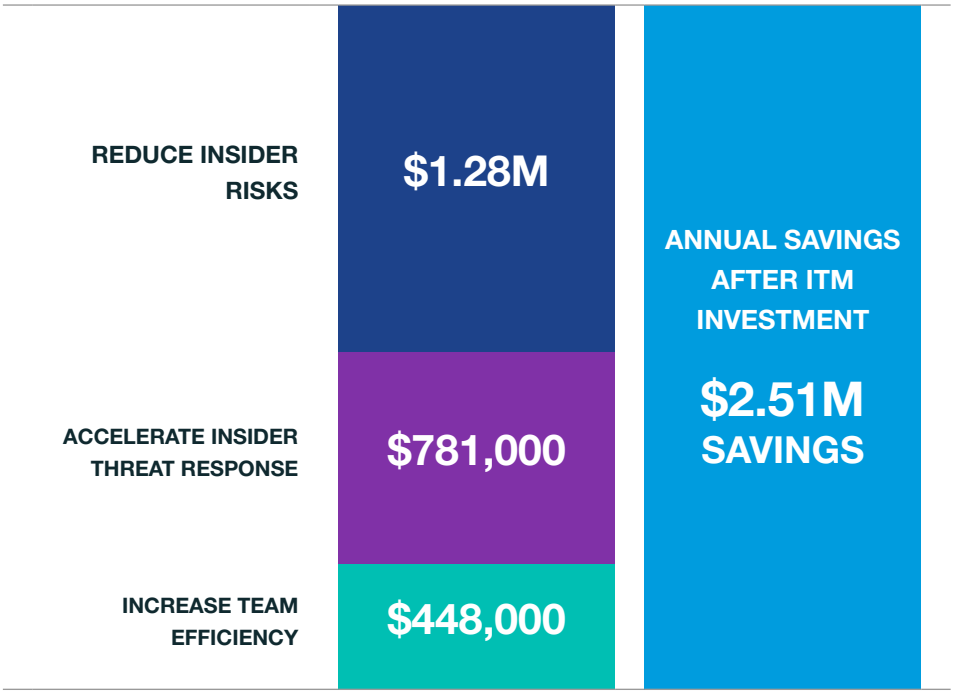
Measuring Return on Insider Threat Management

Overall Savings	**$2.51M**
Reduce insider risks	**$1.28M**
Accelerate Insider Threat Response	**$781,000**
Increase Team Efficiency	**$448,000**

YOUR ORGANIZATION'S CURRENT SITUATION

Organization with 2,000-4,999 employees in the Agriculture industry with 20 insider driven incidents in the last 12 months. The total spend per incident is $640,000

POTENTIAL ANNUAL SAVINGS AFTER USING PROOFPOINT ITM



Overall Savings **$2.51M**

ANNUAL SAVINGS FROM ITM INVESTMENT

Customers realize the significant savings from a combination of reducing incident frequency, accelerating incident response and increasing team efficiency. The numbers below are based on your organization's calculated averages and an independent economic assessment from Enterprise Strategy Group.

Contact us for a sales conversation to realize these savings for your organization.

Reduce insider risks **$1.28M**

REDUCE INSIDER RISKS

Customers save costs within each of the three primary insider threat cost centers: detection and monitoring, incident response and recovery and litigation.

This benefit is achieved by:

1. Preventing data exfiltration from the endpoint
2. Threat hunting for early signs of risky user behavior, with the out-of-the-box insider threat alert library and saved filters of common risky activities.

Learn more in our Endpoint DLP datasheet

Accelerate Insider Threat Response **$781,000**

ACCELERATE INSIDER THREAT RESPONSE

Customers save on direct costs related to investigating incidents, escalating the response and collaborating with cybersecurity, HR, Legal, IT and business units (contained within the incident response cost category).

1. Get the 'who, what, where and when' and user intent behind each action with timeline-based granular visibility.
2. Speed up collaboration through easy-to-understand and share PDF reports andendpoint screenshots, as well as detailed access control policies within theplatform.

Learn more in our Insider Threat Management and Endpoint DLP solution brief.

Increase Team Efficiency **$448,000**

INCREASE TEAM EFFICIENCY

Customers save indirect costs within an ITM program. Teams struggle with triaging alerts across traditional cybersecurity tools and correlating visibility across tools.

1. Use timeline-based context on user activity and data movement to triage alerts from other tools in seconds
2. Integrate ITM telemetry and alerts into SIEM, business communication and SOAR tools – cutting down on manual correlation by analysts.

Watch our Insider Threat Management product demo.

COST OF INSIDER THREATS

Research Overview

Survey research conducted during 2nd half of 2019 of IT security practitioners across North America, Europe, Middle East, Africa, and Asia-Pacific on the frequency and cost of Insider incidents.

This is a follow up study building on research originally published in 2018.

observeit.com/cost-of-insider-threats-slideshare
observeit.com/cost-of-insider-threats

964

Information Security Practitioners

204

Organizations

4716

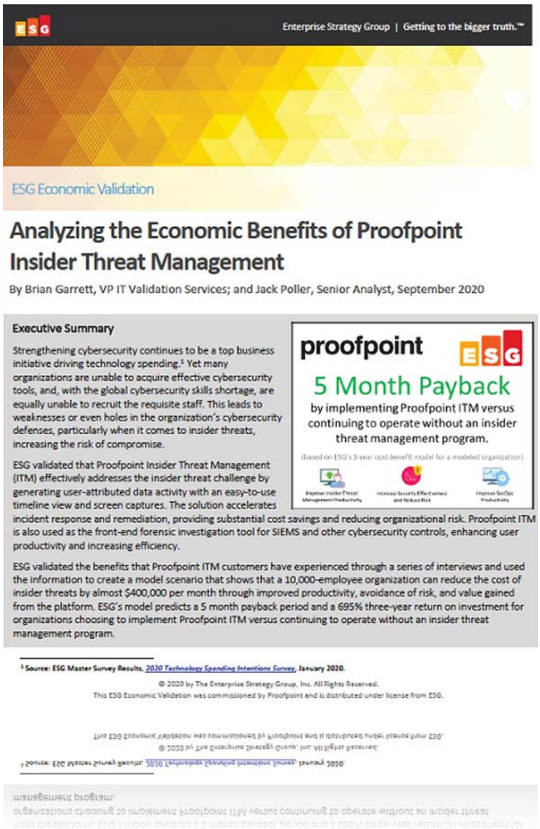
Insider Incidents

ANALYZING THE ECONOMIC BENEFIT OF ITM

Research Overview

Independent analysis of cost savings experienced by organizations using Proofpoint Insider Threat Management validated by interviews with customers.

observeit.com/analyzing-the-economic-benefits-of-proofpoint-insider-threat-management/



Enterprise Strategy Group | Getting to the bigger truth.™

ESG Economic Validation

Analyzing the Economic Benefits of Proofpoint Insider Threat Management

By Brian Garrett, VP IT Validation Services; and Jack Poller, Senior Analyst, September 2020

Executive Summary

Strengthening cybersecurity continues to be a top business initiative driving technology spending.[1] Yet many organizations are unable to acquire effective cybersecurity tools, and, with the global cybersecurity skills shortage, are equally unable to recruit the requisite staff. This leads to weaknesses or even holes in the organization's cybersecurity defenses, particularly when it comes to insider threats, increasing the risk of compromise.

proofpoint ESG

5 Month Payback

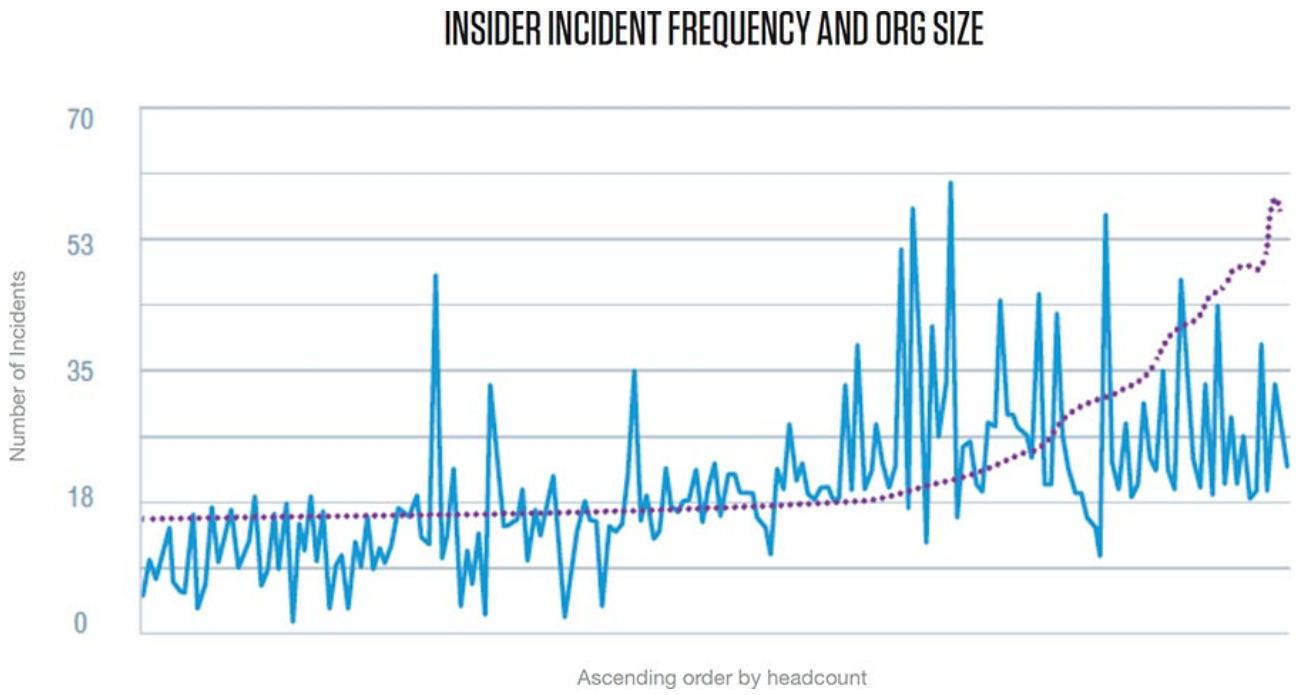
by implementing Proofpoint ITM versus continuing to operate without an insider threat management program.

ESG validated that Proofpoint Insider Threat Management (ITM) effectively addresses the insider threat challenge by generating user-attributed data activity with an easy-to-use timeline view and screen captures. The solution accelerates incident response and remediation, providing substantial cost savings and reducing organizational risk. Proofpoint ITM is also used as the front-end forensic investigation tool for SIEMS and other cybersecurity controls, enhancing user productivity and increasing efficiency.

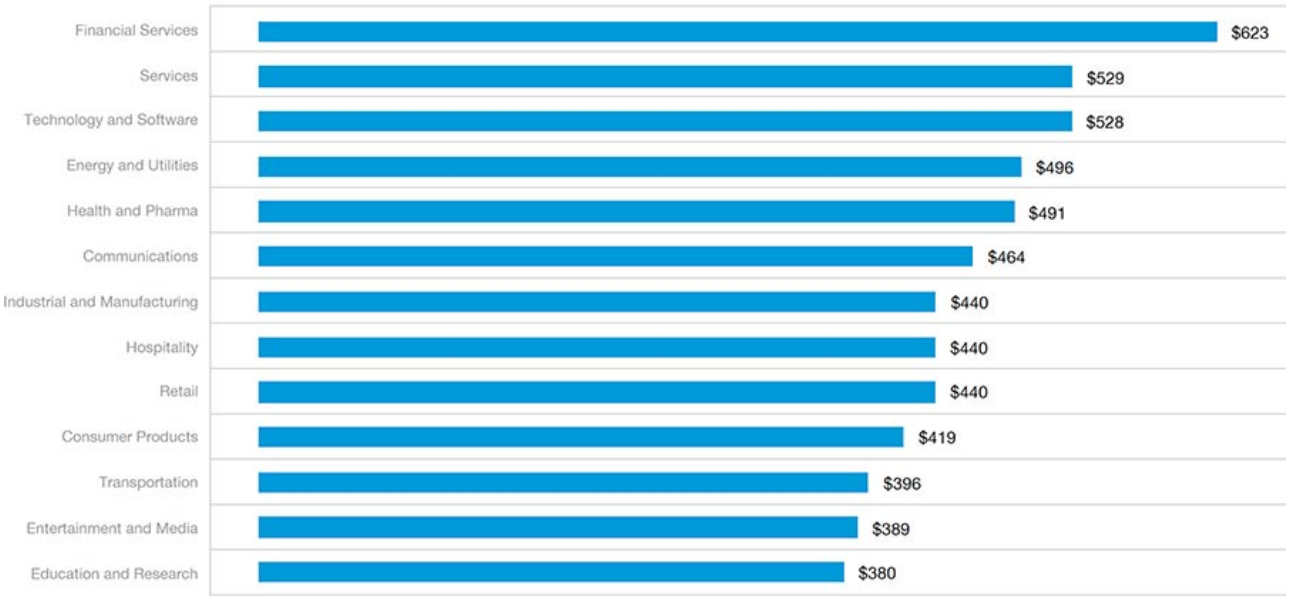
ESG validated the benefits that Proofpoint ITM customers have experienced through a series of interviews and used the information to create a model scenario that shows that a 10,000-employee organization can reduce the cost of insider threats by almost $400,000 per month through improved productivity, avoidance of risk, and value gained from the platform. ESG's model predicts a 5 month payback period and a 695% three-year return on investment for organizations choosing to implement Proofpoint ITM versus continuing to operate without an insider threat management program.

[1] Source: ESG Master Survey Results, *2020 Technology Spending Intentions Survey*, January 2020.

Dissecting the Costs of Insider Threats

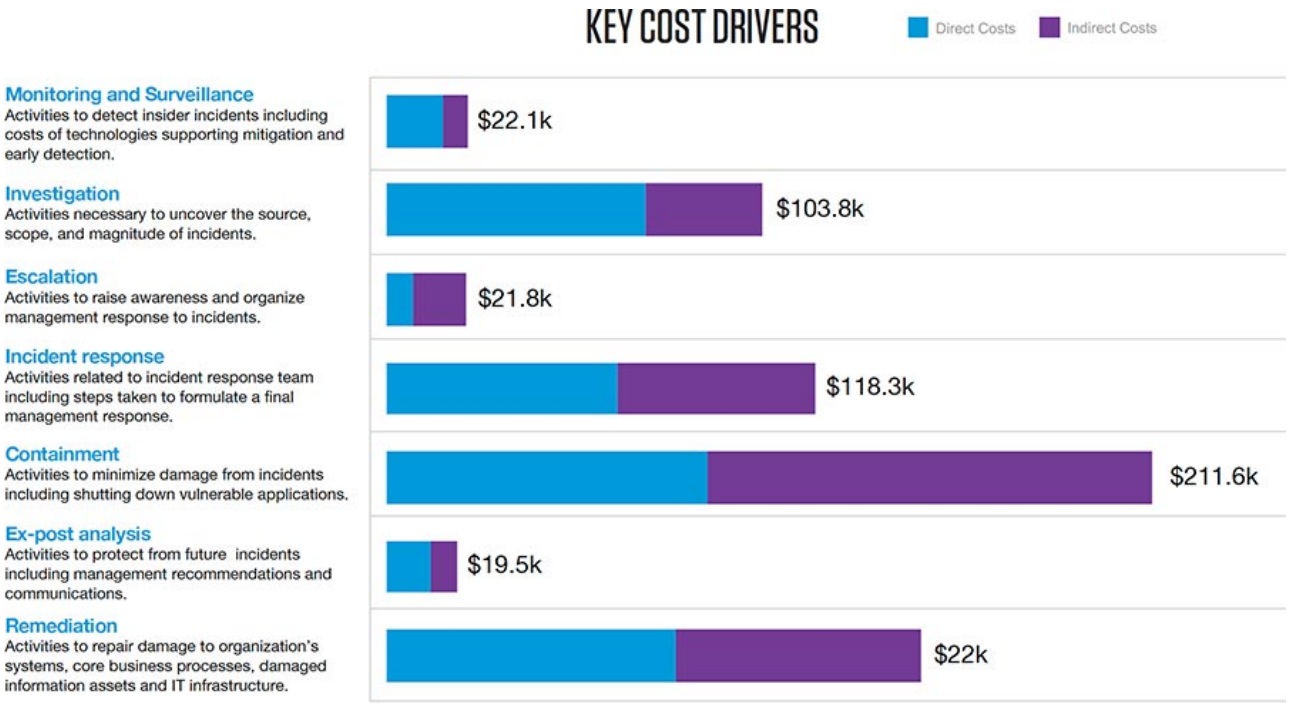


INCIDENT COSTS AND INDUSTRY



Cost per incident by industrial sector ($K)

KEY COST DRIVERS



Cost per Incident by Activity Center

LEARN MORE

For more information, visit proofpoint.com

About Proofpoint

Proofpoint, Inc. (NASDAQ: PFPT) is a leading cybersecurity 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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