



PROOFPOINT ESSENTIALS

FEATURES AND BENEFITS GUIDE

For Partners / MSPs

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Proofpoint Essentials protects small and medium-sized enterprises from today's advanced threats, compliance risks and digital fraud. It offers enterprise-grade security technology and infrastructure—used to protect some of the largest organizations in the world—tailored to the needs of smaller enterprises.

Enhance your customer's security with spam and phishing detection, multilayer anti-virus, a robust filter rules engine. Help them stay compliant with policy-enforced encryption and a cloud-based email archive managed in a simple, intuitive user interface, and keep their business running with email continuity and our Emergency Inbox.

PROOFPOINT ESSENTIALS PACKAGES

Proofpoint Essentials works with many platforms including Microsoft Office 365. It's available through four packages tailored to meet the business needs and budgets of smaller enterprises and channel partners.

	BEGINNER	BUSINESS	ADVANCED	PROFESSIONAL
SECURITY				
Signature-based Anti-Virus	✓	✓	✓	✓
Spam Filtering	✓	✓	✓	✓
Email Impostor Fraud Protection	✓	✓	✓	✓
Reporting	✓	✓	✓	✓
Content Filtering	✓	✓	✓	✓
Outbound Filtering	✓	✓	✓	✓
Zero-Hour Threat Detection	✓	✓	✓	✓
URL Defense		✓	✓	✓
Attachment Defense		✓	✓	✓
Data Loss Prevention (DLP)		✓	✓	✓
Email Encryption			✓	✓
Social Media Account Protection			✓	✓
CONTINUITY				
Emergency Inbox	30 Days	30 Days	30 Days	30 Days
Email Spooling	30 Days	30 Days	30 Days	30 Days
Instant Replay		30 Days	30 Days	30 Days
EMAIL ARCHIVE				
Support for Exchange and Office 365				✓
Unlimited Storage				✓
Configurable Retention (Up to 10 Years) and Legal Hold				✓
Powerful Search and Discovery Tools				✓
End-user User Search Access				✓
MANAGEMENT				
Multi-level logins	✓	✓	✓	✓
Domain Management	✓	✓	✓	✓
Email Logs	✓	✓	✓	✓
Active Directory Sync for Azure and Exchange	✓	✓	✓	✓
MSP/CHANNEL PROGRAM				
Support Customers of Any Size	✓	✓	✓	✓
No Minimum Order per Customer	✓	✓	✓	✓

SECURITY

ANTI VIRUS

No security vendor stops viruses and other email-borne threats better than we do. Our sophisticated anti-virus engines are highly accurate, effective and fast. We block all known viruses, and heuristic scanning discovers and protects against never-before-seen viruses for added security.

Features	Benefits
Multi-layered antivirus protection in the cloud.	Stops viruses and manages threats before they reach the network. No hardware or software required.
Proactive heuristic predictive technology to combat evolving virus threats.	Protects users from following links to malware-bearing websites.
Complete protection against known viruses (see zero-hour outbreak for additional protection).	Provides visibility, accountability and confidence in the our effectiveness.
Language-independent engine.	Protection against phishing, spear phishing and spoofing attacks.
	Proactive monitoring centrally updated every second.
	Lowest false positives in the industry.
	Updates in real time to protect against new and emerging attacks.

SPAM FILTERING

Powered by our patented Proofpoint MLX machine-learning technology, our spam and phishing technology efficiently analyzes hundreds of attributes in every email. This advanced scanning accurately filters emails by examining envelope headers and structure, content, email sender reputation, images and more, to prevent spam emails, malware, other malicious email and attachment-based spam from reaching inboxes.

Features	Benefits
Backed by a comprehensive service-level agreement (SLA) that guarantees more than 99% spam capture rate.	Guaranteed performance that lets you focus on your business.
Multi-layered protection stops spam and manages threats before they reach your network.	Saves time and resources wasted on unwanted email.
Machine-learning technology detects and combats new spam threats in real time.	Protects corporate bandwidth for web, VoIP and other critical systems.
Individual-, group- and company-level spam sensitivity settings available.	Anti-spam protection against new and emerging spam techniques.
Dashboard summary, detailed and scheduled reporting to keep users informed on spam levels and quarantined mail.	Visibility, accountability and confidence in the service's effectiveness.
Consolidated user quarantine digest email with per-email options to "release", "release and approve" to whitelish sender, or "block" to block sender going forward.	Summary digest for users at regular intervals (up to every four hours) to review quarantined email across all their email addresses and aliases.

REPORTING

Flexible online reporting dashboards and detailed email reporting is available with one click to give you actionable insights and more control.

Features	Benefits
Get a high-level overview of customer accounts in the stats section of the website.	Reporting enables you to quickly and easily access relevant customer information and monitor results.
Save statistics to favorites to quickly re-run relevant reports.	To monitor a customer's domain usage, you can display the most-used domain and the number of clean, spam, or virus emails that have been sent, attempted, and blocked to and from a specific domain.
Download results to Acrobat (PDF) or Excel and send to an email address.	Helps monitor customer usage and potential rogue users.

OUTBOUND FILTERING

Outbound filtering ensures all email sent through the Essentials platform is free from viruses, malware and other malicious content.

Features	Benefits
Outbound Virus and Malware Protection.	Protects against sent emails that could damage your customers' reputation or the security of email recipients.
Message traceability: customers can view whether an email has been delivered, bounced, delayed or rejected.	Protects SMEs from potential legal issues
Organizations can add a disclaimer to all outbound email.	

CONTENT FILTERING

Proofpoint Essentials intelligent email Content Filter service enables organizations to use a flexible rules engine to enforce email communication policies.

Features	Benefits
Policy-based approach designed to detect confidential or inappropriate text-based email content.	Provides advanced security for organizations, protecting against email-borne threats.
Comprehensive, highly flexible and intuitive filter processes.	Provides visibility, accountability and confidence in business email exchange.
Scanning within email header, subject and body.	Ensures employees do not jeopardize the security and reputation of the business.
Detects a large variety of attachments including Microsoft Office, PDF attachments, compressed file types, executable (EXE) and all major media types.	
Creation and enforcement of an acceptable-use policy.	

ZERO-HOUR OUTBREAK

This feature instantly protects users against new, never-before-seen email threats as soon as they arise, so customers know that their inbox is always secure.

Features	Benefits
Immediate malware protection.	No need for broad file-blocking policies. Safe files flow freely. Only malicious attachments are blocked.
Defends against new outbreaks before AV vendor updates.	IT managers can relax even when the next big worm attacks knowing they're already protected.
	A fully automated real-time solution; zero administration intervention required.
	Plug the gap between new virus variant releases and the availability of signatures provided by AV vendors.

URL DEFENSE

Leveraging the advanced power of Proofpoint Targeted Attack Protection, the industry's most effective defense against advanced threats, stops and blocks malicious URLs.

Features	Benefits
Predictive Analysis: Big Data techniques and machine learning heuristics predictively detect malicious links and pre-emptively stop users from clicking on them.	Proactively identifies threats and minimizes cleanup for incident response teams by catching malicious URLs before users click and get infected.
Advanced Malware Detection: Sophisticated techniques analyze and stop advanced threats that traditional signature- and reputation-based tools miss.	Cloud scale and elasticity for malware analysis with global and immediate benefit to all organizations. See emerging campaigns, deploy proprietary technology to defeat counter-evasion techniques, and stop malware before it causes lasting harm.
Real-time Dynamic Analysis: Protection on any device, at any time, from any location, by following the email and checking for the URL destination's safety in real-time. A frequent technique used by hackers has been to drive recipients to click on a link directing them to a website that is initially harmless but later turns malicious.	Enables security controls to persist, even if users are off the corporate network and bypassing on-premise security controls.

ATTACHMENT DEFENSE

Leveraging the advanced power of Targeted Attack Protection, the industry's most effective defense against advanced threats, Attachment Defense helps small to mid-sized enterprises detect malicious attachments.

Features	Benefits
Intelligence gathered by the dynamic malware analysis is used to identify and block malicious attachments that are designed to evade traditional security solutions.	Cloud scale, visibility and elasticity for malware analysis with global and immediate benefit to all organizations for emerging campaigns, with proprietary technology to defeat malware through counter evasion techniques.
Leverage Big Data techniques to build statistical models for predictive analysis.	
Cloud Architecture: We analyze billions of messages cloud every day, providing global visibility and early protection for emerging threats.	

EMAIL DATA LOSS PREVENTION (DLP)

Block data loss and comply with regulations.

Features	Benefits
Block data loss with a user-transparent, centrally based, policy-driven DLP filter.	Users simply send email, and the appropriate action is taken automatically.
DLP dictionaries and smart identifiers provide automatically updateable policies for lowest administrative cost and highest accuracy.	Always know where your private or proprietary data resides, including intellectual property, personal identification, patient information, financial information, and more. Simplify discovery, and quickly evaluate the data to respond effectively to any issue.
Customize policies with point-and-click ease.	

EMAIL ENCRYPTION

Reduce the potential negative impacts of data loss by automatically encrypting email.

Features	Benefits
Create filters that automatically identify outbound emails that should be encrypted.	Email Encryption is ideal for any organization that needs to protect sensitive data, while still making it readily available to appropriate affiliates, business partners and end users—on their desktops and mobile devices.
End-users can trigger encryption by using a predefined tag in the email subject line.	When sensitive data is identified, the email is automatically encrypted. Security is maximized, without hindering end users.
End-users can trigger encryption by installing an Outlook plug-in providing them with access to a “send securely” button	
Internal users—including the original sender and internal recipients—can compose, read and respond to all encrypted emails in their inbox.	All encrypted emails time out after 15 days and are removed from the service, ensuring that sensitive data is retained no longer than necessary.
External users use Secure Mail (our web-based interface) to read and respond to encrypted emails they have been sent.	

SOCIAL MEDIA ACCOUNT PROTECTION

Advanced protection for your social media accounts.

Features	Benefits
ProfileLock continuously monitors for unusual posting patterns and unauthorized profile changes that signal that someone has taken over an account.	Safely grow your social media presence.
Social Media Account Protection automates the content and security moderation process so you can apply your scarce resources to other social media marketing activities.	Ensure that customers and followers are not subjected to malicious or inappropriate content posted to your social sites.
Control the applications that can access and publish content across your social networks.	Automatically enforce policies that automatically detect, notify, and remediate threats to your accounts.
Simple, click-and-comply policy controls and detailed reporting ensure compliance with industry regulations and corporate governance mandates.	Comply with industry regulations.

CONTINUITY

EMERGENCY INBOX

Our Emergency Inbox lets users access email as normal when their main email service goes down.

Features	Benefits
Instant and automatic activation.	Activated instantly and automatically. Users can open, read, download attachments and reply to any email queuing.
Administrator control of Emergency Inbox user access.	Users can compose new emails and send them as if they were sent from their regular email server. Recipients remain unaware of any technical issues, preserving the organization's professional reputation.
Fast and easy web-access to all queued email.	Delivers quick restoration of sent and received email using the Emergency Inbox, to your primary system once it recovers.
No change in email appearance or flow in an email outage.	Restores messages to the email server with intact headers which can provide forensic data for archiving and legal purposes.
30-day Emergency Inbox is available for users on all Essentials packages.	

INSTANT REPLAY

With the Essentials Instant Replay feature, end users can easily replay successfully delivered emails received in the last 30-days that may have been wrongly deleted or accidentally removed from servers.

Features	Benefits
Instant Replay can replay any inbound email received in the past 30-days.	Can replay the delivery of any inbound email in the past 30-days.
Individual user access and ability to recover individual emails without the need for administrator action.	Allows administrator to provide a self-service option to any user who needs to recover individual emails. Recover messages without the risks and headaches of email backup restores.
Instant Replay covers the gap between when the last backup was completed and the point of server failure, ensuring no emails are lost.	Ensures that all email is received during an email outage and properly backed up when service is restored.

EMAIL SPOOLING

Email spooling and failover provides a comprehensive, extremely low-maintenance answer to your backup MX management needs. It preserves email metadata during an outage and delivers quick restoration of SMTP traffic to the primary site once recovery is detected.

Features	Benefits
30-days email spooling protection.	Activated automatically without requiring any administrator intervention 24x7x365.
Instant and automatic activation.	Avoids burdening IT staff by automatically detecting and monitoring destination server availability and deciding when to invoke failover configurations.
Always-on SMTP deferral, failover and queue protection.	Delivers quick restoration of SMTP traffic to primary site once recovery is detected, reducing system complexity and administrative headaches.
Administrator access to control automatic failover order and status.	Provides a comprehensive, extremely low-maintenance answer to your backup MX management needs.
Quick, automatic reset to primary site.	

ARCHIVING

Eliminate data storage constraints and meet legal and regulatory obligations with Proofpoint Essential's 10-year cloud archive, which ensures SMEs stay protected and compliant.

Features	Benefits
Real-time envelope journaling for local Exchange and Office 365.	Instantly archive all inbound, outbound and internal messages received by and sent from your Microsoft exchange server or Office 365 account.. This feature protects the email metadata, ensuring that all mail is actually archived at the point of origin and final destination.
Support for Microsoft SBS. Exchange 2010, 2013 and 2016, and Office 365.	Easily understand what messages are being searched for, including what actions are taken with each archived message such as exported, forwarded to or redelivered.
Unlimited storage.	Essentials' super-fast indexing technology and message retrieval results lets users retrieve, re-deliver, forward or download email messages in seconds, even if the original email message was received years ago.
Storage and instant retrieval of as much as 10 years of email.	Archive an unlimited volume of email in the cloud with up to 10 years retention for a single fixed cost per mailbox per year. Easily define an organizations retention policy, ensuring that email is never lost.
Territory-based archiving.	Using our cloud infrastructure, Essentials offers an unlimited storage archive with in-territory archiving. European customers' email is archived in the EU and our U.S. clients' email is archived in the USA, supporting the requirements of the EU data protection directive.

Features	Benefits
Configurable retention policy.	Quick initial setup and no ongoing administration. No need to deploy, manage and upgrade expensive hardware, software and client plug-ins.
Detailed email archive logs.	Reduce local email stores thus improving server performance and shortening backup times.
Segregated and secure archive per customer.	Meets industry and legal compliance requirements for the storage of archived email.
Tamperproof and off site.	Email content is impervious to tampering or alteration of any kind. Users can extract a binary replica of an email message for legal purposes.
	Unable to manipulate email content in anyway with the ability to extract a binary replica of an email message for legal purposes.

SEARCH AND EDISCOVERY

The Essentials email archive comes with advance search capabilities for the super-fast and easy retrieval of specific emails and attachments.

Features	Benefits
Fully hosted solution.	Powerful search functionality and scalable cloud-based processing resources. Provides fast results from multiple points of access anywhere in the world.
World-class search and legal discovery.	Support for multiple email servers to create one searchable off-site email archive.
Configurable retention policy.	Offers high-availability option.
Easy-to-use search archive audit log.	Easily understand what messages are being searched for including what actions are taken with each archived message such as exported, forwarded to, or redelivered.
	Easily detect and follow customer conversations and detect any previous agreement confirmed via email with little effort.
Saved searches.	Users can save any search they create in order to reuse it when necessary.
Legal hold.	Suspend disposition of email during important discovery events.
Configurable administration roles	Users in the email archive can be granted various permissions including end users who can search their own archive, discovery users who can access the archive for the entire organization and administrators who can make configuration changes.

MANAGEMENT

MULTI-LEVEL LOGINS

The Essentials Interface services the management needs of all user types, including those who need high-level and group controls to those who want to give end-users more control over their personal account settings.

Features	Benefits
User-level access.	Allows each end user to access their own console. Users can manage personal email filters and spam sensitivity settings, access their personal Emergency Inbox directly and search consolidated email logs for their primary email address and all aliases. They can also search their personal email archive.
Company level access.	Company-level administrators can manage both the settings for the entire company and individual users separately. They can: <ul style="list-style-type: none">• Manage email filters for the business• Set spam sensitivity for the entire business or adjust it for individual users• Search company quarantine• Locate messages for individuals
Channel-level access.	Channel administrator access enables resellers to manage all their customer's settings, licensing changes, filters, logs and quarantine area. Customers' email remains strictly private.
MSP-level access.	MSP level access provides the same access as that of a channel admin but with the extra ability to add and manage a reseller (VAR) channel of their own and manage direct customers.

DOMAIN MANAGEMENT

From administrative level login and above, unlimited domains can be managed through Essentials' easy-to-use console. Each domain can then be managed independently or as a group.

Features	Benefits
Supports host name and IP address.	Administrators can self-service domain management by specifying new domains and matching destination servers. These can be set as a host name or static IP address domain.
Multiple domains with separate destinations.	Add unlimited domains under one organization account.
Instant failover.	Each registered domain can have a number of real-time failover server destinations. Once the primary destination becomes unavailable, Essentials instantly attempts delivery to the real-time failover site and automatically recovers once the primary delivery site becomes available.

COMPREHENSIVE AND INSTANT LOG SEARCH

Email logs contain a 30-day history for each user. Users can quickly and easily search the email logs for both inbound and outbound filtered email, including alias addresses imported from active directory or added manually.

Features	Benefits
Comprehensive log information.	Logs show the summary status (delivered, blocked, quarantined, and more) and detailed information of emails processed during the last 30-days. This feature enables comprehensive email management and troubleshooting. Emails can be quickly and easily reported as spam, released from quarantine, confirmed as delivered and re-delivered to the user in their original form using Instant Replay.
Instantly searchable email log.	Email details are searchable in the email logs immediately after being processed in the Proofpoint cloud, enabling instant email management and troubleshooting.
Individual log search.	Users can search their own email logs and use the Instant Replay feature to re-deliver inbound emails to their inbox.

ACTIVE DIRECTORY SYNC FOR EXCHANGE AND AZURE

Active directory keeps your user information up to date by automatically syncing with the platform.

Features	Benefits
Synchronize user mailboxes and associated aliases.	Essentials' Active Directory connector connects to your network and queries the directory, returning users and all their corresponding email addresses. Users are then registered within the Essentials platform, replicating email accounts and enabling management within a familiar directory layout.
Synchronize and filter functional accounts—free of charge.	Import functional accounts such as distribution lists, email enabled security groups and public folders, allowing these accounts to be managed free of license costs and separate from normal users on the platform.
Automatically updates.	Essential's Active Directory connector syncs with your network automatically (Exchange up to every 24 hours and Azure up to every hour).

ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ:PFPT), a next-generation cybersecurity company, enables organizations to protect the way their people work today from advanced threats and compliance risks. Proofpoint helps cybersecurity professionals protect their users from the advanced attacks that target them (via email, mobile apps, and social media), protect the critical information people create, and equip their teams with the right intelligence and tools to respond quickly when things go wrong. Leading organizations of all sizes, including over 50 percent of the Fortune 100, rely on Proofpoint solutions, which are built for today's mobile and social-enabled IT environments and leverage both the power of the cloud and a big-data-driven analytics platform to combat modern advanced threats.

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