Proofpoint People Risk Explorer

Identify, assess and mitigate people-based cybersecurity risks

Key Benefits

- Understand your people-centric security risk across threat vectors and risk factors.

- Optimize risk mitigation and lower the cost of deploying new security controls.

- Monitor your progress and benchmark your people-centric security risk against other people, groups or departments.

Proofpoint People Risk Explorer gives security executives visibility into the risk people pose to the rest of the organization. Using this tool, customers can identify, assess and mitigate people-based cybersecurity risks.

The nature of work is changing. So are today's cyber threats and compliance mandates. What hasn't changed is the need to protect your people and organization from security and compliance risks. Your workforce needs to use on-premises systems and cloud applications securely, regardless of from where they connect. That's why people must be at the center of every modern cybersecurity strategy. And to deploy a security program focused on people, you need the right visibility, controls and integrations.

Proofpoint People Risk Explorer makes it easy. We provide a unified view of your people-centric security risk across the Proofpoint suite and third-party products.

We help security leaders answer three important questions:

- How do I prioritize the different types of threats targeting my employees?
- How can I shorten the process of risk mitigation without disrupting business?
- How can I justify my security spend and prioritize future investments?

Beyond its security benefits, framing protection through the lens of people shows your business impact to stakeholders and board members on a daily basis and in a way that does not require a deep understanding of technology.

This solution set is part of Proofpoint's integrated Human-Centric Security platform, mitigating the four key areas of people-based risks.
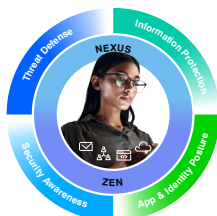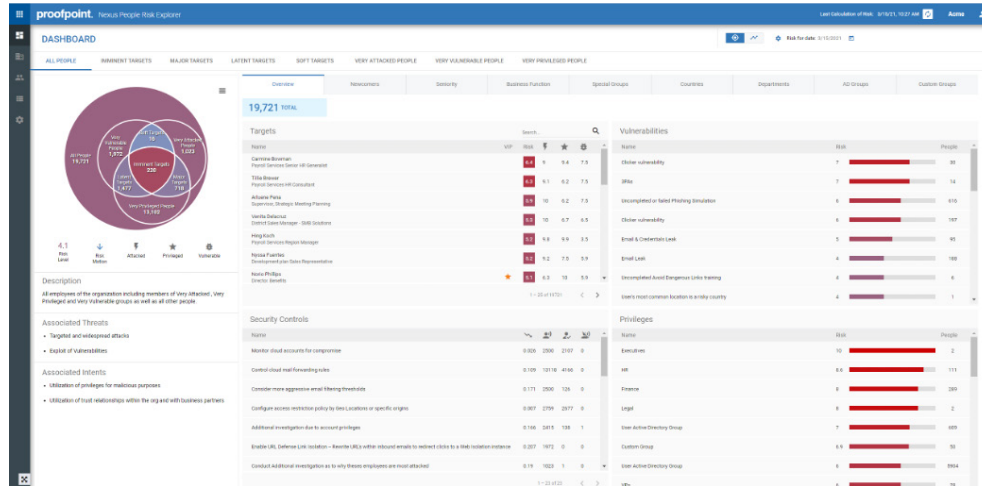
Figure 1: People Risk Explorer's main landing page displays
a Venn diagram and a list of targets, vulnerabilities and privileges.

The process

Mitigating the risks associated with your people is a multistep process. We start by analyzing data from security products in your environment and identifying how users pose risk to your organization. Then we segment your employees according to their overall risk profile and suggest appropriate security controls for each group. This process helps you focus and prioritize your resources based on risk.

Integrated products include:

- Proofpoint Targeted Attack Protection
- Proofpoint ZenGuide
- Proofpoint Cloud Account Defense
- Proofpoint Cloud App Security Broker (CASB)

The risk score reflects the diversity and severity of security threats, behavioral vulnerabilities and access privileges. It provides a comprehensive picture of the risk each person presents to your organization. This insight enables you to easily compare people and prioritize your response, strategy and budget accordingly.

Optimize your resources and technology investments

Deploying new security controls across your entire organization is not ideal for all users, and certainly not cost effective. We can help you focus the scope of your efforts so that you apply new controls only to the people who represent the greatest risk. We do this by segmenting your employees by their departments, seniority levels and types of risk factors. For each segment, we recommend mitigation actions tailored to your unique security needs and policies.

Human Risk Factors

| FACTOR	ATTRIBUTES	WHAT IT MEANS
How **attacked** is the person? (Probability)	The person receives highly targeted, very sophisticated or high volumes of attacks.	This factor indicates that attackers are very interested in this person.
How **vulnerable** is the person? (Likelihood)	The person is prone to click on malicious content, fail awareness training or use risky devices or cloud services.	This factor indicates that the person is likely to fall for an attack.
How **privileged** is the person? (Impact)	The person can access critical systems or sensitive data. This means the person can be a prime vector for lateral movement.	This factor indicates that the person has great potential for damaging the organization if they are compromised.
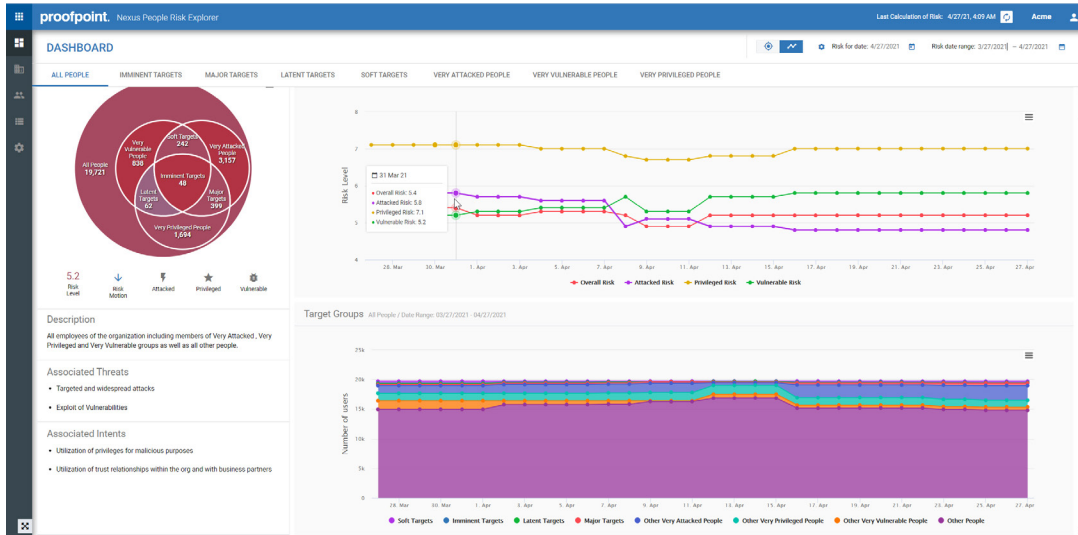
Figure 2: People Risk Explorer includes a trending view that
compiles all data into visual line graphs.

Our detailed segmentation process groups people with similar levels of risk and who require the same controls. These groups are usually 1% to 5% of the total employee population, narrowing the scope of your project. By focusing on that subset of users, you can mitigate risks in less costly and more efficient ways.

Monitor your improvements against benchmarks

With People Risk Explorer, you can calculate people-centric risk scores on a daily basis for individuals, groups and your company as a whole. And, in the future, to gauge how your organization is doing compared to external benchmarks, you can see results of peers, departments, similarly sized entities and others in your geography.

We also enable security teams to monitor changes in their overall people-centric risk over time. You can see how effective your mitigation actions are, your progress and what adjustments to make.

Know more

The new era of cybersecurity is about people. People Risk Explorer gives you the visibility, controls and integrations you need to mitigate modern threats and compliance risks. It's not enough to know who is most attacked. You need to get a unified view of people-based risk, tailor security controls for your riskiest users and chart your progress against peer groups.

LEARN MORE

For more information, visit **proofpoint.com**.

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