Proofpoint DLP vs. Microsoft Purview

For a superior data loss prevention program, choose Proofpoint over Microsoft Purview

Key advantages of Proofpoint DLP

- Easy deployment and operation
- Significantly higher detection rates than Purview for damaging data loss incidents
- Quicker investigation and resolution of data loss incidents
- Improved operational efficiency, with less burden on security teams, lower costs, and reduced risk
- Immediate return on investment

To protect your most sensitive data, you need a robust data loss prevention (DLP) program that is easy to run. Proofpoint is a comprehensive and adaptive DLP solution that is simpler to deploy, operate and maintain than Microsoft Purview. Proofpoint has much shorter time to value than Purview. And because our solution speeds up incident resolution, it saves you time and resources.

The consequences of losing confidential data can be very serious. Data loss incidents can cost your company business disruption, reputation damage, weak competitive positioning, regulatory fines and litigation expenses. Because Purview is complex and difficult to use, these damaging outcomes become more likely. Instead, for a comprehensive and easy-to-manage DLP solution that keeps your sensitive data protected, choose Proofpoint.

Proofpoint provides adaptive, human-centric security that transforms information protection across all channels—email, cloud, endpoints and the web. Our DLP solution is built on a cloud-native platform. This means that it is quick to deploy and easy to administer and maintain. With Proofpoint, you save time and resources and achieve a better return on investment from day one.

Why you should choose Proofpoint

According to Proofpoint analysis, companies that use Microsoft Purview experience:

- A detection rate of just 33% for true data loss incidents
- 50% more alerts to manage
- 2.5 times longer time to triage incidents

For your company, these inefficiencies mean higher operational costs. You will need more security analysts to deal with a higher volume of alerts. And with such a low detection rate for true data loss incidents, your risk with Purview is unacceptably high.

This solution set is part of Proofpoint's integrated human-centric security platform, mitigating the four key areas of people-based risks.
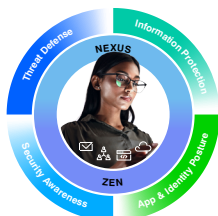
Crucially, Proofpoint DLP rules consider both content and context. Our solution learns the intent of your users by analyzing their normal patterns for accessing data and applications. The result is more accurate and meaningful alerts. Your security team gets far fewer false negatives and false positives to triage.

Our analysis shows that companies that switch to Proofpoint can expect:

- A 50% reduction in total cost of ownership.
- An average payback period of just 4.5 months. This figure is based on avoided data breaches and improved workforce efficiency.

Easier implementation

Purview is complex and hard to implement. Deploying it requires installing multiple agents and plug-ins on your endpoints. It supports only limited file types. You don't get best-in-class endpoint protection because Microsoft restricts solutions from outside its portfolio.

Deploying Proofpoint is quick and easy. We use a single-user-mode endpoint agent for DLP and Proofpoint Insider Threat Management. We support many file types across all channels, and our solution delivers faster time to value.

Clearer understanding and quicker analysis

Microsoft's fragmented DLP alerts are spread across multiple consoles. It can take as many as 15 dashboards to manage a single DLP event. With these disconnected tools, your analysts struggle to understand alerts. This makes their investigations difficult and time-consuming. Most critically, the unnecessary complexity raises the risk of your security team missing a serious data loss incident.

By contrast, Proofpoint brings together telemetry for content and user behavior across the most critical DLP channels—email, cloud applications, endpoints and the web. Our unified console has everything that administrators and analysts need to quickly resolve incidents and prevent data loss: policy management, workflows, alert management, classification and reporting. For the riskiest users, Proofpoint captures screenshots.

Greater operational efficiency

With Purview, the burden on your administrators is heavy. To manage policies, they must manually define exceptions and navigate the many other limitations of the product. The result is a costly, inefficient and error-prone DLP program. While your security team struggles with basic operating tasks, the chances of them missing a damaging data loss event increase.

Unlike Purview, Proofpoint streamlines DLP management. You get clear visibility of all data and events, as well as fine-grained privacy and role-based access controls. Policies are installed in near real time. Administrators can spend less time on burdensome management tasks and more time fine-tuning your protection.

Faster return on investment

Microsoft offers an incomplete set of DLP tools that are minimally integrated and expensive to deploy. Purview's many inefficiencies mean that you need a large and costly security team to run it.

Only Proofpoint gives you the technology and streamlined processes that you need for a successful DLP program. If you need help to run your program, Proofpoint Managed Information Protection supports you with highly skilled experts. With our superior time to value, visibility of DLP events and usability, you see return on investment immediately and throughout the life of your program.

Learn more at proofpoint.com

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