Proofpoint ZenGuide

Drive employee behavior change with automated, risk-based learning

Key Benefits

- Engage, guide, and educate your high-risk people

- Scale your behavior-change program with smart automation

- Drive sustainable behavior change and grow a strong security culture

- Build resilience against emerging threats

- Measure your success to ensure ongoing support

Proofpoint ZenGuide tackles a strategic concern of every organization; how to motivate people to adopt and sustain better security behaviors. A recurring finding in Proofpoint's annual State of the Phish report is that a high percentage of workers took a risky action in the previous year while knowing it was unsafe. This finding indicates that training alone is not enough; even when people are security aware, their behaviors might not change.

Proofpoint solves this problem with a market-leading solution for security awareness and behavior change. ZenGuide transforms employee behavior with continuous learning that adapts to risks. Our approach is based on the DICE framework. DICE has four steps; detect human risk, intervene with guidance, change behavior, and evaluate effectiveness. This proven methodology results in real security improvements.

Detect
Detect human risk based on threat context and behavioral choices

Intervene
Automatically deliver relevant content to inform and qualify user risk

Evaluate
Evaluate effectiveness and refine strategy from results perspective

Change Behavior
Motivate behavior change towards secure actions & reinforce good choices

Figure 1: Use ZenGuide's DICE framework to identify and engage high-risk employees and grow a strong security culture.

This solution set is part of Proofpoint's integrated Human-Centric Security platform, mitigating the four key areas of people-based risks.
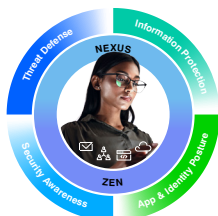
Detect Human Risk

The first step in our framework is to understand which people in your organization are the biggest risks. ZenGuide measures human risk by assessing the behaviors, vulnerabilities, and business privileges of your people and the threats they face. With this knowledge, you can prioritize the people who need help most. You can also tune your behavior-change program to people's knowledge gaps, risky behaviors, and security beliefs. With ZenGuide, you can:

- Learn which people are your biggest risks. ZenGuide integrates Proofpoint People Risk Explorer and Very Attacked People™ (VAP) intelligence.

- Assess the knowledge gaps and security beliefs of employees.

- Simulate real-world threats to gauge user vulnerability. Use malicious QR codes, links, attachments, and SMS texts.

- Test the skills of your employees in spotting phishing attacks. Deploy phishing attempts of various difficulty levels, driven by machine learning.

Intervene With Guidance

The next step is to intervene with guidance when risky behaviors or potential threats are detected. ZenGuide gives timely advice and education that adapts to people's vulnerabilities and behaviors.

With the Adaptive Groups feature, you can create and manage groups of learners based on their roles, behaviors, risk profiles and threats they face. The Pathways feature helps you to design education for specific groups. By combining Adaptive Groups and Pathways, you can scale your program by automatically assigning education and assessments while continuously engaging your employees.

Integration of ZenGuide with Proofpoint Threat Protection gives you contextual guidance and threat warnings. These help your people to make informed decisions before they act, preventing security incidents.
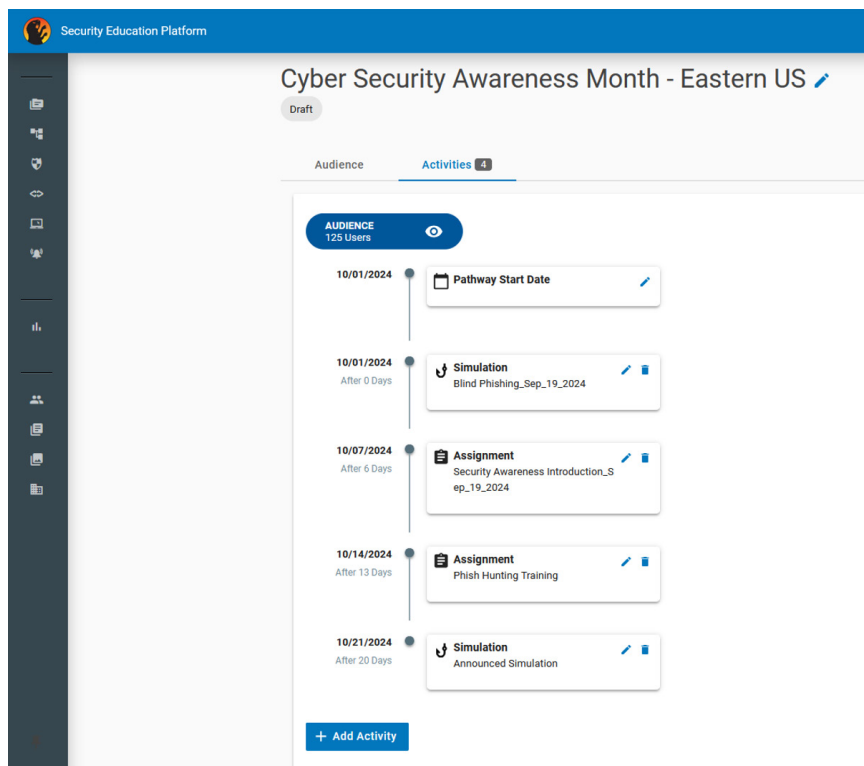

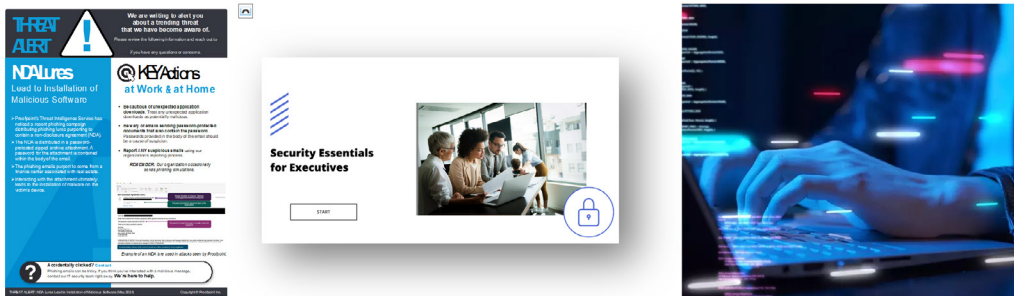Figure 2: Create and automatically enroll employees in sophisticated, customized learning programs.

Figure 3: Keep people engaged with trending threat alerts, role-relevant content, and notes from our threat-research experts.

Change Behavior

To ensure that guidance leads to positive and lasting behavior change, ZenGuide has gamified learning and content for specific roles. These help to motivate your people and keep them engaged. ZenGuide lets you:

- Build an engaging learning program that adapts to employees' risk profiles, roles, behaviors, vulnerabilities, preferred languages, competency levels, and more.

- Use content that is informed by our industry-leading threat intelligence. Teach employees about new and trending threats, in real-world scenarios. Adapt your messaging, education, and assessments to specific threats your people face.

- Make learning more enjoyable with a variety of content styles. Use micro- and nano-learning courses, interactive games, behavioral nudges, live action, and humor.

- Give learners practical experience. Help them apply their knowledge against simulated phishing attacks that are based on real-world threats.

Evaluate Impact

It is vital to evaluate the impact of your program. Proofpoint measures real-world behaviors that help you show the value of your program to your leadership. With ZenGuide, you can:

- Use our powerful CISO dashboard to see metrics such as click rates and reporting rates for both real-world and simulated threats.

- See reporting accuracy for suspicious messages that employees report. This metric shows how well employees have understood their training.

- Show the effectiveness of your education program by using our Repeat Behaviors reporting. This feature tracks persistent risks and improvements in the results of phishing simulations.

- Use integration with Proofpoint People Risk Explorer to check for improvements in real-world behaviors and risk scores.

- Compare key metrics with industry peers so that you can share your program impact with executives and stakeholders.
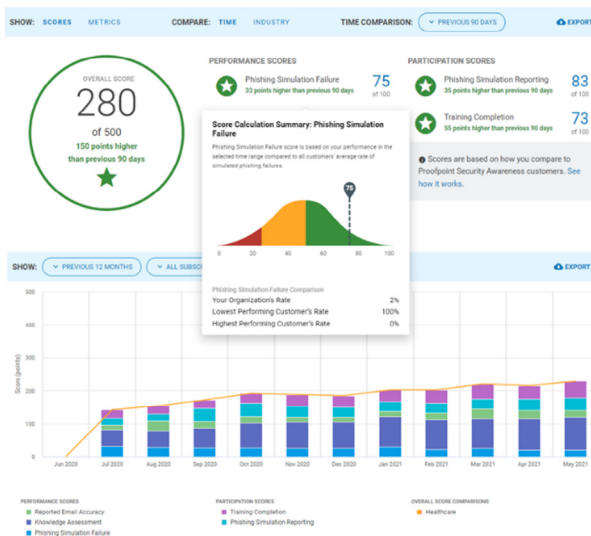

Figure 4: Track the performance of your program in the CISO dashboard.

Optimize Your Program

To sustain behavior change and stay ahead of threats, you must continuously optimize and evolve your program. However, many organizations lack the expertise or resources to do this. The Proofpoint Premium Services team can be a strategic partner that helps you to plan, execute and optimize your program. Proofpoint can help you:

- Align the program with your organization's objectives.

- Grow a positive security culture and reduce risk with a program that is informed by Proofpoint Threat Intelligence. We provide expert advice and help to implement your program.

- Free your internal team to focus on strategic initiatives by supplementing your staff with our expert support.

- Measure the positive impact of your program and improve decision making. We help you to analyze key behavior metrics and develop executive reports.

LEARN MORE

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