



UNCERTAINTY WITH PROOFPOINT?

Top Three Reasons to Upgrade
to Area 1 for Better Email Security

 **AREA 1.**

PROOFPOINT EXITS THE PUBLIC MARKET, GOES PRIVATE

Private equity giant Thoma Bravo has announced its intention to acquire Proofpoint and take it private. The deal is not expected to close until the latter half of 2021, and customers will continue to experience effects for months and years afterwards.

Meanwhile, advanced cyber attacks such as BEC and Ransomware are not slowing down. The vast majority of these attacks begin with an email phish and ultimately cause breaches, financial loss and brand reputation damage.

Evolving architectures also mean security strategies need to adapt. Most organizations are opting for cloud-based email providers, making gateway-based security approaches less relevant. These legacy solutions are not able to keep up with modern email requirements of dynamic high scalability and uptime as a business-critical resource.

As Proofpoint grapples with changes to its organization and management, less focus will be paid to products and innovation, leaving organizations vulnerable to attacks.

Now is the time to re-evaluate and upgrade your email security.

Here are the top three reasons why upgrading to Area 1 over Proofpoint means better email security, and consequently a better business decision.

95% OF BREACHES
BEGIN WITH PHISHING

PROOFPOINT ACQUISITION UNCERTAINTIES:

- Possible shifts in roadmap priorities, innovation, focus area and strategy
- Innovation chasm
- Possible fiscal constraints

Gartner's 2020 Market Guide for Email Security (ID: G00722358) recommends security and risk management professionals:

“Address gaps in the advanced threat defense capabilities of an incumbent secure email gateway (SEG)”

and also

“Invest in anti-phishing technology that can accurately detect BEC and account takeover attacks.”

1 BETTER EFFICACY

Area 1 Security provides 360° of security coverage across all phishing attack surface areas – email, web, network and social media. Our platform protects against external and internal threats, as well as partner and supply chain attacks, within a single dashboard.

With better detection capabilities than legacy Secure Email Gateways (SEGs) like Proofpoint, Area 1 stops threats missed by other email security solutions including:

- [Difficult-to-detect Types 3 & 4 BEC](#)
- [Supply chain attacks](#)
- [Ransomware](#)

Area 1’s unique detection techniques include massive-scale phish indexing using ActiveSensors™, campaign source analysis, message sentiment analysis, partner social graphing and conversational context analysis. Built-in [forensics and remediation](#) also improve incident response times by more than 90%.

SUPERIOR DETECTION

- Blocks 30% more attacks than legacy SEGs like Proofpoint
- Detects attacks 24 days before industry benchmarks.
- Over \$355M+ prevented in Active BEC fraud

Detections

TOTAL PHISH ↔

191,727

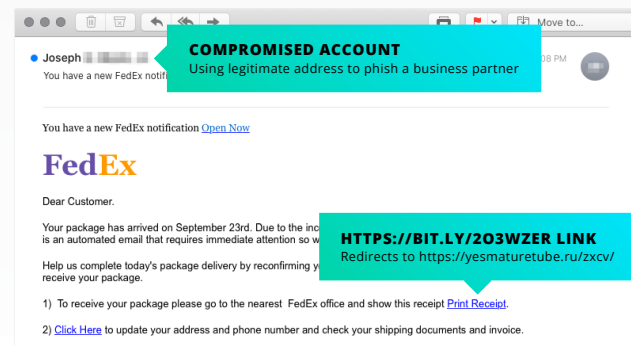
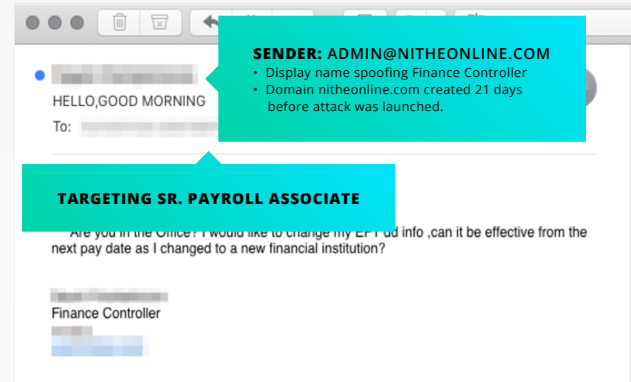
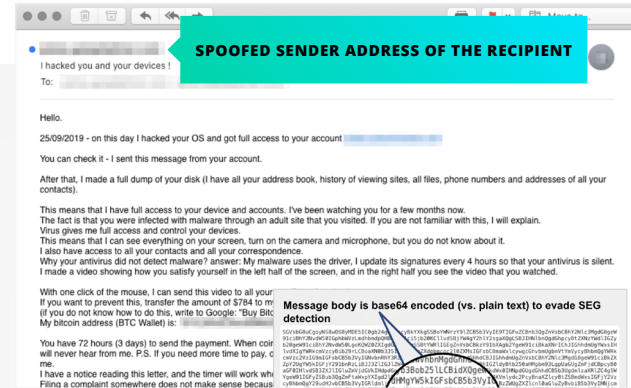
9,225.24%
Previously: 2,856

TOTAL EMAILS PROCESSED ↔

72,883,526

5,462.38%
Previously: 1,310,295

Phish caught within 2 months at a leading national retailer



Detected phishing attacks

2 CLOUD-NATIVE ARCHITECTURE

Area 1 Security's cloud-native architecture provides agile security with faster ROI over Proofpoint and other SEGs.

Our dynamically scalable infrastructure stops attacks and ensures delivery of business-critical email with [industry-leading uptimes and resiliency](#).

The Area 1 Horizon platform deploys in under 5 minutes and requires no tuning or maintenance, greatly improving total cost-of-ownership for our customers.

Our multi-mode and [flexible deployment options](#) — including MX record, inline, BCC, journaling and API — mean faster, better protection that easily integrates with your existing security ecosystem.

Simply put, Area 1 improves your email security TCO by over 30%.

"[Area 1 is] my last line of defense and they catch everything. They're responsive to feedback and updating their product."

| SVP/CISO, FORTUNE 500 FOOD & BEVERAGE MANUFACTURER |

"Best Security Investment To Date. My organization has used this product for 5+ years with no downtime whatsoever."

| CTO, SERVICES INDUSTRY ([GARTNER PEER INSIGHTS](#)) |

"[Area 1's] phishing protection is all-encompassing and the reporting for these events are very detailed. It truly is a "set it and forget it" tool."

| ADMINISTRATOR, SEMICONDUCTOR COMPANY ([G2 CROWD](#)) |

AREA 1.

3 CUSTOMER & 3RD PARTY ANALYST ENDORSEMENTS

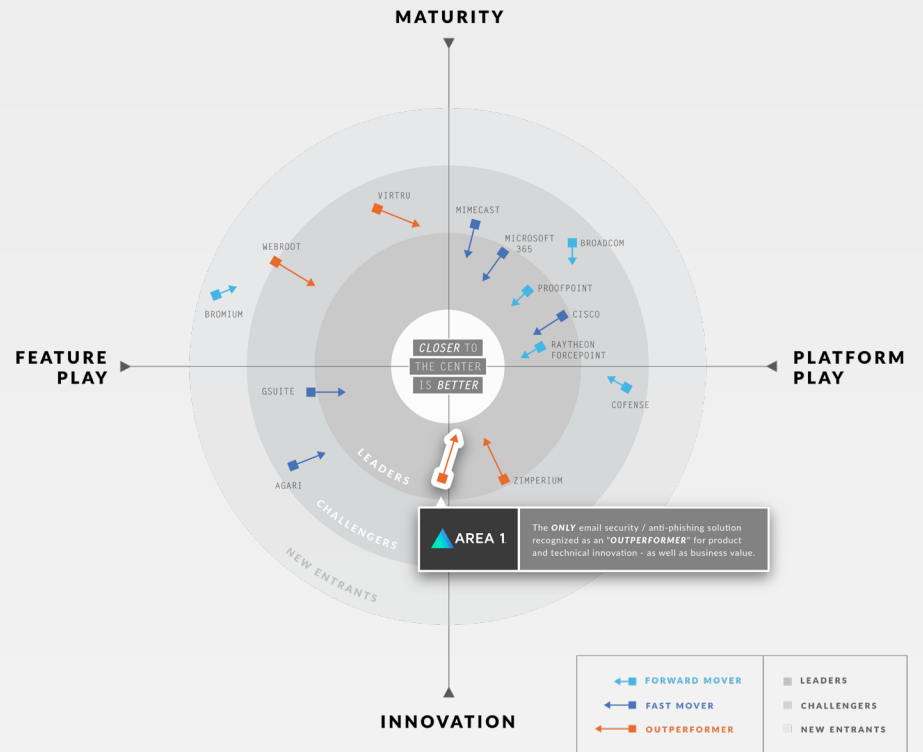
Customers, leading research and analyst firms agree that Area 1 provides superior security to legacy SEGs.

In its most recent Market Guide for Email Security, [Gartner](#) names Area 1 a Representative Vendor for Integrated Email Security Solutions.

[GigaOm Research](#) rates Area 1 as a Leader and Outperformer in their Phishing Prevention and Detection Report. Area 1 is also rated higher than Proofpoint when it comes to Cloud Deployment, Addressing Insider Threats, Efficiency, Performance and Manageability/Ease of Use.

Customers on [G2](#) & [Gartner Peer Insights](#) consistently make note of Area 1's better protection, ease of use and administration over legacy providers.

With the impending uncertainty around the acquisition and the continuously evolving threat landscape, there is no better time to join your peers and upgrade to best-in-class Cloud Email Security from Area 1.



GigaOm Research praises Area 1's "unique technology [and] novel approach" to email security, calling deployment of Area 1 ahead of SEGs a "no brainer."

Ready for an upgrade and a clean inbox?
Schedule a free [Phishing Risk Assessment](#) to see what Proofpoint is missing.

About Area 1 Security

Area 1 Security is the only company that preemptively stops Business Email Compromise, malware, ransomware and targeted phishing attacks. By focusing on the earliest stages of an attack, Area 1 stops phish — the root cause of 95 percent of breaches — 24 days (on average) before they launch. Area 1 also offers the cybersecurity industry's first and only performance-based pricing model, Pay-per-Phish.

Area 1 is trusted by Fortune 500 enterprises across financial services, healthcare, critical infrastructure and other industries, to preempt targeted phishing attacks, improve their cybersecurity posture, and change outcomes.

Area 1 is cloud-native, a Certified Microsoft Partner, and Google Cloud Technology Partner of the Year for Security. To learn more, visit www.area1security.com, follow us on [LinkedIn](#), or subscribe to the [Phish of the Week](#) newsletter.