

## Proofpoint Platform Comparison with Cisco

Proofpoint Enterprise Protection in combination with Proofpoint Targeted Attack Protection (TAP) offers superior defense against both traditional and advanced threats seen in the email attack vector by utilizing a combination of heuristics and machine learning along with big data analysis and sandboxing to add layers of security and functionality that is unmatched by other vendors or products.

### Product Set Comparison

A direct and detailed product to product comparison with Cisco's product offerings is challenging. In-order to achieve feature parity, or as close as possible we need to compare multiple Cisco offerings with Proofpoint Enterprise Protection and TAP (AD/UD) <sup>1, 2</sup>. The table below details the products required to get close to similar functionality.

Cisco Products	Proofpoint Products
Email Security Appliance (ESA)	Email Protection
AMP for Cisco Email Security	TAP AD <sup>1</sup>
Outbreak Filter Add-On	TAP UD <sup>2</sup>
Content Security Management Appliance	
AMP ThreatGRID	

<sup>1</sup>TAP AD – Targeted Attack Protection – Attachment Defense | <sup>2</sup>TAP UD – Targeted Attack Protection – URL Defense

### Functional Comparison

	Cisco	Proofpoint
Attachment Sandbox Verdict (i.e. good/bad)	AMP	TAP AD
Attachment Sandbox Forensics (i.e. analysis output)	AMP ThreatGRID	TAP AD
URL Sandbox Verdict (i.e. good/bad)	Outbreak Filters	TAP UD
URL Sandbox Forensics (i.e. analysis output)	x	TAP UD
Predictive Defense	x	TAP UD/AD
End-to-End insight on clicks	Partial <sup>3</sup>	TAP UD

<sup>3</sup>Cisco's release notes state that "email administrators can educate those users and blacklist the malicious URLs to thwart future attacks."

**Predictive Defense:** Proofpoint can predictively analyze URLs, and block them before damage occurs. Proofpoint TAP uses a cloud-based big-data processing system to observe both inbound email communications and outbound clicks generated by end-users. Proofpoint analyzes this information to identify malicious campaigns and blocks them before damage occurs. Only Proofpoint has the real-time full lifecycle visibility and scalable processing necessary to discern campaigns and perform dynamic analysis (sandboxing) even before users click.

**URL Sandbox Forensics:** Proofpoint TAP sandboxing infrastructure and threat dashboard provides administrators with detailed in-depth forensic information about the actions of malicious websites along with actionable intelligence for quick and effective remediation. URL Sandboxing forensics show-case key indicators of compromise (IoCs) such as DNS lookups, webpage screenshots, URL re-directs etc. – Critical information that is desired by security analysts, all located in a single convenient dashboard lookup.

**End-to-End Insight:** Proofpoint has the ability to observe the inbound communication stream and outbound resultant click streams and can tie individual users to clicks to malware forensics to points in time. The result is that Proofpoint provides unique insight into who's being targeted, who's most susceptible to attacks, and which host(s) need remediation – with corresponding efficiency, security, and productivity advantages for IT.

## Summary

The product combination of Proofpoint Enterprise Protection and Proofpoint TAP (UD/AD) offer a simplified yet comprehensive and unmatched protection against both traditional and advanced threats seen in the email threat vector. This uncomplicated approach to tackling threats allows for maximum effectiveness with minimal burden on the modern security practitioner and enforcer. Innovative functionality such as predicative defense takes a pro-active approach to security, keeping threats out of the modern corporate network. Actionable yet detailed forensics ensure that intelligence is both relevant and insightful allowing for agility and meaningful action by the resource challenged IT operation, while providing a compelling total cost of ownership (TCO). This integrated approach to security enables customers to invest in a minimal solution set to analyze malicious attachments and malicious URLs, providing un-matched value and protection against next generation malware. Proofpoint's cloud is trusted by many of the world's leading organizations, and is backed up by industry leading service level agreements (SLAs).

For more information on how Proofpoint can help protect your organization from advanced threats, please contact your local account representative or visit [www.proofpoint.com](http://www.proofpoint.com).