



September 28, 2016

## **Proofpoint Named A Leader In Digital Risk Monitoring and Granted Groundbreaking Patent for Social Media Protection**

### **Proofpoint credited for standing above the pack with unparalleled control and enforcement in the Forrester Wave™: Digital Risk Monitoring, Q3 2016 report**

SUNNYVALE, Calif., Sept. 28, 2016 (GLOBE NEWSWIRE) -- [Proofpoint, Inc.](#), (NASDAQ:PFPT), a leading next-generation cybersecurity company, today announced it has been named a leader in digital risk monitoring in the *The Forrester Wave™: Digital Risk Monitoring, Q3 2016 report* and was also granted a new patent for its social media protection technology.

In the [Forrester Wave report](#) which evaluated today's leading digital risk monitoring tools, Proofpoint was found to have unparalleled control and enforcement for covered digital channels including social, mobile and the web, was rated the highest for governance controls, and also received the highest score for customer references with the largest active customer base.

"Digital risks are undoubtedly on the rise and evolving at a rapid pace. Without comprehensively and persistently monitoring risks across digital channels, companies remain susceptible to a wide variety of brand, cyber, and physical risk events," said Forrester analyst, Nick Hayes. "Those seeking advanced capabilities to safeguard their company's known digital presence should definitely put Proofpoint on their vendor shortlist. With its strong portfolio and patents related to digital risk monitoring, Proofpoint is a clear leader in social media protection and enforcement."

The Forrester Wave evaluation results are bolstered by Proofpoint's newly granted United States patent (9,400,999) for the company's groundbreaking technology for detecting, classifying, and enforcing policies on social media activity. The patented technology is built into the automated capabilities of the Proofpoint Social Protection Products. The patent covers three key areas of capability including automatic detection of anomalous activity occurring natively within the social network, use of advanced machine learning classifiers with expert analyst review, and automated removal, remediation, and reporting of the activity based on the classification and the policy set for that classification.

"As more brands go online to reach their customers on social and digital channels, the more cybercriminals are looking to exploit these channels," said Devin Redmond, GM and VP of Digital Risk & Compliance Solutions at Proofpoint, Inc. "We understand our customers' needs for visibility into digital risks across social, mobile, web, and email, and are vigilant about detecting and shutting down those risks. Being ranked by Forrester Wave as a leader in digital risk monitoring, and also being awarded this patent, is great validation of our continued dedication to delivering innovative technology solutions for today's risk professionals."

To read Forrester Research, Inc.'s complete analysis of the digital risk monitoring market, compliments of Proofpoint, please visit: <https://go.proofpoint.com/ForresterWaveDRM2016.html>

#### **About Proofpoint, Inc.**

Proofpoint Inc. (NASDAQ:PFPT) is a leading next-generation security and compliance company that provides cloud-based solutions to protect the way people work today. Proofpoint solutions enable organizations to protect their users from advanced attacks delivered via email, social media and mobile apps, protect the information their users create from advanced attacks and compliance risks, and respond quickly when incidents occur. More information is available at [www.proofpoint.com](http://www.proofpoint.com).

Connect with Proofpoint: [Twitter](#) | [LinkedIn](#) | [Facebook](#) | [YouTube](#) | [Google+](#)

*Proofpoint is a trademark or registered trademark of Proofpoint, Inc. in the U.S. and other countries. All other trademarks contained herein are the property of their respective owners.*

MEDIA CONTACT:

Kristy Campbell

Proofpoint, Inc.

(408) 517-4710

[kcampbell@proofpoint.com](mailto:kcampbell@proofpoint.com)

 Primary Logo

Source: Proofpoint, Inc.

News Provided by Acquire Media