



# Proofpoint Digital Asset Security

## Advanced Data Loss Prevention for Confidential Information

As a part of Proofpoint's Enterprise Privacy™ Suite, Proofpoint Digital Asset Security™ keeps valuable corporate assets and confidential information from leaking outside an organization through email. As email has become the most important communications channel in today's enterprise, email systems have become the main repository for sensitive and confidential information. Enterprises are becoming increasingly concerned about this information leaving the company through email.

### Proofpoint Enterprise Privacy Suite Components

The following comprehensive data loss prevention components are offered through the Proofpoint Enterprise Privacy Suite:

- **Proofpoint Email Firewall™**  
Detects sensitive information in message content and subject line
- **Proofpoint Regulatory Compliance™**  
Detects protected information, including financial, healthcare, and other "smart identifiers"
- **Proofpoint Digital Asset Security™**  
Detects presence of confidential information through advanced document fingerprinting
- **Proofpoint Encryption**  
Automatically applies encryption based on an organization's policies

### Defense-in-depth DLP protection

Proofpoint Digital Asset Security goes beyond simple monitoring for classified information. When combined with Proofpoint Regulatory Compliance, both offered in the Proofpoint Enterprise Privacy Suite, there is defense-in-depth as messages can be scanned for structured, as well as unstructured information. Proofpoint Digital Asset Security makes it easy to protect an organization's confidential, proprietary, and sensitive information from accidental or malicious leaks.

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Feature	Benefit
<b>Proofpoint MLX™</b>	Proofpoint's MLX machine learning technology analyzes and classifies confidential documents and then continuously monitors for that information in the outbound message stream, ensuring accurate detection of confidential information.
<b>Flexible policy customization</b>	Flexible policies allow customization at a global, group, or user level with full integration to LDAP or Active Directory.
<b>DLP Dashboard</b>	Proofpoint Digital Asset Security includes a DLP Dashboard that provides a single, consolidated view of all compliance activity across an organization with real-time statistics, the ability to drill into any specific incident and take immediate action.
<b>Secures documents</b>	Proofpoint Digital Asset Security secures more than 300 unique document types, with the ability to extend support to new file types.

### Easy training and secure document repository

Proofpoint Digital Asset Security employs patent-pending Proofpoint MLX to analyze documents that need to be kept confidential. Putting documents into the system "trains" Proofpoint Digital Asset Security to recognize that specific document and portions of its contents.

Documents can be loaded for analysis through a graphical user interface, through file systems or document repositories, or by emailing them to a specified service email address. Proofpoint MLX then analyzes the information and stores it in a secure form in the document repository. Negative cases can also be loaded to ignore common, non-confidential content such as company boilerplate information. Access controls let an organization grant specific business users the ability to add documents to the system for training.

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## Multiple category document protection

A graphical user interface lets organizations define categories for different types of documents to secure each with different access controls and properties. For example, create separate categories for internal memos, draft press releases, organizational charts, price lists, and so on. Each category can have its own properties, such as document expiration and document similarity matching thresholds for document similarity.

## Flexible policy definition and management

Organizations can quickly define policies for handling confidential information that is detected in outgoing messages. Each policy can trigger based on specific document type and a customizable document similarity score. Route-based definitions allow for the creation of different policies for protecting digital assets depending on whether they are found in the inbound or outbound messaging stream.

Messages that are deemed to contain protected information can be handled using any of the message dispositions to encrypt, block and/or notify. For example, an outbound message containing portions of a confidential memo can be held and flagged for review by the appropriate manager.

## Streamlined DLP workflow

A dual-pane incident manager view allows administrators with the proper permissions to view suspect messages side-by-side with the original training document. Portions of the message that caused it to be captured are highlighted along with the matching regions in the "original" document, making it clear which portions Proofpoint Digital Asset Security identified as a breach. Workflow features such as automatic incident status tracking enable administrators to comment on, track and search violations in the incident manager and export matching messages.

## Reports

Proofpoint Digital Asset Security has built-in reporting capabilities, including the ability to display trend lines showing which policies have triggered over a certain period of time, making it easy to see which types of assets are most at risk.

## Support for custom and proprietary document types

In addition to the hundreds of built-in document types that Proofpoint Digital Asset Security natively understands, administrators can use Proofpoint's File Type Profiler to easily extend support to new, custom or proprietary file types (e.g., proprietary CAD/CAM formats).

## Outstanding extensibility

Proofpoint Digital Asset Security easily integrates with file systems, databases, content management, version control systems and other external applications to enable automatic indexing of new or modified confidential information. Access control and policy information can be automatically imported by the system, greatly reducing initial setup time and ongoing maintenance.

## Protection beyond email

Proofpoint Digital Asset Security utilizes the ICAP interface along with an ICAP compatible web proxy. It can also defend against intellectual property leakage via HTTP(S) protocols, ensuring that confidential materials are not posted to blogs and other message boards, social media sites, and web-based email systems.

## DLP Dashboard

Proofpoint's DLP Dashboard, included in the Proofpoint Enterprise Privacy Suite, provides a centralized and consolidated view of compliance activity across an organization. An incident management console allows administrators or compliance managers to view real-time statistics and trends, as well as manage any current incidents and take appropriate actions on non-compliant messages. Managers may be immediately notified of policy violations and associated severity levels, so business users can easily and effectively review all non-compliant messages.

## Supported Document Types

- Plain text and email, such as the contents of a confidential email memo
- Microsoft Word and other word processing formats
- Microsoft Excel and other spreadsheet formats
- Microsoft PowerPoint and other presentation formats
- Adobe PDF documents
- CAD drawings including DWG, DWF, DXF and other formats
- Documents included in archives, including ZIP, GZIP, TAR, and TNEF (Windows email archive) formats

## About Proofpoint

Proofpoint focuses exclusively on the art and science of cloud-based email security, eDiscovery and compliance solutions. Organizations around the world depend on Proofpoint's expertise, patented technologies and on-demand delivery system to protect against spam and viruses, safeguard privacy, encrypt sensitive information, and archive messages for easier management and discovery. Proofpoint's enterprise email solutions mitigate the challenges and amplify the benefits of enterprise messaging.

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