Proofpoint Offers Archiving Solution for Selective Capture From Salesforce Communities

Proofpoint Social Platform for Archiving Helps Customers Meet Rigid Regulatory Demands for Archiving Social Media Content

SUNNYVALE, CA -- (Marketwired) -- 11/18/13 -- Proofpoint, Inc., (NASDAQ: PFPT), a leading security-as-a-service provider, today announced that Proofpoint Archiver for Chatter, a module of Proofpoint's Social Platform for Archiving, now delivers archiving solutions that provide selective capture from Salesforce Communities.

Proofpoint Archiver for Chatter enables IT organizations in regulated industries to capture and archive content from the collaborative platform, therefore allowing rich collaboration between employees, customers, partners, suppliers and distributors via Salesforce Communities. Selectively capturing and controlling social communications from specific Salesforce public or private communities, along with associated content and data, can be a critical step for regulated organizations to manage information risks associated with social media.

As the use of LinkedIn, Twitter, Yammer, Chatter and other social channels continues to grow, regulatory requirements continue to evolve. Within financial services, for example, regulatory bodies including the SEC, FINRA and FFIEC mandate that social content be captured and stored for specific retention periods -- as is the case for any other form of electronic communication.

"As a member of the financial services industry, Campbell & Company has regulatory requirements to maintain archival copies of all of our electronic communications. Proofpoint provides archive, search and review capability for our email, but we wanted to use instant messaging to expand our collaboration within Salesforce," said Anthony W. Crunk, senior software engineer, Campbell & Company. "Proofpoint Archiver for Chatter let us confidently roll out Chatter to our full user base and seamlessly capture all our electronic traffic at a single review point. Easy for Compliance. Easy for IT. Easy for Users. Great for Campbell & Company."

Brendan McConnell, vice president of Operations at Brinker Capital, agreed.

"Social media is subject to many of the same regulatory requirements as traditional forms of communication. Salesforce Chatter and other social media platforms such as LinkedIn, Facebook and Twitter pose a new threat if such communications are not archived," McConnell said. "Proofpoint Archiver for Chatter enables easy and effective regulatory compliance for our firm's Salesforce Chatter content."

Proofpoint Social Platform for Archiving allows organizations to employ policy-based controls to capture social content so that it can be managed as any other critical information asset. Proofpoint captures social conversational content by converting user content to email form in real-time, even if a user later deletes that content after it is posted, ensuring that organizations remain compliant with regulatory obligations. Proofpoint offers extensibility with channel-specific modules as well as flexibility to deliver social content for retention in many leading archiving solutions. Proofpoint Social Platform can seamlessly integrate social media content into solutions including Proofpoint Enterprise Archive™, Symantec Enterprise Vault, EMC, Bloomberg Vault, HP/Autonomy, Google Apps Vault, Smarsh, Global Relay and others.

"With guidelines expected soon from other regulators, the archiving of social media is a critical component of compliance strategies, because improper use can lead to damaged brands, regulatory fines and harsh eDiscovery consequences," said Darren Lee, vice president and general manager of Proofpoint. "Proofpoint’s Social Platform for Archiving is specifically designed to address these risks."

For more information about Proofpoint's Social platform, visit www.proofpoint.com/social-platform.

EDITOR'S NOTE: Proofpoint will exhibit from 9 a.m. to 6 p.m. at the Financial Day Summit during Dreamforce on Wednesday, November 20th at The Westin Market Street in San Francisco.

About Proofpoint, Inc.
Proofpoint Inc. (NASDAQ: PFPT) is a leading security-as-a-service provider that focuses on cloud-based solutions for threat protection, compliance, archiving & governance and secure communications. Organizations around the world depend on Proofpoint's expertise, patented technologies and on-demand delivery system to protect against phishing, malware and
spam, safeguard privacy, encrypt sensitive information, and archive and govern messages and critical enterprise information. More information is available at www.proofpoint.com.

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MEDIA CONTACT:
Orlando DeBruce
Proofpoint, Inc.
408-338-6829
Email Contact

Sarmishta Ramesh
Ogilvy Public Relations
303-527-4615
Email Contact

Source: Proofpoint

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