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Proofpoint Enables Regulatory Compliance by Capturing and Archiving Social Media Messages

New Product Is "Vendor Agnostic," Compatible With Major Archiving Solutions

SUNNYVALE, CA -- (Marketwired) -- 07/22/13 -- Proofpoint, Inc., (NASDAQ: PFPT), a leading security-as-a-service provider, today announced a new product IT organizations can use to capture social media communications sent by employees via internal and public networks, and then archive the information with the organization's existing archiving solution -- including Proofpoint Enterprise Archive™.

Proofpoint Social Platform for Archiving provides organizations a quick path to regulatory compliance with their social media usage, and enables regulated organizations to leverage social media, while adhering to strict compliance standards. The new product enables capture of social communication from Microsoft Yammer and Salesforce Chatter. Once captured, the Proofpoint Social Platform automatically feeds the captured communication to the organization's existing archive. All processing occurs in the cloud, which means that Proofpoint Social Platform helps customers with a zero infrastructure footprint and lower cost for ownership.

"Highly regulated companies face compliance challenges as they try to leverage social media. With the addition of the new Proofpoint Social Platform, Proofpoint customers can now maintain a comprehensive approach to compliance, by capturing email, files, and social communications," said Darren Lee, general manager for information Archiving and Governance at Proofpoint. "The combination of Proofpoint Enterprise Archive with Content Collection and Proofpoint Social Platform provides a unique opportunity for organizations to archive and retrieve information whenever they want, no matter where it resides."

Archiving social media communications has become critically important because organizations increasingly leverage social media to drive their business, yet they are required to demonstrate to regulators control over their information.

For example, regulations for financial institutions outlined by the SEC and FINRA and under Sarbanes-Oxley require that certain forms of electronic communications be journaled, indexed, retained and discoverable for specific time periods. This goes beyond email to include communications via corporate social networks like Salesforce Chatter and Microsoft Yammer as well as public social networks like Facebook, Linked In, Twitter and others.

Availability:

The archive feed and modules for Microsoft Yammer and Salesforce Chatter are available immediately. Modules for public social networks, such as Facebook, Twitter and LinkedIn, are planned for availability in the second half of 2013. Please contact <http://www.proofpoint.com/social-platform> for more details.

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.

Proofpoint, Proofpoint Enterprise Archive™ and Proofpoint Social Platform™ are trademarks of Proofpoint, Inc. in the U.S. and other countries. All other trademarks contained herein are the property of their respective owners.

Media Contact:

Orlando DeBruce
Proofpoint, Inc.
408-338-6829
odeBruce@proofpoint.com

Sarmishta Ramesh
Ogilvy Public Relations
303-527-4615

sarmishta.ramesh@ogilvy.com

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