



April 16, 2014

## **Brinker Capital Implements Proofpoint Archiver for Chatter**

### **Investment Firm Chooses Proofpoint's Social Platform Solution Which Currently Supports LinkedIn, Twitter, Yammer, Chatter and Facebook**

SUNNYVALE, CA -- (Marketwired) -- 04/16/14 -- Proofpoint, Inc. (NASDAQ: PFPT), a leading security-as-a-service provider, has announced that Brinker Capital implemented Proofpoint Archiver for Chatter to capture and archive content from the enterprise social platform, therefore allowing rich and secure collaboration between employees, customers, partners, suppliers and distributors via Salesforce Communities.

Proofpoint Archiver for Chatter, which is a module for Proofpoint Social Platform for Archiving, allows Brinker to employ policy-based controls to capture social content so that it can be managed as any other critical information asset. Proofpoint Archiver for Chatter captures social conversational content, by converting user content to an archive-ready form in real-time, enabling Brinker to be compliant with financial services regulations.

"Proofpoint Archiver for Chatter is simple to set up, meets the SEC and FINRA requirements, has the ability to search multiple content types from a single system, and serves as an extensible platform for other social content," said Brendan McConnell, vice president of business administration at Brinker. "It was obvious to us that Proofpoint was the best choice because it met all of our requirements and also offered the benefits of being in the cloud."

As McConnell mentioned, Proofpoint Social Platform now supports all leading social channels including, LinkedIn, Twitter, Yammer, Chatter and Facebook. As social media use continues to grow, regulatory requirements continue to evolve. Within financial services, for example, regulatory bodies including the U.S. Securities and Exchange Commission (SEC), Financial Industry Regulator Authority (FINRA) and Federal Financial Institutions Examination Council (FFIEC) mandate that social content be captured and stored for specific retention periods as is the case for any other form of electronic communication.

"The Financial Service Industry is increasingly leveraging social media to market and collaborate," McConnell said. "We are always looking for new ways to be connected to our customers and prospects, and we want to be ahead of the curve. Proofpoint Archiver for Chatter is flexible because it allows us to use our existing archival processes -- without the worry of migrating data or implementing new supervisory review tools."

Founded in 1987, Brinker Capital is an investment management firm that provides customized investment products and services for financial advisors and their clients. In 2011, the company implemented Chatter, Salesforce's enterprise social network offering, in order to open up a new channel of communication with its organization.

Brinker is hardly alone in its need to deal with compliance issues related to social networking. According to the non-profit Association for Information and Image Management's "Social in the Flow Report," 37 percent of businesses expect social media will be used regularly across their entire business by 2015.<sup>1</sup>

"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 Social Platform for Archiving is specifically designed to address these risks. Our customers, such as Brinker, can now maintain a comprehensive approach to compliance, by capturing email, files, and social communications."

#### **Availability**

The archive feed and modules for Salesforce Chatter, Microsoft Yammer, Twitter, Facebook and LinkedIn are available immediately. For a live demo, please click on [www.proofpoint.com/socialdemo](http://www.proofpoint.com/socialdemo).

#### **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](http://www.proofpoint.com).

*Proofpoint is a trademark of Proofpoint, Inc. in the U.S. and other countries. Chatter is a trademark of Salesforce.com. All*

other trademarks contained herein are the property of their owners.

<sup>1</sup> [http://www.cio.com/article/730768/Social\\_Networking\\_Drives\\_Business\\_Processes\\_at\\_Pandora\\_and\\_Rosetta\\_Stone](http://www.cio.com/article/730768/Social_Networking_Drives_Business_Processes_at_Pandora_and_Rosetta_Stone)

**Media Contact:**

Orlando DeBruce  
Proofpoint, Inc.  
408-338-6829

[Email Contact](#)

Sarmishta Ramesh  
Ogilvy Public Relations  
303-527-4615

[Email Contact](#)

Source: Proofpoint

News Provided by Acquire Media