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Proofpoint Launches the Nexgate Social Media Threat Center

Real-Time Console Details Social Media Threats, Risk Trends and Security Effectiveness for Enterprise Brands

SUNNYVALE, CA -- (Marketwired) -- 03/05/15 -- Proofpoint, Inc. (NASDAQ: PFPT), a leading next-generation security and compliance company, today announced the availability of the Nexgate Social Threat Center, a real-time social media security operations console that aggregates security intelligence across social accounts and social networks (Facebook, Twitter, LinkedIn, Google+, Instagram, etc.). Backed by the industry's most robust social media security database and five patent-pending social media security technologies, [Nexgate Social Threat Center](#) quickly identifies the myriad of social threats that brands face and measures the effectiveness of existing security policies.

"Social Threat Center provides organizations with social media security visibility that is unmatched in the industry," said Devin Redmond, vice president and general manager of Nexgate for Proofpoint. "Most organizations do not realize their social media footprint is threatened and do not understand the different types of specific risks behind that threat profile. Organizations rely on Proofpoint Nexgate because no other vendor knows more about the many types of social media risks and can do more to stop those risks."

The Social Threat Center prioritizes risk and allows teams to take immediate protection action where it matters most. Once threats are identified, the Social Threat Center divides social media threats by specific risk type and category including suspicious social accounts, bad actors, malicious content, hacking risk, compliance risk, application control and abusive content. In addition, the Social Threat Center tracks and measures the effectiveness and ROI of the social media security policies used by an organization. No other solution matches this breadth of visibility, protection and security effectiveness measurement.

Proofpoint Nexgate's in-depth Social Threat Intelligence Database powers the visibility, protection and effectiveness reporting in the new Social Threat Center. Proofpoint researchers and automated scanners constantly analyze millions of social media posts and web content to feed the Nexgate [Social Threat Intelligence](#) Database. This repository includes malicious content, attack patterns, applications, perpetrators and compliance violations. To ensure customers receive up-to-the-minute protection against the widest range of social threats, this intelligence is continuously fed into the Proofpoint Nexgate policy engines.

According to recent Proofpoint Nexgate [research](#), on average Fortune 100 brands are experiencing at least one compromise per business day on their social media channels. With the ability to identify, reveal and remediate more than seven distinct types of social media risks for an enterprise, only Proofpoint Nexgate provides the complete picture of social media threats facing an organization to help them prioritize and quantify risk remediation efforts.

The new Nexgate Social Threat Center is available now. For more information, please visit www.nexgate.com/technology/social-threat-center/.

About Proofpoint, Inc.

Proofpoint Inc. (NASDAQ: PFPT) is a leading next-generation security and compliance company that provides cloud-based solutions for comprehensive threat protection, incident response, secure communications, social media security, compliance, archiving and governance. Organizations around the world depend on Proofpoint's expertise, patented technologies and on-demand delivery system. Proofpoint protects against phishing, malware and spam, while safeguarding privacy, encrypting sensitive information, and archiving and governing messages and critical enterprise information. More information is available at www.proofpoint.com.

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