

proofpoint[>]

Defend Email. Protect Data.



Defend
Prevent
Analyze
Encrypt



Lower Your TCO: Email Security in the Cloud



- > Brief introduction to Proofpoint**
- Email security drivers**
- Leveraging Cloud computing**
- Total Cost of Ownership**
- Q&A**

Proofpoint Snapshot



- Leading email security, eDiscovery and compliance solutions for Global 2000
- Cloud-enabled protection for lowest email risk and lowest cost of ownership
- Leaders Quadrant, Most Visionary (Gartner MQ, 2008)

2500+ Customers



Low-Cost Platform for Removing Email Risk



Proofpoint leverages the cloud for optimal security and cost

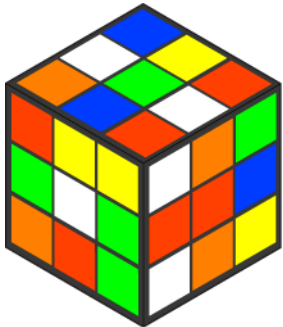
Email Security	Email Archiving	Data Loss Prevention	Email Encryption
<ul style="list-style-type: none">➤ Defend against threats➤ Manage high connection volumes	<ul style="list-style-type: none">➤ Enable eDiscovery and compliance➤ Reduce end-user mailbox size	<ul style="list-style-type: none">➤ Prevent leaks of information➤ Protect private data	<ul style="list-style-type: none">➤ Encrypt sensitive information➤ Facilitate large file transfers
proofpoint®	proofpoint®	proofpoint®	proofpoint®
Dynamic Reputation	eDiscovery	Regulatory Compliance	Secure Messaging
Shield	Compliance	Digital Asset Security	Secure File Transfer
Spam Detection	Mailbox Management	Network Content Sentry	
Virus Protection			
Zero Hour AV			



Cloud Email Security Drivers



Complexity

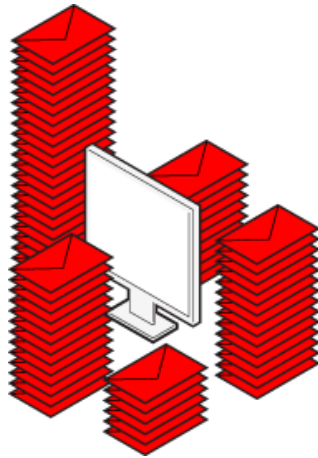


Email + Compliance + Archiving + Encryption

Need for Business Continuity

Focus IT on core business

Growth



Spam Volumes Double Every Few Months

Increasing Size of Archives

Rapid Evolution in Spam Attack Methods

Cost

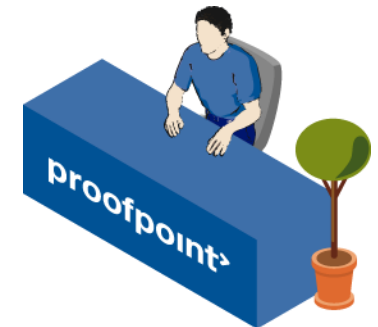


30% Lower (TCO) Total Cost of Ownership

70-90% Reduction in Network Traffic

Predictable for Budgeting

Quality of Service



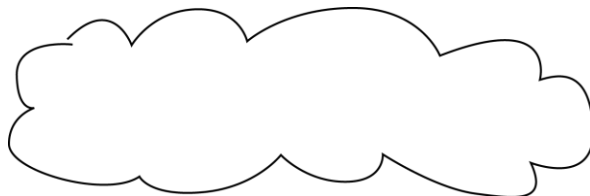
Better Availability

Service Level Agreements

Leverage Service Provider Expertise

Today: Rising Email Risks, Escalating Security Costs

Cloud-Computing
How to best leverage the cloud?



Rising costs
More expertise needed

Gateway Management
More volumes/policies



Declining budgets
Do more with less

Inbound Security Risks
Email threats
Web-based malware



Outbound Security Risks
Zombies

Leaks of Sensitive Information
Easy access
Tighter regulation



Bogged Down Servers
Bigger files from users
More spam



Admin Keeping End-users Happy
While keeping costs low

Encryption mandates
Can't confuse users

eDiscovery & Compliance
More requirements

What Is The Cloud?



- **Concept**
- **Cloud computing is technology-related activities that happen elsewhere**
- **Provides applications and infrastructure accessible anywhere**
- **Leverage economies of scale of a large environment**
- **You pay a simple fee for what you need or use**

Why Cloud Computing Is Hot



Cloud Computing is also known as SaaS, Hybrid, On Demand, and Hosted

Cloud deployments will overtake appliances in new sales in 2009*

- **Lowest TCO**
- **Simplify complexity**
- **Reduce risk and uncertainty**
- **Improve quality of service**



* Based on predicated market share and growth data from Gartner Research and IDC

Reasons To Leverage The Cloud



“Messaging security is the most likely SaaS Service”*
Osterman Research

- **It’s OK – you’re already in the cloud**
- **Immediate benefits and savings**
 - Lower total cost of ownership (TCO)
 - TCO improves over time
 - Eliminates risk and uncertainty
- **Cloud models for everyone**

* 57% of respondents in Osterman research said they definitely would or were likely to switch to a SaaS service for email security

Benchmark Your Cloud-Based Email Security



Your email security solution must deliver:

Service availability	99.999%
Spam effectiveness	99%
Virus control	100%
Email latency	< 1 minute
Archive search	< 20 Sec.
False positives	1:350,000

Critical check list:

- World-class service delivery
 - Global data centers
 - Robust architecture
 - Redundancy throughout
- Total Security
 - Protect your data in transit and at rest
 - Protect against attacks and sudden traffic bursts
 - Reduce risk and uncertainty

Best Practice: Leveraging the Cloud for Optimal Security and Lowest TCO

Pure SaaS

Hybrid

Cloud-Enabled Appliances

All in the Cloud

\$  WACHOVIA

Ideal for customers who:
want lowest TCO

No on-premises deployment

Cloud-based security

Mostly in the Cloud

\$\$ 

Ideal for customers who:
have some reservations against
SaaS, but want lowest TCO

In the Cloud *and* on-premises

A bit in the Cloud

\$\$\$ 

Ideal for customers who:
need on-premises control,
but lower TCO than
competition's appliances

On-premises appliances still
utilize cloud services

Virtual appliances for even
lower TCO

Consolidation and Cloud Computing



> Large financial services organization

- 120,000 employees

> Key Pain Point

- Unpredictable mail volumes
- Appliance management
- Cost

> Proofpoint On Demand

- Cloud computing
- Capacity on demand
- Significant reduction in cost



WACHOVIA



- **Large international organization**
 - A federation of largely autonomous partnerships
 - 165,000 users across 100+ countries
 - Four major data centers

- **Business requirements**
 - Reduce administration overhead
 - Improve spam effectiveness
 - Encryption
 - Respect regional data privacy issues

- **Cloud computing for lowest TCO**
 - 1st layer of cloud computing
 - Growth
 - Massive volume spikes
 - 2nd layer of on premise appliances
 - Each region provided localized country control
 - Respect privacy controls



PRICEWATERHOUSECOOPERS 

Understanding Cost of Ownership



Cloud Savings

- No upfront equipment investment
- Eliminate power usage
- Lower IT administration
- No maintenance
- Data center savings
- 80-90% bandwidth savings
- Minimal support skills

Total TCO

- 30% lower TCO*

* McKinsey – average TCO savings across all SaaS applications

McKinsey & Co, McKinsey Quarterly Delivering Software As A Service 3.31.08

Example	Total cost of ownership, \$ thousand		Sources of savings with software as a service
	Software on premises	Software as a service	
Implementation, deployment			
Customization, integration	108	72	• Reduced deployment time, limited customization, self-service through on-boarding scripts
Basic infrastructure testing, deployment	54	0	• Does not require infrastructure and application testing
Application infrastructure testing, deployment	30	0	
Ongoing operations			
Training	101	34	• Lowers training requirements through – Simpler user interfaces – Self-training, service capabilities
Management, customization of business process change	94	0	• Does not require ongoing business process change management – Vendors monitor customer usage to enhance offering – Customers provide feedback to influence feature functionality
Data center facilities rental, operations; security, compliance; monitoring of incident resolution	750	0	• Includes vendor's costs to serve in subscription price (ongoing operations, back-end hardware and software)
Software			
User licenses, subscriptions; maintenance	480	1,500	
Other			
Unscheduled downtime	308	0	• Provides 99.9% general-server availability vs 99%
Unused licenses	92	0	• Reduces unused licenses by 20%, users added as needed
Total costs (including those not shown here)	2,298	1,640	

Cloud TCO Analysis



- **Compare the TCO of different cloud computing options with appliances and other deployment options**
- **Helps build a business case to support recommendations**
- **Model developed by the Osterman Group**
 - Focused on the messaging, Web and collaboration industries
 - Practice areas include security, archiving, encryption, content management, etc.
 - Strong emphasis on primary research conducted with decision makers and influencers



TCO Analysis Assumptions



➤ Internal hardware and software

- Appliances and maintenance
- Annual license fees

➤ Power requirements

➤ Deployment costs

➤ Downtime

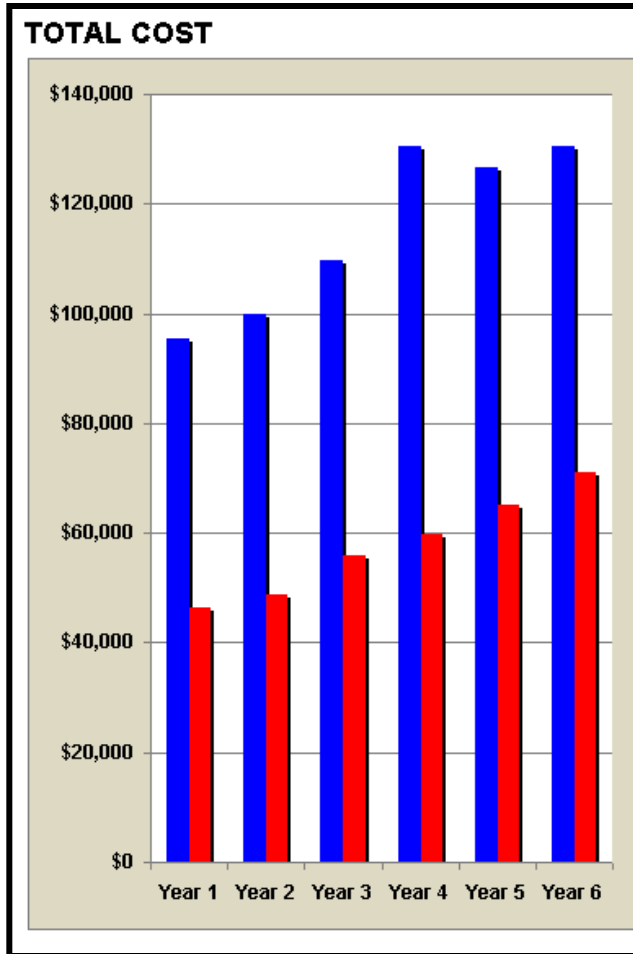
➤ Labor requirements and costs

➤ Anticipated growth

- Spam, email and users



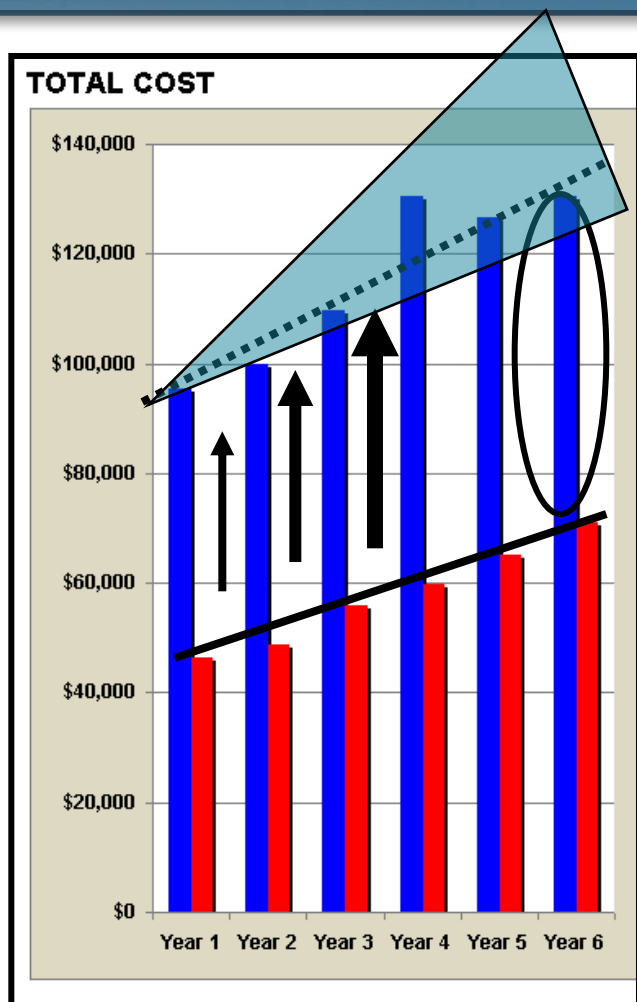
TCO Analysis Results



■ On-premises solution

■ In-the-Cloud solution

TCO Analysis Results



 On-premises solution

 In-the-Cloud solution

> TCO Gap is Significant

- Appliances require significant labor costs to manage

> TCO gap grows over time

- Spam growth requires more appliances and resources

> The Cloud reduces risk

- Capacity on demand without additional purchases
- Addresses spam growth, attacks, and downtime issues

Cost Analysis Summary



- **Cloud-based email security provides significantly lower total cost of ownership (TCO)**
- **TCO savings continue to grow over time with more users, more spam and new risk factors**
- **Cloud services remove many of the risks and uncertainties of appliance-only deployments**

Key Takeaways



- **Leveraging the Cloud - no longer an option, but a best practice**
- **TCO advantages of Cloud computing are powerful, regardless of the approach you choose**
- **Benefits of a Cloud-based email security model**
 - Less expensive
 - Same level of security and control
 - Ability to free up IT staff for other initiatives
 - Financially based SLAs guarantee success
 - Highly resilient – no outages or downtime



- **Accuvant is the premier national information security and compliance management consulting firm. Accuvant security advisors use industry expertise and proven methodologies to help large enterprises assess their environment, improve their compliance posture, and secure their infrastructure.**

Vital Statistics



- ✓ Established in 2002
- ✓ 180+ employees
- ✓ 21 offices across North America
- ✓ Industry Recognition
 - #831 on the 2008 Inc.5000
 - #220 on the 2007 Inc. 500
 - Deloitte Rising Star in 2004 and 2005
 - Deloitte Technology Fast 50 in 2007 and 2008
 - 5784% revenue growth from 2002 to 2007
 - Ernst & Young Entrepreneur of the Year Finalist in 2006 & 2007
- ✓ Over 1000 enterprise clients, including 25% of the Fortune 1000



Security Strategy. Expertly Executed.



- **Accuvant has developed four specialized practice areas to address our clients' comprehensive security needs: assessment, compliance, wireless, and security technologies.**



Thank You



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