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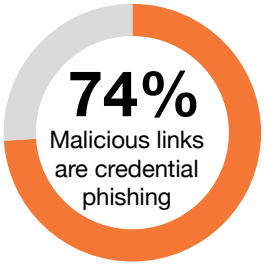
PEOPLE MAKE THE BEST EXPLOITS

Ryan Kalember
SVP Cybersecurity Strategy

Attacks Increasingly Target Individuals, Not Infrastructure

Threats use social engineering, not vulnerabilities



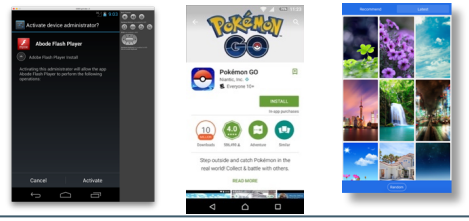
Mobile, social, SaaS threats ramp and evolve

150%

Increase in social media phishing

Customer Service @Ask_BankCA
Mr. Smith, sorry to hear you've been having trouble. To better serve you, please visit our site and login. banksite.com/CA/customerservice

RATs become common in mobile apps



BEC/impostor email fraud becomes board-level issue

$3.1B

Direct losses since January 2015, up 1,300% year over year

22,143

Organizations victimized in the US alone

Source: FBI

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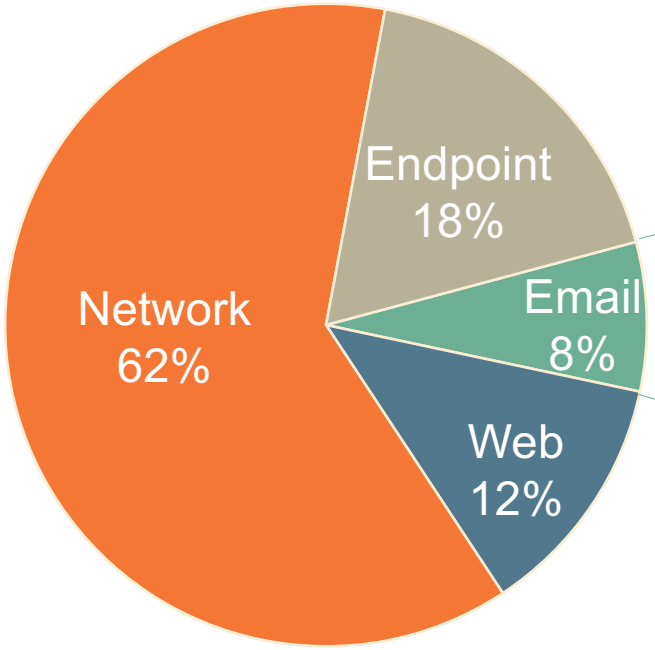
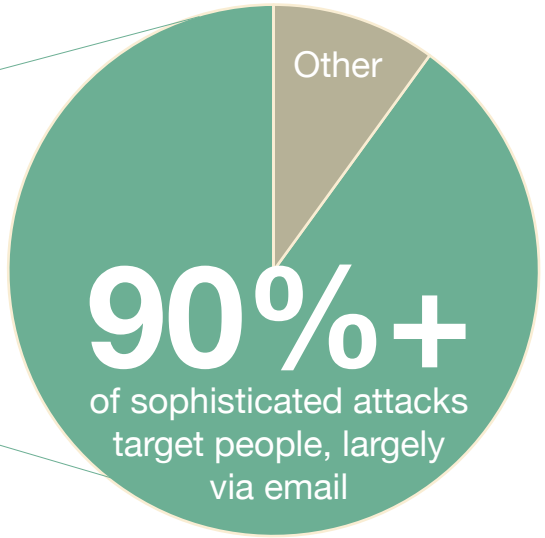
But Industry Is Not Aligned with the Threats

IT Security Industry



Source: Gartner (2017 forecast)

Attack Vectors



Source: Verizon DBIR, Trend Micro, FEYE, etc.

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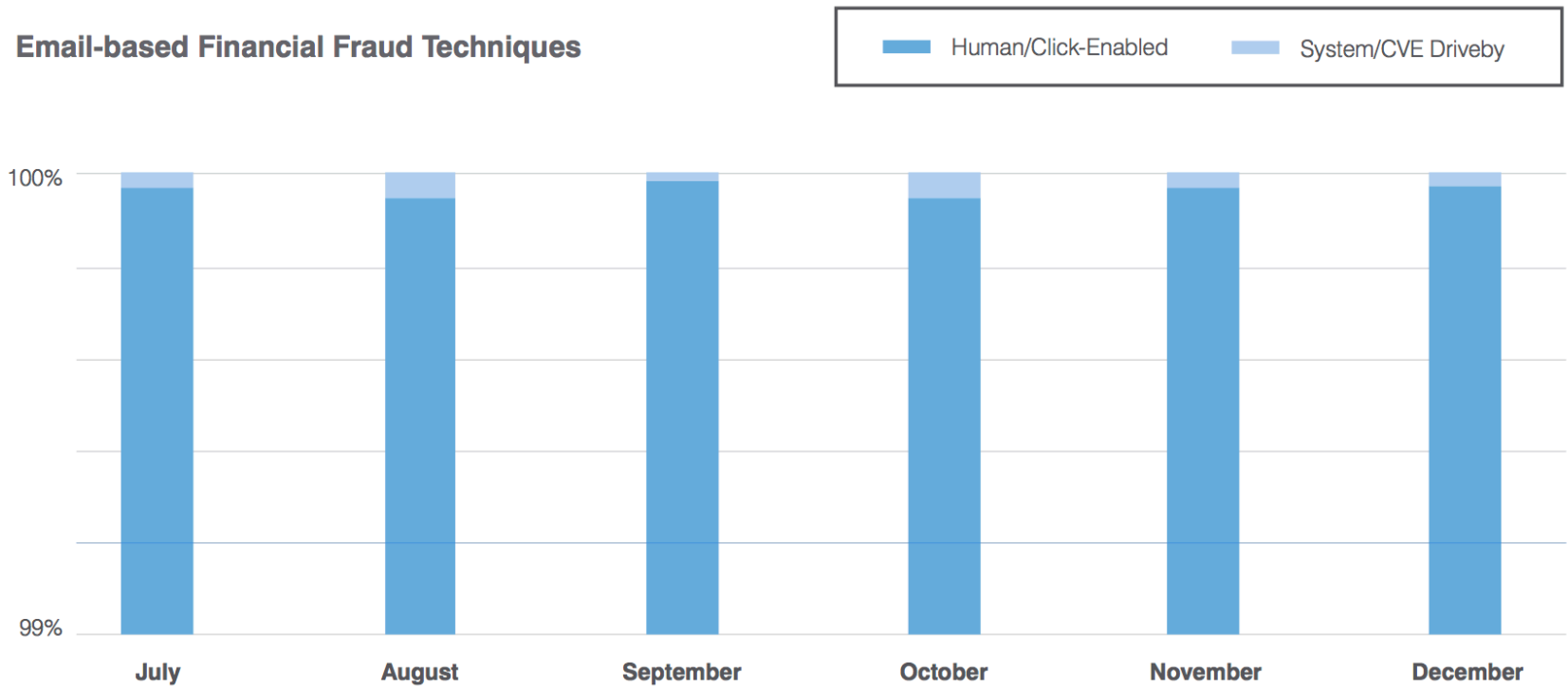

Figure 1: Ratio of email-based financial fraud threats relying on social engineering versus automated exploits, July-December 2016

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Figure 2: URLs in malicious messages linking to credential phish versus exploit kits

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Top 10 Credential Phishing Lures of 2016

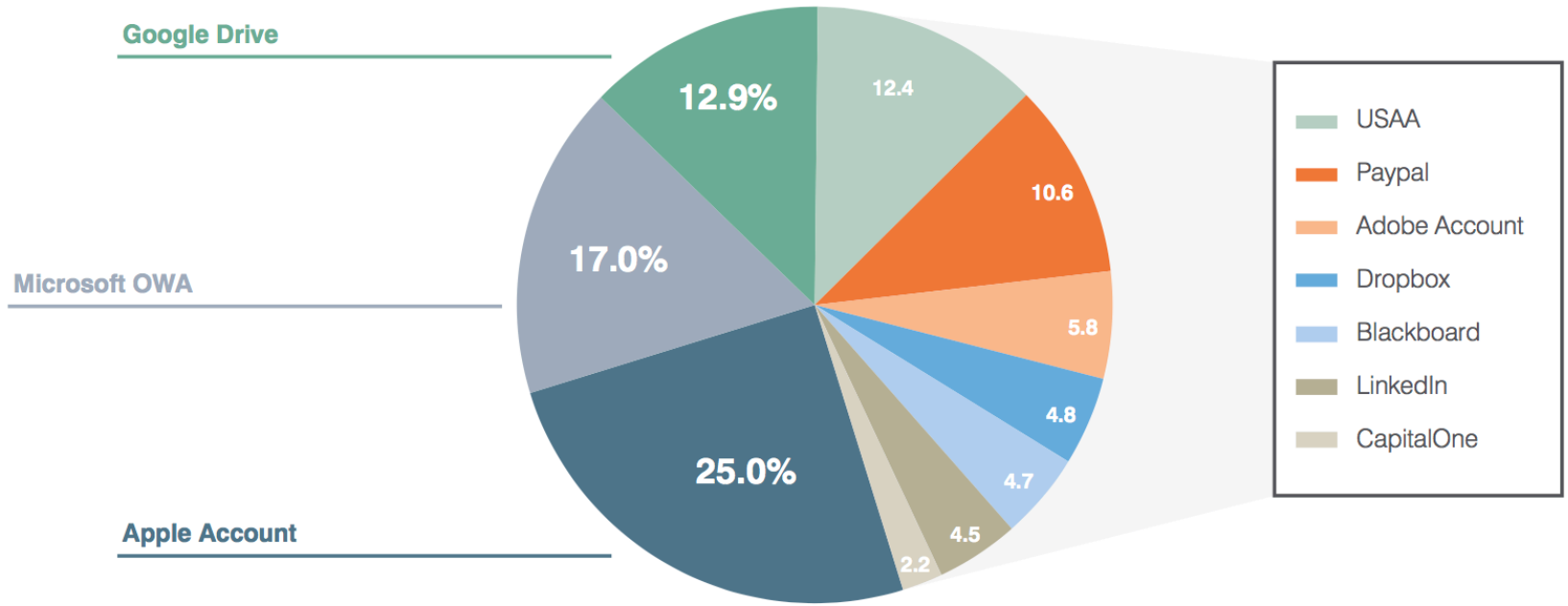

Figure 7: Top 10 credential phishing lures, with percent share

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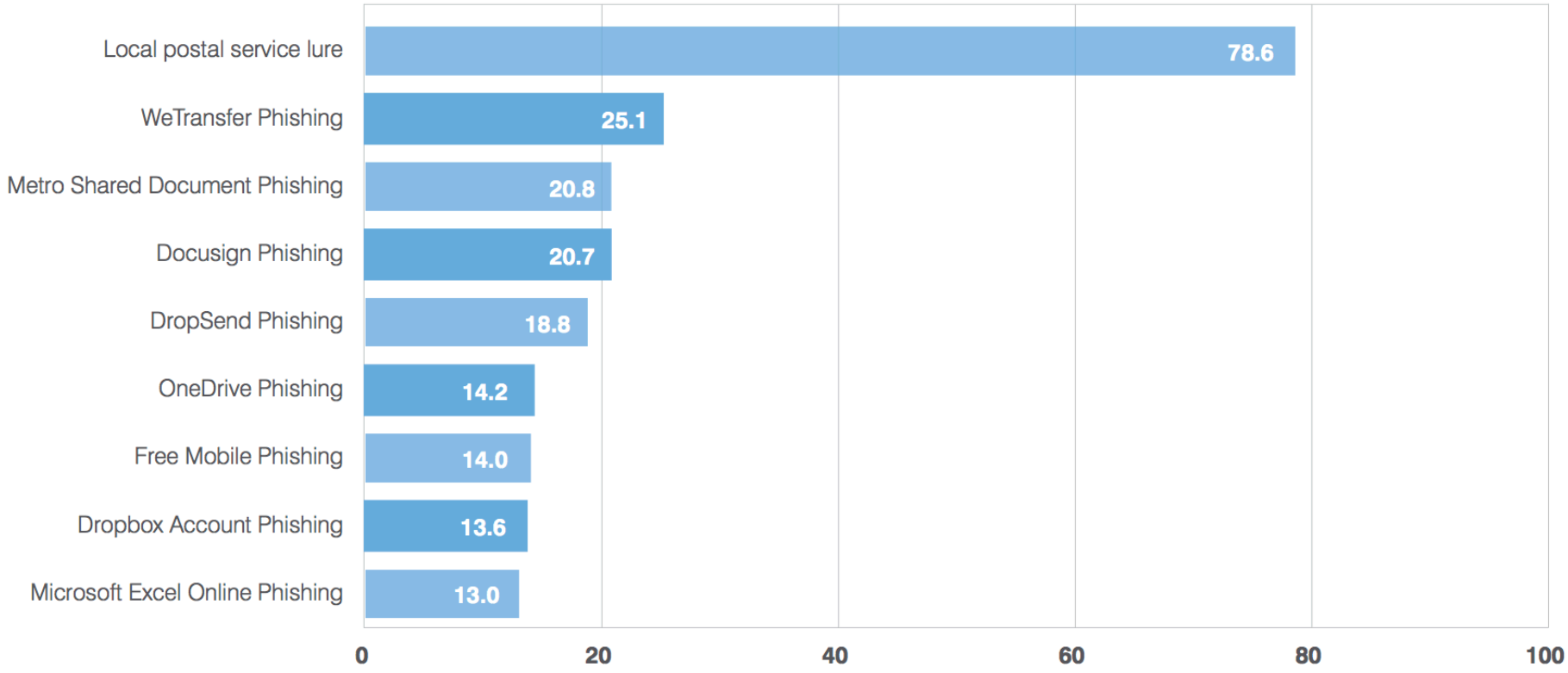
Click Rate for Small Campaigns (more than 100 messages)



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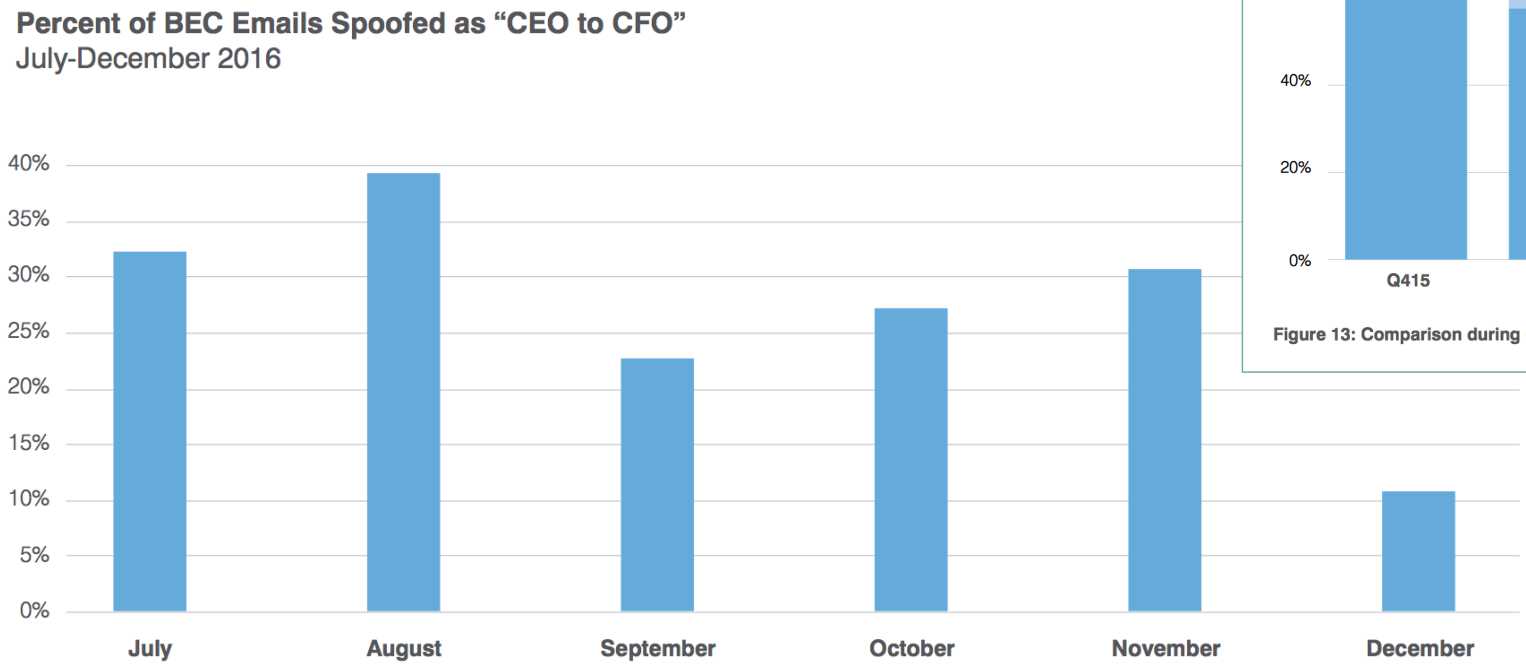

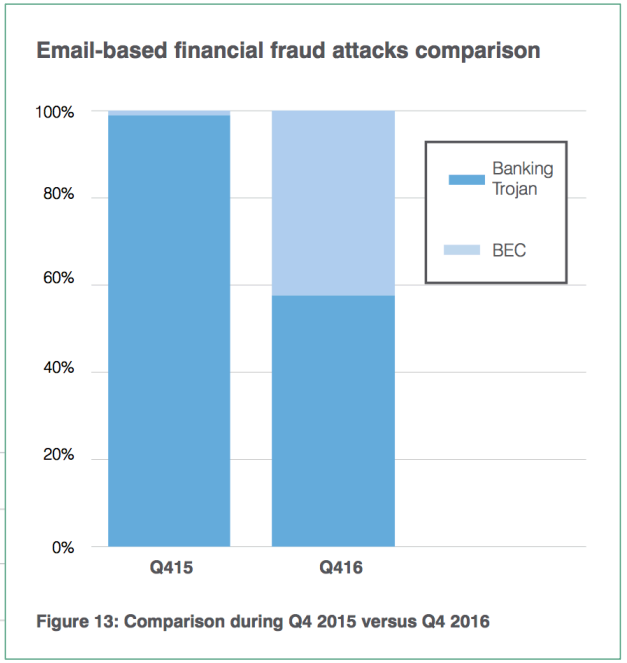

Figure 13: Comparison during Q4 2015 versus Q4 2016

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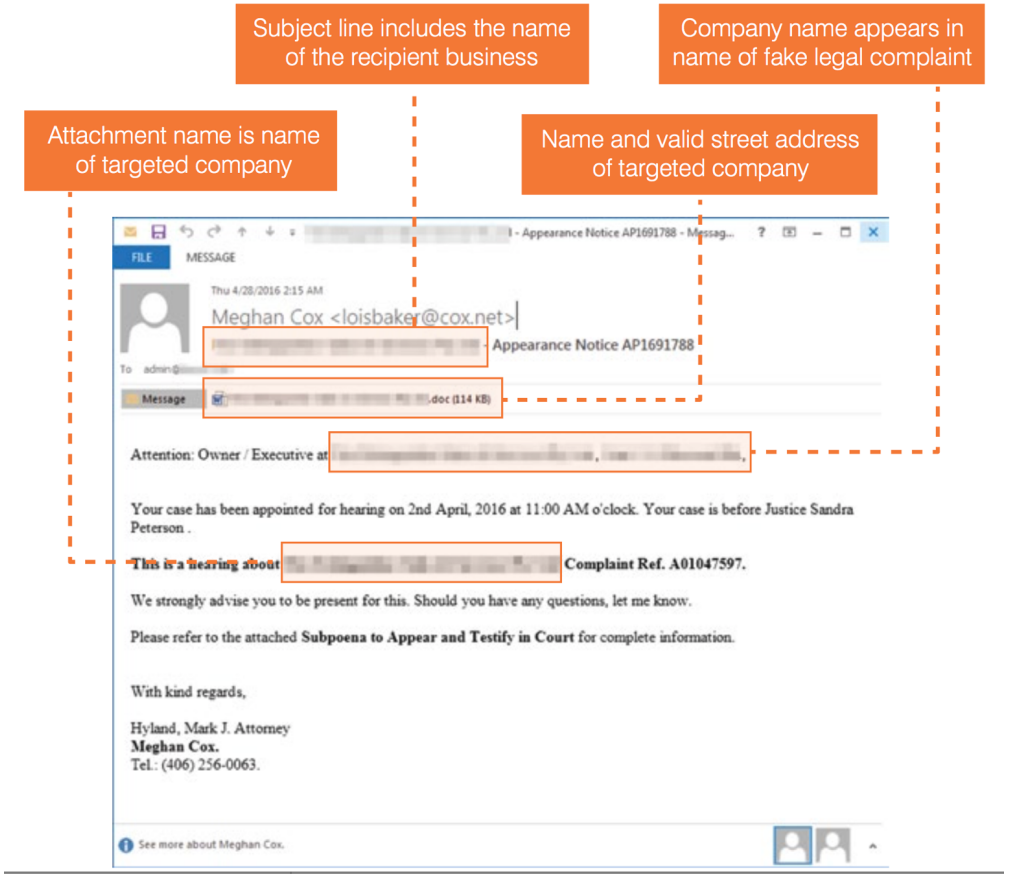

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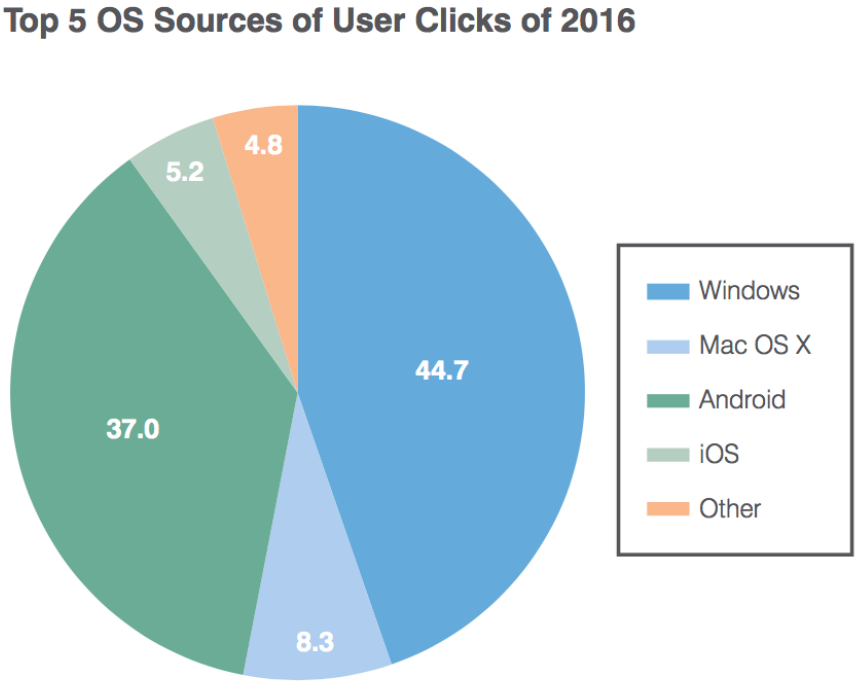

Figure 9: Top operating system sources of clicks, with percentage of total clicks

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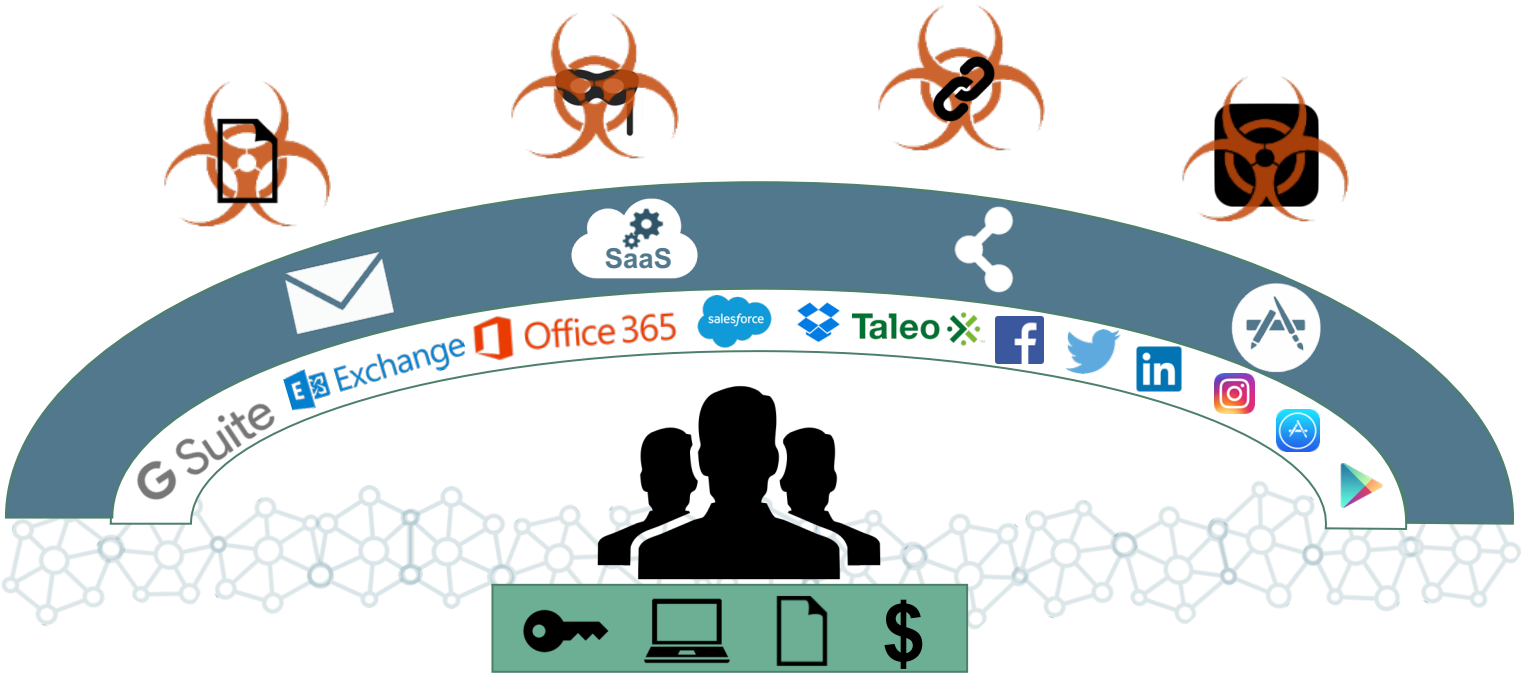
Effective Security: Be Where the Threat/Data Is



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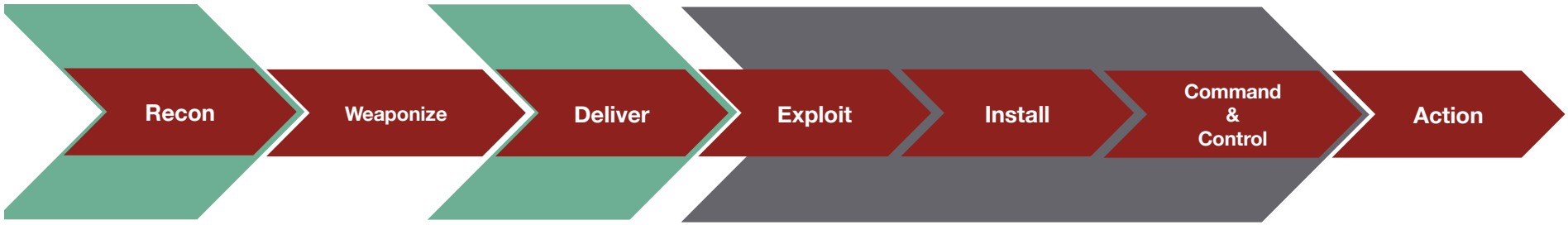
Effective Security: Better Protection at Delivery



- Better to stop attack before damage
- Better chance of detection
- Better intel and context for actors, campaigns

- Target already clicked, attacker has foothold
- Detection challenging, especially for malware-free attacks
- Difficult to put attack in context and link to campaign/actor

Recon/gateway effectiveness vs 90%+ of threats ⇨ Rapid improvement in security posture

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Proofpoint at a Glance

LEADING CUSTOMERS

~50%
of the Fortune 100

5000+
enterprise customers

90%+
renewal rate

DEEP SECURITY DNA

100+
threat ops and research team

~20%
revenue invested in R&D

300K+
daily malware samples

UNIQUE VISIBILITY

1B+
messages processed daily

500B+
node threat graph

40M+
mobile apps scanned

ENTERPRISE CLASS

8
straight years of MQ leadership

paloalto NETWORKS
splunk>
CYBERARK
IMPERVA

strategic ecosystem integrations