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Proofpoint Intelligent Classification and Protection

Leverage the power of artificial intelligence to augment data loss prevention

Key Benefits

- Protect business-critical data with AI classifiers
- Prioritize protection and save time with autogenerated detectors and dictionaries
- Accelerate your DLP program with better coverage, more accurate detection, fewer false positives and one-click integration with Proofpoint DLP

Proofpoint Intelligent Classification and Protection is our artificial intelligence (AI)-powered classification solution. Our AI model analyzes and classifies your data and recommends how best to prioritize the protection of your most sensitive data.

The solution mitigates your data security risk. It helps protect sensitive data, such as intellectual property (IP) and valuable corporate data. It augments your existing data loss prevention (DLP) program. And together with Proofpoint Sigma Information Protection solutions, it can be a core part of your people-centric strategy to protect you against data loss caused by careless, compromised and malicious users.

Figure 1: Proofpoint Intelligent Classification and Protection dashboard.

Accurate and Fast Data Protection

Proofpoint Intelligent Classification and Protection indexes unstructured data at rest in Microsoft 365 and in on-premises file shares. It indexes your file shares, network-shared drives, SharePoint servers and Office 365 OneDrive.

The solution features robust machine learning (ML) models. These include more than 260 pretrained and custom-trainable classifiers that require limited input. This speeds up data categorization at scale by sampling a small fraction of your data at rest. Based on this smart sample, the pretrained AI model quickly detects critical data in your files and sorts the files into categories. With the categorized data sample, Proofpoint Intelligent Classification and Protection autogenerates dictionaries and detectors that integrate with Proofpoint DLP.

Data Classification

The AI model classifies data along two dimensions—business category and level of confidentiality. This helps you to put into place more effective DLP rules and controls. After analyzing each document, the AI first determines its business context and predicts the category to which the document should belong. Categories can include, for instance, finance, human resources, legal, accounting and so on. The AI then predicts the level of confidentiality. There are four levels out-of-the box, which are based on the need-to-know principle. But you can fine-tune the levels based on your needs. The AI can also identify complex personal information, such as a person's name.

The solution lets you create custom trainable classifiers. You can seed them with samples, and discover and classify similar files across your repositories.

Prioritization

When the AI model is finished with its analysis and classification, it assigns a risk score to each document. This score is based on a probabilistic risk assessment that is performed on each file. The engine also shows the number of files in the same category as well as how they are being protected. And it recommends the next steps to take. For example, it suggests which groups of documents you should protect first, based on the risk score.

Integration With Sigma Proofpoint Information Protection

The solution autogenerates custom DLP dictionaries and detectors. You can integrate these with Proofpoint DLP in one click. Part of the Proofpoint Sigma Information Protection platform, Proofpoint DLP protects against data loss across multiple channels. These span email, cloud, endpoint and web. Improved detection accuracy helps to minimize false positives, which can greatly reduce the workload of your security analysts. The layered approach also allows your DLP controls to protect files in motion.

Continuous Improvements

Proofpoint Intelligent Classification and Protection features a classification-review workflow. This lets the AI actively learn from human feedback. With trainable AI, your dictionaries can constantly improve. And your classifiers can be tuned to your unique sensitive data. This means the AI engine will always be able to offer protection that is bespoke to your data landscape.

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