



proofpoint[®]

CREATING A SUCCESS BLUEPRINT FOR CULTURE

Featuring Culture Benefits[®]
Award Winner for Innovation
and Excellence, Proofpoint

"This is an unprecedented time where leaders can make a defining positive impact on the lives of employees. Protecting people is at the heart of Proofpoint's purpose and our award-winning cybersecurity solutions - and our global workforce is the key to that success."

- **Sharyl Givens**, Senior Vice President of Human Resources for Proofpoint

Proofpoint (NASDAQ: [PFPT](#)) is a publicly-traded cyber-security firm with nearly 4,000 employees, worldwide. Headquartered in Sunnyvale, California. Serving thousands of customers, Proofpoint grew in employee headcount an astonishing 30 percent from 2018 to 2019, and continued to grow in 2020, despite the devastating and global impact of the COVID-19 pandemic.

The Problem:

Prior to COVID, Proofpoint very quickly established offices in over ten countries and had deployed onsite-specific point solutions, programs, and benefits to their worldwide campuses. Like so many tangential and non-traditional benefits outside of the immediate health and wealth benefits stack, Proofpoint had multiple and disparate solutions that did not provide proof of engagement or value for the budget spent. That is when the HR and people team looked for an alternative to streamline non-traditional benefits by leading with a people- and culture-first alternative.

The Solution:

Proofpoint ultimately chose Espresa to streamline their employee experience efforts prior to the onset of COVID. Because of that, they were able to quickly pivot from global onsite programs with Espresa, to a single employee-experience platform that is completely remote-powered and mobile first, supporting their 100 percent work-from-home ordinance.

★★★★☆ 4.8 STARS

PROGRAM CSAT: 97%

119% GROWTH IN USER ENGAGEMENT



From Onsite to Wherever People Are

Proofpoint's programs were focused previously on the in-person and in-office culture. When WFH became mandatory, Proofpoint engaged in Espresa's programs for total wellbeing, fitness, remote check-ins for virtual meetups, challenges, and employee resource groups (ERGs).

"It was like a light switch," spoke Alex Shubat, CEO of Espresa. "The team at Proofpoint were already progressively thinking about how to use technology to better support employees. Because they were part of the Espresa family, it was very simple for our success team to pivot immediately to the services they already had available remotely, while creating new virtual programs to support their people and culture."

Because Espresa has an online and fully native mobile experience, Proofpoint was able to push-promote and notify employees of new support offerings for working from home. The Proofpoint team took that a step further by responding to the moment with extended benefits that employees really needed - programs including dependents for fitness, storytelling, and education.

Because the Proofpoint people team was already leading with an employee first culture that leverages Espresa, the switch wasn't nearly as much of an uphill battle. However, it was a proactive one that significantly and positively impacted their employees.

Here are some of the ways in which Proofpoint was able to positively impact their culture during COVID:

- **Entirely altered their culture and workplace programs** to support working from home
- **Launched challenges to gamify every aspect of employee engagement**, including total wellbeing, mindfulness, human connection, and gratitude
- **Used free Espresa virtual fitness classes**, including yoga, HIIT, Zumba, Pilates, stretching, and chair exercises
- **Created kids' programs**, including dance, storytelling time, sing-a-longs, STEAM camps, and trivia game shows
- **Launched mental wellbeing programming** to provide ongoing mental support, including meditation, resilience, mindfulness, and music for relaxation
- **Created a physical activity and nutrition webinar series**, including exercise for busy bodies, healthy snacking, and stretch while you work

Moments That Measure - Results

Because Espresa delivers real-time employee engagement analytics, Proofpoint was able to make impactful decisions immediately via employee listening technology.

Despite the ramifications and negative impact of COVID across the globe, Proofpoint saw a positive uptick in employee engagement and satisfaction scores:

- Employee usage increased by 119 percent
- Ratings for virtual events managed on the Espresa platform, average 4.8 of 5.0 stars
- CSAT ratings of 97 percent

Espresa awarded Proofpoint our Culture Benefits® award for innovation and excellence in 2020 due to their exceptional real-time response in truly demonstrating care for their employee total wellbeing. [Learn more!](#)

Our people built this for *our* people and yours.

We believe in people first, and the immediate and long-lasting impact that individuals create in a company, no matter where they are. When you bottom-up your culture, amazing and tangible things happen.

Galvanize your culture with the HR luminary-crowdsourced people platform that meets everyone wherever they are.

About Espresa

Espresa is the world's first Culture Benefits™ platform that includes a suite of integrated tools with a modern digital experience that people love. Supporting HR and people teams, Espresa drives workplace culture through employee experience and engagement programs, such as, rewards + recognition, employee resource groups, wellbeing + fitness, challenges + achievements, reimbursements, and meetups + event scheduling. Discover how Espresa makes heroes out of HR teams while engaging people, wherever they are.

To learn more about empowering HR to do more with less, while implementing the best challenges and achievements platform for your organization, connect with Espresa today!

Call +1.650.752.6699
Email sales@espresa.com
Visit espresa.com