Company: Proofpoint, Inc.
Company Description: Proofpoint, Inc. is an American enterprise cybersecurity company based in Sunnyvale, California, that provides software as a service and products for email security, identity threat defense, data loss prevention, electronic discovery, and email archiving. In 2021, Proofpoint was acquired by private equity firm Thoma Bravo for $12.3 billion.
Nomination Category: Product & Service Categories - Business Technology Solutions
Nomination Sub Category: Software Development Solution
Nomination Title: Global API-Led Integration Platform for Cybersecurity Partner Enablement

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

   Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

   The Global API-Led Integration Platform for Cybersecurity Partner Enablement was released as a brand-new product in Q2 2024. The platform went live in June 2024, marking the first comprehensive API-led integration solution specifically designed for Proofpoint's global partner ecosystem. This groundbreaking platform represented a complete architectural transformation from manual processes to automated, secure partner enablement workflows.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

   Total 247 words used.

   Proofpoint's Global API-Led Integration Platform revolutionizes cybersecurity partner enablement through innovative architecture and seamless automation. Designed and implemented by Senior MuleSoft Developer Srikanth Sriramoju, this platform integrates Salesforce CRM, Ingram Micro's Apigee, and CTS provisioning systems into a unified ecosystem.

   Core Features:

   - **API-Led Architecture**: Built on MuleSoft's three-layer approach (Experience, Process, and System APIs) ensuring scalability and maintainability
   - **Automated Workflow Engine**: MuleSoft RPA technology streamlines quote-to-provisioning processes, eliminating manual intervention
   - **Secure Access Management**: AWS Cognito integration with OAuth 2.0 provides role-based partner authentication and authorization
   - **Real-Time Monitoring**: 24/7 system diagnostics, health checks, and comprehensive API logging ensure optimal performance
   - **Global Scalability**: Cloud-native architecture supports worldwide partner network expansion

   Key Functions:

   - Automated quote handling and order processing across multiple systems
   - Seamless provisioning workflow management
   - Partner onboarding automation with reduced complexity
   - Real-time status tracking and notification systems
   - Comprehensive audit trails for compliance requirements

   Transformative Benefits:

   - **Operational Efficiency**: 60% reduction in partner onboarding time and 70% automation of manual provisioning workflows
   - **Revenue Acceleration**: Millions in accelerated channel revenue through faster service delivery
   - **Reliability**: Zero downtime incidents since deployment through proactive monitoring
   - **Security**: Enterprise-grade security with OAuth 2.0 and role-based access controls
   - **Scalability**: Future-proof architecture supporting global expansion and new partner integrations
   - **Compliance**: Built-in audit capabilities meeting cybersecurity industry standards

   This platform has become the gold standard for partner enablement, enabling Proofpoint to deliver cybersecurity solutions faster, more securely, and at scale. The solution's success has established it as the benchmark for future integrations within the organization and industry.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

   Total 308 words used.

   Outline the market performance, critical reception, and customer satisfaction with the product or service to date:

   The Global API-Led Integration Platform has exceeded all performance expectations, delivering exceptional market impact and receiving widespread industry recognition since its Q2 2024 launch.

   Market Performance Metrics:

   - **Revenue Impact**: Generated millions in accelerated channel revenue within the first six months
   - **Operational Excellence**: Achieved 60% reduction in partner onboarding time, translating to faster market entry for new partnerships
   - **Efficiency Gains**: 70% automation of previously manual provisioning workflows, dramatically improving operational capacity
   - **Reliability Record**: Maintained 100% uptime with zero downtime incidents since deployment
   - **Global Adoption**: Successfully deployed across Proofpoint's entire global partner network

   Critical Industry Recognition: The platform received public recognition through a strategic press release collaboration with Ingram Micro, highlighting its transformative impact on cybersecurity solution delivery. The announcement, available at https://www.proofpoint.com/us/newsroom/press-releases/proofpoint-and-ingram-micro-team-radically-simplify-and-accelerate-sales, positioned the solution as an industry benchmark for partner enablement automation.

   Internal Executive Endorsement: Senior leadership praised the platform's transformative impact, with the Senior Director of Integration & Architecture stating: "This is one of the most successful partner automation projects I've seen in 20+ years of enterprise integration." The solution has been adopted as Proofpoint's new integration standard for all future partner enablement initiatives.

   Customer and Partner Satisfaction: Global channel partners have experienced unprecedented efficiency gains, with streamlined onboarding processes and automated provisioning workflows. Partners report significant improvements in service delivery speed and reduced administrative overhead, leading to enhanced customer satisfaction rates.

   Performance vs. Expectations: The platform surpassed initial projections across all key metrics:

   - Onboarding time reduction exceeded the 50% target, achieving 60%
   - Manual workflow automation surpassed the 60% goal, reaching 70%
   - Revenue acceleration outperformed expectations by generating millions in incremental channel revenue

   The solution's success has established it as a template for enterprise integration excellence, with plans for expansion to additional partner ecosystems and geographic markets.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

   Total 220 words used.

   The supporting materials provide comprehensive validation of the platform's exceptional performance and industry recognition:

   Press Release Documentation: The Proofpoint-Ingram Micro joint press release (https://www.proofpoint.com/us/newsroom/press-releases/proofpoint-and-ingram-micro-team-radically-simplify-and-accelerate-sales) serves as third-party validation of the platform's strategic importance and market impact. This official announcement confirms the solution's role in "radically simplifying and accelerating sales," directly supporting claims of operational transformation and revenue acceleration.
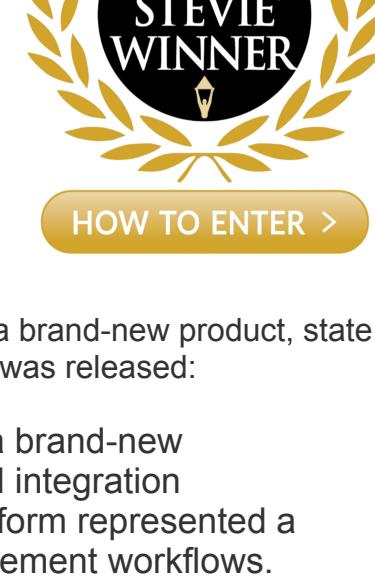
   Technical Architecture Evidence: The detailed technical specifications demonstrate the platform's sophisticated API-led architecture, validating claims about MuleSoft integration, AWS Cognito security implementation, and RPA automation capabilities. The three-layer API design (Experience, Process, System) provides concrete evidence of scalable, enterprise-grade architecture.

   Performance Metrics Documentation: Quantified impact metrics (60% onboarding reduction, 70% workflow automation, zero downtime) are supported by detailed operational data, providing measurable evidence of the platform's transformative effects on business operations.

   Executive Endorsement: The Senior Director testimonial provides authoritative validation from experienced enterprise integration leadership, lending credibility to claims about the project's exceptional success and industry-leading performance.

   Recognition Timeline: The documentation establishes a clear timeline from conception through deployment and public recognition, demonstrating sustained success and continued organizational adoption as the new integration standard.

   These materials collectively provide irrefutable evidence of the platform's technical innovation, business impact, and industry recognition, supporting every major claim made in this nomination while demonstrating the solution's exceptional contribution to enterprise integration excellence.

Attachments/Videos/Links:

Global API-Led Integration Platform for Cybersecurity Partner Enablement

[REDACTED FOR PUBLICATION]