Radically Simplified Data Management

Data Protection & Security to Succeed in the New Normal

Remote work, digital access, and ransomware attacks have skyrocketed, placing undue pressure on how you protect and secure your data. Your legacy data management solutions are ineffective—they're slow, complex, and expensive. You're missing backup windows and SLAs, recoveries are unreliable (they take days), management is complex (requires a whole lot of resources that you don't have), and increasing maintenance renewal fees are not accompanied by innovation.

Rubrik delivers a radically simplified approach to data management for state & local governments, and K-12 organizations to eliminate the pain of legacy solutions, while meeting today's challenges—quick ransomware recovery, accelerated cloud mobility, and streamlined operations with constrained resources.

By modernizing legacy backup and recovery solutions, customers provide a reliable last line of defense against ransomware and accelerate cloud usage. Since Rubrik is designed to extract metadata insights, customers can do more with their backup data—whether it's remediating cyberthreats with enhanced analytics or classifying sensitive data exposure to support data privacy regulations.

BACKUP MODERNIZATION DRIVES BUSINESS OUTCOMES

PHASE 1

Backup Modernization

Collapse multiple legacy backup & recovery solutions into one API-driven solution built for near-zero RTOs, operational simplicity, and ransomware immunity. Transform hundreds to thousands of manual backup jobs to just 2-3 declarative policies to meet business SLAs. Access data and applications instantly with a solution built for recovery.

- Safeguard backups from ransomware + quick recoveries
- 70-90% operational savings by eliminating backup administration
- 20-50% TCO savings over 5 years

PHASE 2

Cloud Mobility

Accelerate cloud and self-service delivery with a cloud vendor agnostic approach. Use cloud for data archival and retain quick access with predictive search (compare to tape). Drive cloud storage and egress savings with intelligent tiering. Use the same platform to protect new cloud services with management simplicity, data security, and data control.

- Send data to the cloud easily and securely
- Reduced egress and cloud storage costs
- API-driven integrations for SNOW, Ansible, and more

PHASE 3

Do More with Your Data

Re-purpose backup data to identify and remediate ransomware and minimize sensitive data risk. Rubrik leverages metadata for anomaly detection and to determine extent of attack for accelerated recoveries. Minimize sensitive data exposure with automated data classification—no additional infrastructure required.
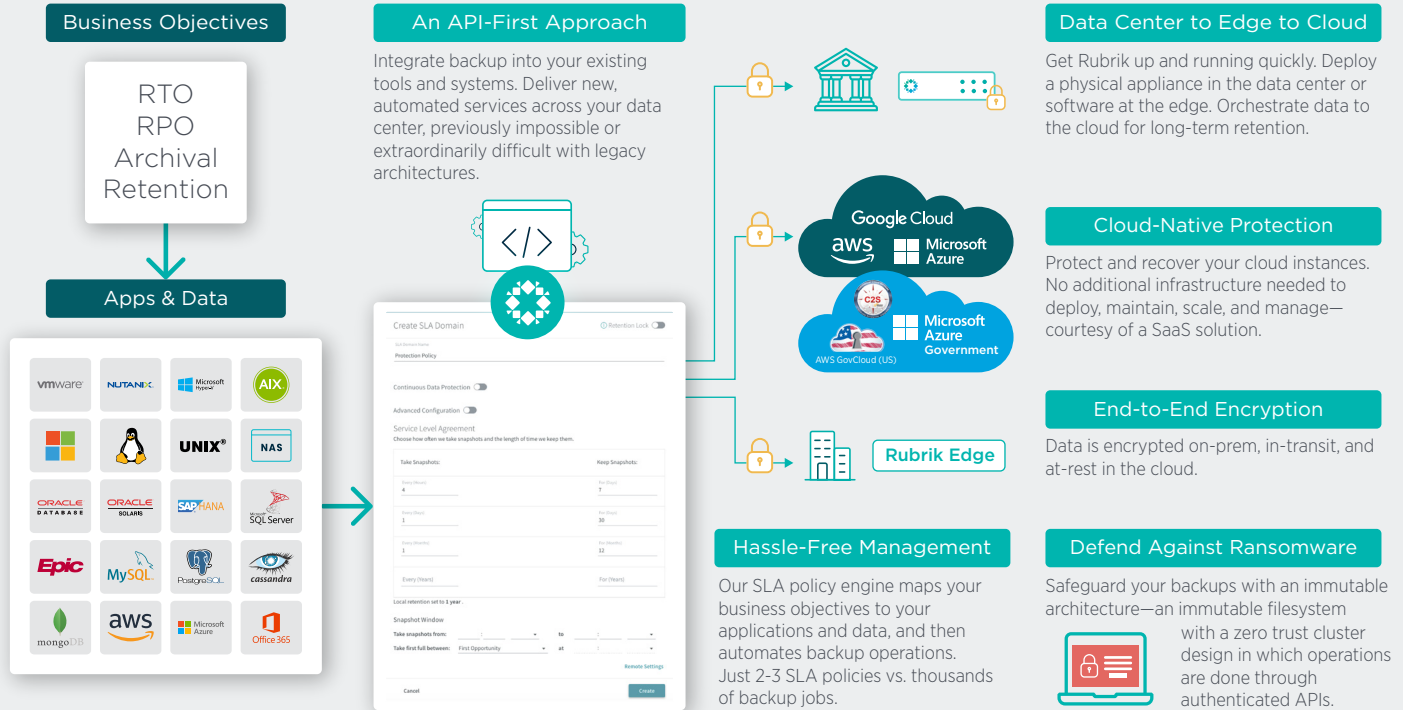
- **$$$** Avoid expensive data privacy non-compliance fines
- **$0** Paid in ransom with native platform immunity to cyberattacks

HOW IT WORKS

Get Rubrik up and running quickly by deploying a ready-to-go appliance in the data center or software at the edge or in the cloud. Use a declarative SLA policy engine to eliminate hundreds to thousands of backup jobs—craft a SLA policy to meet your RTOs, RPOs, archival, and retention goals, map to your applications and data, and Rubrik does the rest. Since Rubrik is built on an API-first platform, customers can integrate backup into their existing automation tools and systems—from service catalogs to configuration management to cloud provisioning tools.

Business Objectives

RTO
RPO
Archival
Retention

Apps & Data

An API-First Approach

Integrate backup into your existing tools and systems. Deliver new, automated services across your data center, previously impossible or extraordinarily difficult with legacy architectures.

Data Center to Edge to Cloud

Get Rubrik up and running quickly. Deploy a physical appliance in the data center or software at the edge. Orchestrate data to the cloud for long-term retention.

Cloud-Native Protection

Protect and recover your cloud instances. No additional infrastructure needed to deploy, maintain, scale, and manage—courtesy of a SaaS solution.

End-to-End Encryption

Data is encrypted on-prem, in-transit, and at-rest in the cloud.

Hassle-Free Management

Our SLA policy engine maps your business objectives to your applications and data, and then automates backup operations. Just 2-3 SLA policies vs. thousands of backup jobs.

Defend Against Ransomware

Safeguard your backups with an immutable architecture—an immutable filesystem with a zero trust cluster design in which operations are done through authenticated APIs.

WHAT OUR CUSTOMERS SAY

In March 2020, City of Durham used Rubrik to recover from a cyberattack.

"The city can be assured that our backups are immutable. We use a product called Rubrik."

Kerry Goode, CIO, City of Durham

California Department of State Hospitals uses Rubrik to accelerate its Smart Cloud strategy.

"Rubrik's cloud vendor-agnostic approach provides the flexibility for us to utilize the cloud solution that makes the most sense for each scenario."

Andrew Hinkle, CTO, California Department of State Hospitals

Yuba County uses Rubrik to drive operational savings.

"Previously, we were spending between four to five hours per week managing our backups. This has been reduced to 30 minutes per week with Rubrik. As a result, our team has gained 26 days of productivity."

Paul LaValley, CIO, Yuba County

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Rubrik, the Cloud Data Management Company, enables enterprises to maximize value from data that is increasingly fragmented across data centers and clouds. Rubrik delivers a single, policy-driven platform for data recovery, governance, compliance, and cloud mobility. For more information, visit www.rubrik.com and follow @rubrikInc on Twitter. © 2020 Rubrik. Rubrik is a registered trademark of Rubrik, Inc. Other marks may be trademarks of their respective owners.

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