

Carhartt Locks Down Cyber Threats with Rubrik

"It's not just backup. Rubrik is a holistic data security solution that offers fast and clean recovery, rich threat intelligence, and, most importantly, the peace of mind our brand depends on."

 **Katrina Agusti** | Chief Information Officer, Carhartt



CHALLENGES

Today's retail manufacturers must prioritize an omnichannel approach to business to provide consumers easier, faster access to the apparel they need, whenever and wherever. This makes securing sensitive data, including IP designs and customer data, against cyberattacks a complex undertaking. Given rising demand for Carhartt products, protecting data is paramount to maintaining customer trust and minimizing business disruption.

Defending against threats like ransomware required advanced capabilities like AI-assisted anomaly detection given the risks Carhartt faced, including:

- 1 **Malware found hiding in a legacy backup tool**
- 2 **Frequent backup failures leading to erosion of trust and increasing the potential for operational disruption**
- 3 **Insufficient visibility and control over hybrid cloud environments**

OUTCOMES

With Rubrik, Carhartt achieved:



50% Monthly TCO Saving

By consolidating multiple legacy solutions



The Rapid Detection of Malware within Backups

Scanning as many as 100k snapshots in under 60 seconds with Rubrik Turbo Threat Hunting



99% Reduction in Cyber Recovery Time Objective (RTO)

From weeks to minutes



Early Identification of Ransomware

Attacks and rapid, reliable recovery



\$69M

Potential cost of downtime avoided



BACKGROUND

Established in 1889, Carhartt is a global premium workwear brand with a rich heritage of developing durable products for workers on and off the job. Headquartered in Dearborn, Michigan, with approximately 3,000 employees worldwide, Carhartt is family-owned and managed by the descendants of the company's founder, Hamilton Carhartt.

COMPANY DETAILS

 Retail, Manufacturing

 AMER | Dearborn, MI

 80 Retail Stores

 3,000 Employees

Raising the Bar on Security with a Zero Trust Strategy

Prior to Rubrik, Carhartt relied on two separate legacy backup systems—until a critical data loss exposed a major vulnerability. “When a business-critical application upgrade failed, we discovered our legacy systems didn’t have the backups we needed,” recalls Katrina Agusti, Carhartt CIO. “We spent over two weeks manually rebuilding our data, which was a wake-up call to reassess our holistic data security strategy.”

In a landscape where ransomware and other cyber threats loom large, Carhartt selected Rubrik Security Cloud as the foundation for a zero trust data security approach. “We work hard to keep intruders out, but we operate on the assumption they will eventually get in. Rubrik’s immutable backups protect data from being altered or deleted by malicious actors, providing peace of mind. Rubrik forms a key part of our zero trust posture and helps us trust our systems again,” noted Agusti.

With Rubrik, Carhartt consolidated two backup solutions, reduced management overhead, and cut total cost of ownership by 50%.

TRANSFORMATION WITH RUBRIK

Harnessing Intelligent Insights to Protect Critical Data

Carhartt’s interconnected environment means disruptions can quickly ripple across the enterprise. In the past, malware hidden in legacy backups forced two weeks of manual investigation. With Rubrik, Carhartt’s IT and security teams now collaborate more effectively, leveraging Rubrik Anomaly Detection to spot potential issues early and determine if individual files are suspect, potentially harboring malware. This capability is crucial for detecting the tell-tale signs of ransomware, enabling fast recovery and minimizing mean time to recovery (MTTR).

Rubrik Data Discovery and Classification pinpoints sensitive records that might be compromised, drastically improving Carhartt’s ability to respond to cyber incidents. “In the event of an attack, Threat Hunting helps us zero in on malicious files and execute rapid, surgical recoveries that maintain our reputation for dependable services,” notes Agusti.

By embracing a zero trust mindset and partnering with Rubrik, Carhartt has bolstered its data resilience, ensuring the company can continue to serve its customers—whenever and wherever they need trusted workwear.

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PRODUCTS & SERVICES



Enterprise Data Protection



Cloud Native Protection



Threat Hunting



Atlassian



Rubrik Cloud Vault



Unstructured Data Protection



Salesforce Protection



M365 Protection

ABOUT RUBRIK

Rubrik (RBRK), the Security and AI company, operates at the intersection of data protection, cyber resilience and enterprise AI acceleration. The Rubrik Security Cloud platform is designed to deliver robust cyber resilience and recovery including identity resilience to ensure continuous business operations, all on top of secure metadata and data lake. Rubrik’s offerings also include Predibase to help further secure and deploy GenAI while delivering exceptional accuracy and efficiency for agentic applications. For more information, please visit www.rubrik.com and follow [@rubrikinc](https://twitter.com/rubrikinc) on X (formerly Twitter) and [Rubrik](https://www.linkedin.com/company/rubrik) on LinkedIn.