

eGroup Captures New Hybrid Cloud Revenue Opportunity with Rubrik's Cloud Data Management Platform



RESULTS

- Revenue expansion into cloud customers and emerging markets
- On premises and cloud data management costs delivered as a simple pay-as-you-grow subscription
- Scalable solution with multi-hypervisor support, including Nutanix AHV, for large environments consisting of 1000+ VMs
- Enhanced security and compliance, driven by Rubrik multi-tenancy and end-to-end encryption
- Reduced RPOs (from 24 hours to 1 hour)
- Near-zero RTOs

CHALLENGE

- Misalignment of legacy capital investments compared to modern cloud subscriptions for data management
- Lack of access to critical expertise and tools to prepare for, perform, and simplify disaster recovery services
- Limitation of legacy backup solutions to address expanding base of cloud customers
- Lack of scalability for enterprise customers
- Lengthy backup and recovery times

SOLUTION

- Rubrik-powered multi-tenant data management solution for hybrid cloud environments

Founded in 1999 and headquartered in South Carolina, eGroup delivers speed and certainty with IT solutions for a broad spectrum of customers in North America, ranging from small startups to large enterprises. eGroup offers an array of cloud and managed services, data center architecture and application services to businesses across a wide range of industries, including healthcare, financial services, government and manufacturing sectors. eGroup specializes in providing managed services to enterprise customers, many of whom are starting to transition to hybrid cloud deployment models.

eGROUP GENERATES NEW REVENUE STREAM FROM CLOUD CUSTOMERS

Many of eGroup's customers were starting to transition to cloud, and eGroup needed a cloud backup and recovery solution to reach these customers. eGroup selected Rubrik as their managed data protection solution for Microsoft Azure to help their customers confidently transition to a hybrid cloud model. "Leveraging Rubrik as a partner, we are able to boost value beyond normal backup and recovery by enabling customers to age out tape and backup directly to Azure," remarked Jason Webster, Director of Cloud and Managed Services at eGroup. "Using Rubrik's fully policy-based solution, we now deliver an Azure-based data management solution that allows our customers to swiftly orchestrate applications across data centers and the cloud in one secure fabric. We anticipate this solution to unlock significant revenue opportunities for us going forward."

RUBRIK'S MULTI-TENANCY AND SECURITY CAPABILITIES EXTEND eGROUP'S REACH TO HIGHLY REGULATED CLIENTS

Rubrik's logical approach to multi-tenancy enables partners to securely support multiple customers on a single platform, whereby security principals can be applied at micro-granular levels. Native multi-tenancy across multi-cloud and multi-site environments accelerates secure delivery of managed services, resulting in significant operational efficiencies and reduced costs. "Using Rubrik's software, we are able to securely manage resources among different customers, while still granting them full ownership and control over their own assets in an isolated fashion," said Webster. "This innovative framework enables us to deliver security benefits while realizing the economic advantages of a true cloud computing model."

Given that a majority of eGroup's customers operate in regulated industries, it is critical for eGroup to deliver the highest level of compliance standards. "Rubrik's ability to encrypt application data both in-flight and at-rest complies with the

strictest requirements of our healthcare, legal and government customers, allowing us to confidently serve those sectors,” said Webster. “There are numerous attacks happening around us, and Rubrik ensures that any amount of data can be restored in a matter of minutes. Delivering these strong outcomes to our customers strengthens the credibility of our offerings.”

eGROUP PROVIDES SCALABLE RUBRIK-POWERED BACKUP SOLUTION TO ENTERPRISE CUSTOMERS WITH MULTIPLE HYPERVISORS

Prior to deploying Rubrik, eGroup struggled with a complex legacy backup solution that only worked with VMware. When eGroup expanded to serve enterprise customers that operated several hypervisors, they turned to the market for a scalable backup solution that could accelerate this transition. As one of the first platforms to support backup and recovery on AHV and multiple hypervisors, Rubrik presented a seamless solution that was aligned with eGroup’s business needs. “Rubrik’s architecture and configuration with Nutanix is simple,” said Mike Dent, Director of Data Center Architecture at eGroup. “Our previous legacy solution was extremely cumbersome to manage and scale. In contrast, Rubrik provides a limitlessly scalable, single-fabric solution that is instantly credible even to the largest enterprise customers with the most complex environments.”

Other benefits include:

- **Dramatic Time Savings from Policy-Driven Automation:** “Rubrik’s software allows our customers to achieve data management goals by specifying outcomes instead of having to manage individual steps within the backup process. Using Rubrik’s policy-driven APIs, one of our customers was able to compress 4 weeks of management complexity down to just 4 hours,” said Webster.
- **Significantly Reduced Recovery Times:** “Rubrik’s one-click instant recovery liberates our customers from the pain of managing inefficient and costly legacy backup processes. One of our customers went from spending several hours a day checking backups, to just 5 minutes per week,” said Dent.

“We measure success based on the customer outcomes that we deliver,” said Mike Carter, CEO and Founder of eGroup, “and Rubrik’s game-changing technology helps us go above and beyond by producing immediate and recognizable impact. With Rubrik, it’s no longer just backup and recovery, but also data management for the cloud era. Rubrik for us is not just a great technology; it is helping eGroup transform our business from a traditional model to an out-and-front leading provider of cloud-based services and solutions.”

“We share eGroup’s passion for liberating enterprises from the pain of managing inefficient, costly legacy systems,” said Randy Schirman, VP of Service Providers at Rubrik. “We’re thrilled eGroup chose Rubrik as the foundation of their managed data protection solution for Microsoft Azure to help organizations confidently transition to a hybrid cloud model.”

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-Mike Carter, CEO and Founder of eGroup



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Rubrik delivers instant application availability to hybrid cloud enterprises for recovery, search, cloud, and development. By using the market-leading Cloud Data Management platform to provide instant access with self-service, customers mobilize applications, automate protection policies, recover from Ransomware, search and analyze application data at scale on one platform. From days to seconds.

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